



The Career College Information Source

Keiser University Center for Career Education and Leadership

*With Arthur Keiser, Ph.D., Chancellor
and James D. Hutton, Ph.D., Center Director*

Keiser University Center for Career Education and Leadership

With Arthur Keiser, Ph.D., Chancellor and James D. Hutton, Ph.D., Center Director

Rodney Dangerfield isn't the only one who "don't get no respect."

Career colleges have long had that same fate, but Keiser University is working to change that.

The nonprofit university hopes to help the career college sector with the launch of its research center, the Keiser University Center for Career Education and Leadership (KUCCEL). But at the same time, it hopes to re-energize its master's degree program in career college administration in an effort to make career college administrators more professional so they, too, get the respect they deserve.

Keiser University's master's degree program in career college administration was started in 2009 after university officials realized there was no undergraduate or post-baccalaureate degree program that educated or provided understanding about the unique challenges of operating a career college, said Arthur Keiser, Keiser University chancellor.

"Many institutions offer master's degrees in higher education, but they focus on the traditional sector," Keiser said. "There were no programs that I was aware of that focused on the

career college sector, and that's why we created a discipline within our master's in education degree to serve that sector...."

While the program has been fairly successful, Keiser said they decided

"There were no programs that I was aware of that focused on the career college sector, and that's why we created a discipline within our master's in education degree to serve that sector...."

***– Arthur Keiser, Ph.D.
Keiser University Chancellor***

to create the Center for Career Education and Leadership in order to make a greater commitment to the process. The center launched in October 2012.

In 2009, President Obama set a goal for the United States to have the most college graduates in the world by 2020, and Keiser said the career college sector could play a huge part in increasing the number of baccalaureate programs and graduates.

"But our sector...has been under attack," he said. "And one of the best

ways to improve the sector is to professionalize its staff and leadership,” he said. Keiser brought Jim Hutton on board to develop the program and serve as the research center director, as well as a professor and program

“Our goal is for us to help the sector by adding a research component, and to try to locate the best professionals in the field who can continue to educate our students, and eventually have a doctoral program focused on career higher education.”

***– Arthur Keiser, Ph.D.
Keiser University Chancellor***

director for MSE-CCA, or their master’s degree in education with a specialization in career college administration.

“Our goal is for us to help the sector by adding a research component, and to try to locate the best professionals in the field who can

continue to educate our students, and eventually have a doctoral program focused on career higher education,” Keiser said.

Hutton said he’s tried to retire several times, but knew this was a

program he had to be involved with since he believes so strongly in it.

“There are a lot of career college presidents getting their MBAs,” he said. “It’s a valuable degree for someone to have to manage a college or any business. But a lot of people who are running career colleges are missing the educational component with a traditional MBA. Ours is a joint program...meant for someone who wants that understanding of the career college sector.”

Hutton himself has a MBA, but he said he never even took a short course on how to run a school. “This is a unique program in that students learn marketing, financial aid, and the other business aspects, but they also learn about the very important notions of assessment, curriculum development, faculty hiring and training, and so on. To the best of our knowledge this is the only such program of its kind.”

Hutton said Keiser’s research center is built on four academic programs:



ARTHUR KEISER, Ph.D. is Chancellor and CEO of Keiser University and Chairman of the Board of Southeastern College (formerly Keiser Career College). These institutions are comprised of 31 campuses located in the southeastern area of the United States serving approximately 18,000

students and employing over 3,500 staff and faculty.

Dr. Keiser has served the higher education industry in various capacities for over 35 years. He is currently serving his second term as a Board Member of the National Advisory Committee on Institutional Quality and Integrity (NACIQI), having been appointed by Speaker of the House, John Boehner. Most recently, he also served as Chairperson of the Board of Directors of the Association of Private Sector Colleges and Universities (APSCU). Dr. Keiser is a former member of the Jacob K. Javits Fellows Program Fellowship Board. He served as elected Chairperson and Board Member of the Accrediting Commission of Career Schools and Colleges of Technology (ACC SCT). Dr. Keiser was appointed by the Governor of Florida to both the

State Board of Independent Colleges and Universities and the State Board of Independent Postsecondary, Vocational, Technical, Trade and Business Schools. He has also served as President of the Florida Association of Postsecondary Schools and Colleges (FAPSC).

Dr. Keiser earned his doctorate in Higher Education Administration at the Union Institute and University in Cincinnati, Ohio. He wrote his dissertation on Benchmarking in Private Career Schools: A Preliminary Empirical Investigation in the Establishment of Quantitative Strategic Indicators in this Specialized Postsecondary Education sector.

Dr. Keiser has been an outspoken leader, has given numerous presentations, and published many articles and reports on various subjects relating to the private career school and not-for-profit sectors.

Dr. Keiser resides in Parkland, Florida with his wife Belinda and has a 22-year-old son, Robert.

Contact Information:

Arthur Keiser, Ph.D., Chancellor
Keiser University
1900 West Commercial Boulevard
Fort Lauderdale, FL 33309
Phone: 954-776-4476

- Advanced Professional Certificate in Career College Administration – 18 credit hours
- Master of Science in Education with a Specialization in Career College Administration – 36 credit hours
- Joint Degree Program: Master of Science in Education and current Keiser Master of Business Administration – 60 credit hours
- Ph.D. in Educational Leadership – 60 credit hours

But just as importantly, the research center will provide real research on career colleges, he said. Currently, too many take one statistic and use it incorrectly to put all career colleges in a bad light. “We want to do some serious, rigorous, unbiased, nonpartisan research, and let the facts speak for themselves, even if we may not like some of the things we uncover,” Hutton said.

“Traditional higher education leaders don’t understand us because they have obtained a lot of misinformation,” Keiser said. “The perception of what a career college is vs. reality is extraordinarily different. Our goal is to provide a center that will attract dollars

interested in research and that will provide the scholarly reports and papers that are recognized by the higher education community, the public at large and policymakers who are involved in regulating or funding the students who go to our schools.”

Keiser said the center is not like a state association or a trade association. “It is a center for research, learning and teaching that will focus on what I believe is one of the critical parts of higher education’s future.”

Twenty years ago, Peter Drucker, a writer, professor and management consultant, forecast the traditional university of today would be a dinosaur by 2030 because of its high cost.

“Our sector is efficient and effective,” Keiser said, “and I believe it represents the future of higher education, especially if we can increase the level of professionalism and the understanding of what we do and why we do it well. We can overcome the misinformation

“Traditional higher education leaders don’t understand us because they have obtained a lot of misinformation. The perception of what a career college is vs. reality is extraordinarily different.”

***– Arthur Keiser, Ph.D.
Keiser University Chancellor***



JAMES D. (JIM) HUTTON, Ph.D., is a professor and program director for the Keiser MSE-Career College Administration program and the center director for the Keiser University Center for Career Education and Leadership (KUCCEL). Founded in 2012, KUCCEL is a non-

profit center for the scholarship, promotion, and betterment of career education and global workforce development. The (KUCCEL) mission is: To provide fact-based solutions for delivering high value in all areas of career education, through outstanding leadership, the highest of ethical standards, and sound business principles.

Until his retirement in December 2007, Dr. Hutton was the CEO and co-founder of Virginia College. He began his work in postsecondary

career education in 1989 as an adjunct business administration teacher and has been a department chair, academic dean, campus director, CFO, COO, CEO, and partner for various career colleges. Jim served as a Commissioner for the Accrediting Council for Independent Colleges and Schools (ACICS) and was 2006 Chair of the ACICS Board. Until June 2012, he served on the Association of Private Sector Colleges and Universities Board of Directors.

Jim earned a bachelor’s in Business Administration from Faulkner University, and an MBA and Ph.D. in Administration-Health Services, specialty track—Health Care Marketing, from The University of Alabama at Birmingham, where he was inducted into Beta Gamma Sigma, the international honor society serving business programs accredited by AACSB International. His research interests are in career and adult education, leadership, and services marketing and planning.

through scholarly research and presentations to the higher education community at large.”

Hutton agreed, noting that misinformation is a constant problem. For example, an Oct. 22, 2012 article in *The Chronicle of Higher Education* blasted the for-profit sector for how it generates leads, he said. The article, “For-profit colleges’ marketers generate leads, and controversy,” did state that some non-profit colleges, especially those with online offerings, use lead generators, but reported that the bulk of the industry supports operations at for-profit institutions. The article also stated that for-profit schools are seeing increased scrutiny from members of Congress, state attorneys general and federal agencies because of their use of lead generation.

“The article made it seem like it was just a proprietary school issue,” Hutton said. “Yet the ACT and CollegeBoard SAT have lists they sell or rent and they have done so for years. Plus, all of the inquiry vendors sell leads to non-profits. So it is not a problem unique to our sector.

“Taking a partial fact and twisting it to meet your agenda is not research,”

Hutton said. “They take a position and pull a few numbers out of thin air. But that’s not how you do research.”

Keiser said the university would assemble faculty who understand the career college sector. He hopes the sector will contribute, participate and eventually endow chairs that will be respected, national educators attracted to the study of career education. “We’re committed and we are not in a rush,” Keiser said. “We’re here for the long-term to develop what we want to be a truly outstanding program. We want to encourage outstanding faculty to come together, to work together and to provide research, in an effort to provide an understanding to the public and to the higher education community.”

Keiser said he hopes their research center will change the perception of career colleges and demystify what they do and believe. If that happens, the sector won’t be the only winner.

“Students will benefit,” he said, “because the end result is really to better serve students.”

**Career
Education
REVIEW**

Written by Barbara A. Schmitz.



KUCCEL

KEISER UNIVERSITY CENTER FOR CAREER EDUCATION AND LEADERSHIP

Our Mission

The Keiser University Center for Career Education and Leadership is committed to providing fact-based solutions for delivering high value in all areas of career education, through outstanding leadership, the highest ethical standards, and sound business principles.

Education Designed for the Career College Professional

Private career colleges and schools have a significant impact on higher education in the U.S. Thousands of career colleges across the country educate approximately 2.4 million postsecondary students for careers.¹ These educational institutions employ individuals filling leadership roles such as campus president/director, dean, director of admissions, director of financial aid, and director of student services. KUCCEL's innovative online academic programs, offered through Keiser University Graduate School, can help prepare you to advance your career in the private postsecondary education sector.

About the Center

Keiser University's Center for Career Education and Leadership (KUCCEL) is a not-for-profit center committed to advancing the scholarship, promotion and betterment of career education and global workforce development. To accomplish these goals, KUCCEL prepares current and future leaders in career education, offering a range of innovative online professional development and continuing education opportunities. The Center also conducts scientific research on private, postsecondary education in America, examining the increase in student demand and the growing responsibility of this sector to meet the goals of our national education agenda. KUCCEL, a part of Keiser University Graduate School, serves as a repository for available information documenting the long and important history of private colleges and schools.

Academic Programs

Advanced Professional Certificate in Career College Administration

(18 credit hrs.)

The Advanced Professional Certificate in Career College Administration (CCCA) offers current career college executives graduate-level coursework in essential areas of career college management. This program provides the education, training and qualifications that can help career college leaders advance to general management and strategic level positions. The curriculum focuses on the key topics of enrollment management, marketing and recruitment, student retention, campus operations, personnel selection and development, and project management. This program is designed for candidates with an existing master's degree or significant experience in the career college industry and a bachelor's degree.

Master of Science in Education with a Specialization in Career College Administration

(36 credit hrs.)

The Master of Science in Education degree (MSE) provides teachers and education administrators with an intensive study of theory and practice in the field of education. This program fosters independent learning and enhances your ability to contribute to the profession as a leader in career college education while providing a basis for career advancement. Courses include enrollment management theory and practice, student retention and management, managing campus operations, higher education marketing and recruitment, and instructional technology. Graduates are able to demonstrate a conceptual understanding of advanced educational theory and practice, and to critically analyze and solve problems based on applied research methods.

Master of Science in Education, Allied Health Teaching and Leadership

(36 credit hours)

Keiser University's online Master of Science in Education, Allied Health Teaching and Leadership (MSEd – AHTL), is designed specifically for instructors, program directors, and administrators of higher education health care programs as well as community health educators and

leaders. Acquire the skills and knowledge that can help you advance your career and contribute as a leader to the education profession. You'll complete a foundation of courses in such areas as diversity, curriculum design, assessment and evaluation, ethical decision-making, and instructional technology before focusing on enrollment management, student retention, issues and trends in health care education, and managing health care programs in institutions and in the community. Graduates are able to demonstrate knowledge and application of theory and to critically analyze and solve problems in health care education based on applied research methods.

Keiser University Advantage

Graduate education for career college professionals Keiser University can provide you with education designed specifically to prepare professionals in leading a college or university.

Small classes taught by industry-experienced faculty In our "students first" environment, small class sizes ensure personalized attention from your instructors, who have extensive, real-world experience in the fields in which they teach.

One class at a time option Graduate students have the option of taking one or two classes at a time per 8-week term, helping you to balance work, family and other responsibilities.

Financial aid is available for those who qualify.

Online access All of your classes can be taken online, giving you the freedom to complete your coursework whatever time of day or night is convenient for you.

Accreditation Keiser University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award certificates and degrees at the associate, baccalaureate, master's and doctoral levels. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, or call 404-679-4500 for questions about the accreditation of Keiser University.

Joint Degree Program (60 credit hrs.) Master of Science in Education and Master of Business Administration

The Joint Master of Science in Education (MSE) and Master of Business Administration (MBA) degree program is designed for career college professionals who aspire to leadership positions in private postsecondary education. The targeted curriculum focuses on the essential knowledge and capabilities necessary to work as a campus president. You'll receive a strong foundation in areas including integrative instructional technology, advanced curriculum and instructional design, personnel selection and development, enrollment management and theory, and higher education marketing and recruitment. Your coursework will also include classes in managing campus operations, accounting and managerial economics. Graduates are awarded an MSE with a specialization in Career College Administration and an MBA.

Ph.D. in Educational Leadership

(60 credit hrs.)

The Doctor of Philosophy in Educational Leadership degree provides a solid foundation for applying leadership theory, method and research, enabling you to dynamically improve schools under your leadership and in your community. Courses include Ethical and Legal Issues in Education Leadership; Policy, Politics, and Community Relations; Leadership Theory and Management; Management of Distance Education; and Differentiated Instruction. Graduates are prepared to contribute to the field of education through independent learning, scholarship and research.

Contact the Keiser University Center for Career Education and Leadership

To learn more and to request admissions information, please call **1-888-753-4737** or visit us online at: **KeiserUniversity.edu/GraduateSchool**

¹ U.S. Department of Education. National Center for Education Statistics, Integrated Postsecondary Education System (IPEDS), Fall enrollment component, 2010.