

# Colorado Community College System

## **Competition from For-Profit Colleges**

**MAY 2010** 



Nationally and in Colorado, for-profit colleges are growing faster than ever before. Thirty years ago, for-profit colleges were mostly mom and pop operations with a few small degree-granting colleges. Since then, the for-profit sector has grown and consolidated. The sector is booming, with an estimated \$26 billion in revenues in 2009. Enrollment in the for-profit sector has grown by an average 9 percent per year compared with only 1.5 percent for all institutions of higher education in the U.S. including twoyear and four-year institutions. Of the roughly 3,000 for-profit institutions nationally, 40 percent are owned by one of 13 large, publicly traded companies. The biggest for-profit college corporation is the Apollo Group with 455,600 students. This company is larger than the entire undergraduate enrollment of the Big Ten universities. <sup>2</sup> The Apollo Group owns the University of Phoenix. According to data provided by *The Chronicle of Higher* Education, the largest for-profit colleges' estimated national enrollment growth from fall 2008 to fall 2009 averaged over 22 percent.<sup>3</sup> This compares to enrollment growth in the Colorado Community Colleges of 19 percent. The number of for-profit colleges offering two-year degrees and certificates in Colorado has increased from 33 in 2005 to 52 in 2008, the most recent year for which data are available.

For-profit colleges spend significant resources on advertising, marketing and recruitment. *The Chronicle of Higher Education* reported that the Apollo Group spent 20 percent of its total net revenue on selling and promotional expenses.<sup>4</sup> Advertisements bombard potential students on the television, radio, bill boards, and in the electronic media on related websites like job-search sites. Many for-profit colleges have near-immediate response times for students inquiring about the college. Marketing/recruiting specialists are standing by to work with students to complete their applications and determine a program that makes sense for the student to start in the next month.

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<sup>&</sup>lt;sup>1</sup> (Wilson, 2010)

<sup>&</sup>lt;sup>2</sup> (Wilson, 2010)

<sup>&</sup>lt;sup>3</sup> (Blumenstyk & Fuller, 2010)

<sup>&</sup>lt;sup>4</sup> (Wilson, 2010)



Community colleges nationally are exploring creative ways to compete with the for-profits' marketing. On February 21, 2010, a national community college marketing collaboration was announced that will look at ways community colleges can pool their efforts to promote online programs.

There are a lot of resources spent on advising and support services by for-profit colleges as well. As an example reported by the *Chronicle of Higher Education*, the University of Phoenix, one of the colleges in the Apollo Group, has a "graduation team." This team comprises a group of three professionals: an enrollment counselor, an academic counselor, and a financial counselor, assigned to each student to help ensure persistence and graduation. In addition, on the whole, for-profit colleges are nimble and student centered. Many allow students to start programs throughout the year as there is demand and to fit course schedules to students' lives rather than based upon classroom and instructor availability and a semester schedule. They tout benefits that community colleges either do not offer or just do not advertise very well including: quicker training programs, day care, night classes, bus passes, financial aid, and promises of job placement. In the control of the course of the

If for-profit colleges are accredited, they are accredited by a different accrediting body than public colleges, which allows for different service delivery but does not hold the for-profit institutions to the same standards as public colleges. Therefore, most for-profit credits do not transfer to public colleges. Some for-profit students have complained about being misled regarding the transferability of their for-profit credits to a public college.

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<sup>&</sup>lt;sup>5</sup> (Wilson, 2010)

<sup>&</sup>lt;sup>6</sup> (Ludwig, 2007)



Recently, there have been a large number of complaints and lawsuits against for-profits over recruiting practices, tuition costs, and the ability of graduates to land jobs in their fields of study. Allison Sherry, education writer for *the Denver Post*, wrote two in-depth articles on the issues with for-profit colleges. According to one article, the Colorado Department of Higher Education has received on average one complaint regarding for-profits for every 214 students attending. That compares to a ratio of one complaint to 1,224 students attending public colleges in the state and one complaint to 6,502 students attending Colorado Community Colleges in our system. And, the complaints about public colleges are related to disputes about grades or professors rather than misrepresentations by the college.<sup>7</sup>

Meanwhile, for-profit colleges are more expensive than public, 2-year colleges. For competing programs, the median cost to complete at a Colorado Community College is \$2,771 compared to \$14,441 at for-profit schools in Colorado. A lot more federal financial aid dollars go to support students' educations at for-profit colleges than public colleges. In Colorado, over 40 percent of federal loans and Pell grants went to for-profit schools. Eighty-three percent of first-time students attending for-profit schools in Colorado that compete with CCCS colleges take out a federal loan to pay for their educations, compared to only 37 percent of CCCS students. The loan default rates by students attending for-profit schools are much higher than public colleges. Twenty-three percent of students who attended for-profit colleges in Colorado were in default in the first three years. The three-year default rate at CCCS colleges is only 12.9 percent and ranges between 10.1 percent and 23.3 percent. The student demographics are much the same at for-profit schools and community colleges.

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<sup>&</sup>lt;sup>7</sup> (Sherry, 2010)

<sup>&</sup>lt;sup>8</sup> (Sherry, 2010)

<sup>&</sup>lt;sup>9</sup> (Sherry, 2010)



It may also be true that students who are not qualified for college are being admitted to for-profit colleges and then failing out, thus leaving the students unable to pay back their loans. According to a recent United States Government Accountability Office (GAO) report, "Although students must meet certain eligibility requirements to demonstrate that they have the ability to succeed in school before they receive federal loans, weaknesses in [the U.S. Department of] Education's oversight of these requirements place students and federal funds at risk of potential fraud and abuse at proprietary schools." <sup>10</sup>

Proprietary school performance data are also in question. A report by the National Consumer Law Center found that for-profit colleges often misrepresent their placement and completion numbers. Among the report's findings, although the for-profit sector claims very high job placement numbers, usually above 80 percent, and despite federal mandates, "...schools are not reporting job placement information as required and are not making the data they do collect publicly available." Additionally, "The completion and placement information that is given out is generally misleading and in many cases inaccurate." Also, "The calculation formula for completion and placement rates is flawed and subject to manipulation; too few campuses collect and report data; the information is self-reported and thus impossible to verify; and enforcement by states, the federal government, and accreditation agencies is dismal." Unlike the proprietary schools in Colorado, completion and retention data for all public colleges and universities is verified by the Colorado Department of Higher Education through student unit record reporting, making it much less subject to manipulation. Although the for-profits in Colorado report higher median retention rates than CCCS colleges (63% vs 53.2%) and higher median graduation rates (47% vs 24.8%), their outcomes may be exaggerated. Additionally, many CCCS students transfer before obtaining a certificate or degree and receive a degree at a four-year institution. This is not an option for students at for-profit institutions.

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<sup>&</sup>lt;sup>10</sup> (United States Government Accountability Office, 2009)

<sup>11 (</sup>Loonin & Devanthery)



With resources that are stretched thin, Colorado Community Colleges have invested in web-enabled student supports in order to provide services to students and compete with the for-profit sector. To market their programs, colleges are participating in social networking sites like Facebook. Online advising is one area in which CCCS is investing. CCCS is implementing Degree Works, an online degree audit capability that allows students to determine which courses they need for their chosen degrees and how many courses they have remaining. Additionally, working with College in Colorado, degree and career decisions are being supported through online plans of study that utilize student interest inventories and evaluation of prior learning to help students choose a career pathway that goes through graduate school if they so desire. Colleges are also investing in online support services that help students navigate the application and enrollment processes. Pikes Peak Community College and the system have collaborated with Code Baby to develop an innovative online avatar that guides students through each step. These types of online supports help students with "normal" questions and processes, freeing human advisors and admissions staff members to help students with difficult and unique issues.

Within Colorado, the community college system faces competition from 52 private, for – profit two- and four-year colleges across the state. Forty-three of these colleges have awarded two-year degrees and certificates in the same programs as CCCS colleges and 40 are within the CCCS service area – they compete with CCCS colleges in the Denver and Colorado Springs metro areas. In 2007-2008, these direct competitors enrolled more than 81,000 students, compared to the nearly 108,000 enrolled at all CCCS colleges (Table 1). While Colorado Community College System colleges showed a decrease in enrollment of eight percent as the Colorado economy grew and unemployment was low from 2005-2008, the two-year proprietary schools' enrollment increased four percent and the four-year proprietary schools' enrollment grew 23 percent. Since then, with the economy faltering and unemployment growing, enrollment at CCCS colleges has



increased significantly, experiencing a 19 percent increase from Fall 2008 to Fall 2009 (Table 2).

Table 1. Enrollment growth from 2005-2008 for all CCCS colleges and private for-profit colleges offering two-year programs in the Denver and Colorado Springs metro areas.

Institution Type	AY 2005 Enrollment	AY 2008 Enrollment	Change	Percent Change
cccs	117,379	107,821	-9,558	-8%
2-year For-Profit Colleges	12,663	13,215	552	4%
4-year For-Profit Colleges	55,475	68,029	12,554	23%

Institution Type	AY 2005 Enrollment	AY 2008 Enrollment	Change	Percent Change
cccs	117,379	107,821	-9,558	-8%
For-Profit Colleges	68,138	81,244	13,106	19%

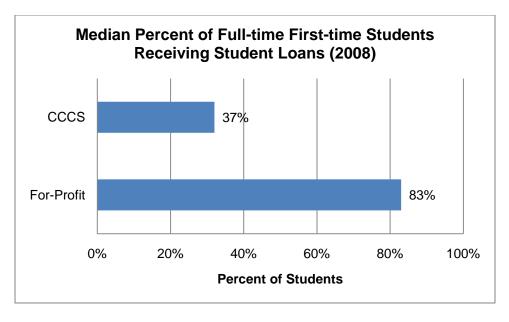
Table 2. Unduplicated CCCS Fall headcount for 2007-2009.

Term	Headcount	Change from Previous Fall	Percent Change
Fall 2007	68,809		
Fall 2008	71,825	3,016	4%
Fall 2009	85,544	13,719	19%



Proprietary schools are significantly more expensive than community colleges. In order to meet this higher cost of attendance, greater rates of students at private institutions turn to student loans in order to fund their education. In 2007-2008, twice as many full-time, first-time students at for-profit colleges received students loans than at Colorado community colleges (Figure 1). Overall, 83 percent of for-profit school students received loans versus 37 percent for Colorado Community College students.

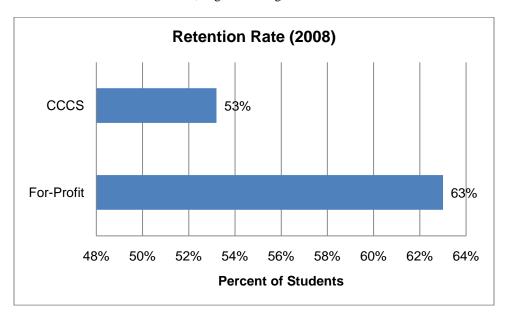
Figure 1. Median percentage of full-time, first-time students receiving students loans in 2007-2008 for CCCS and for-profit colleges.





For-profit colleges report higher fall to fall retention rates than colleges within CCCS. At for-profit institutions, the median percentage of Fall 2007 students returning in Fall 2008 was 63%, compared to a 53.2% average retention rate for CCCS colleges (Figure 2).

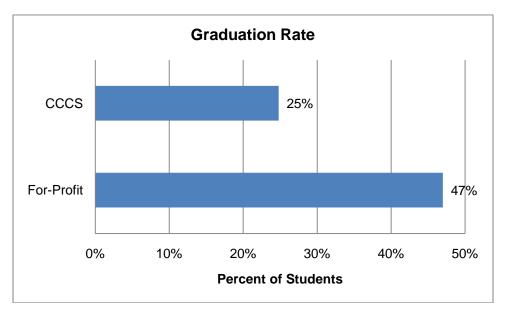
Figure 2. Comparison of fall to fall retention rates of full-time students based on type of institution. Retention rates measures full-time, degree seeking students.





Students at for-profit institutions in Colorado report that they graduate students at higher rates than CCCS colleges. At for-profit colleges, 47% of full-time students complete their degree or certificate within 150% of normal completion time, compared to 24.8% of CCCS students (Figure 3). It should be noted that for-profit colleges do not always require a comprehensive curriculum that includes courses such as English and math. In addition, the for-profits generally require fewer, more targeted courses.

Figure 3. Comparison of graduation rates based on type of institution. Graduation rate measures only full-time, first-time, degree-seeking students. Does not take into consideration transfer of CCCS students.

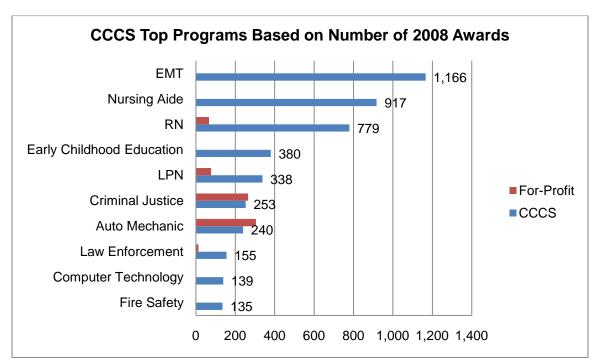




#### **Top CCCS Programs**

In academic year 2007-2008, CCCS colleges awarded degrees in 136 program areas. Of these program areas, proprietary schools awarded competing degrees in 36 areas. As Figure 4 shows, five of the top ten CCCS programs face no competition from the proprietary schools. The top three programs at CCCS, based on the combined number of certificates and awards granted in 2007-2008, are all in the health care field, are generally more expensive programs to operate, and face virtually no competition from proprietary institutions. Although additional for-profit colleges have opened since 2008, only one proprietary college, Concorde Career College, awarded degrees that competed with CCCS in these top five areas at the time these data were reported.

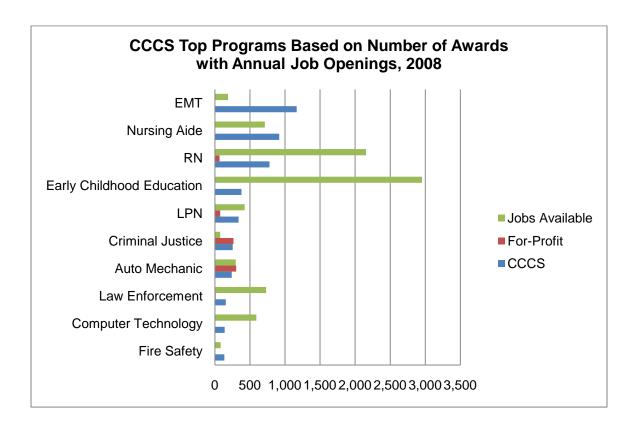
Figure 4. CCCS programs with the most associate degrees and certificates awarded compared with forprofit awards in those same areas.





A comparison of degrees awarded to state-wide labor data shows that CCCS programs are focusing on meeting work-force needs, and often provide high-demand, high-cost programs in critical areas, such as nursing and first responders (Figure 5).

Figure 5. CCCS programs with the most associate degrees and certificates awarded, compared with forprofit awards and estimated annual state-wide job openings for those occupations (EMSI, 2008).



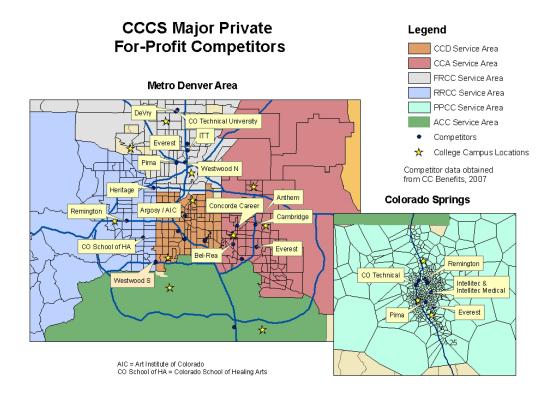
### Competition in Broad Program Areas

Specific programs like Emergency Medical Technician (EMT) and Registered Nurse (RN) that are primarily offered by CCCS colleges are grouped into broad program areas, like Health Professions and Related Clinical Science that also include programs like Medical Assistant that are mainly offered by for-profit institutions. CCCS colleges and for-profit institutions compete in eight main broad program areas. Since the for-profit



schools with degrees that compete with CCCS colleges are in the Denver and Colorado Springs metro areas, only community colleges serving those communities are included when directly comparing degrees awarded. These institutions include Arapahoe Community College; Community College of Aurora; Community College of Denver; Front Range Community College; Pikes Peak Community College; and Red Rocks Community College. Figure 6 displays the location of these community colleges, as well as the relative location of the competing for-profit institutions.

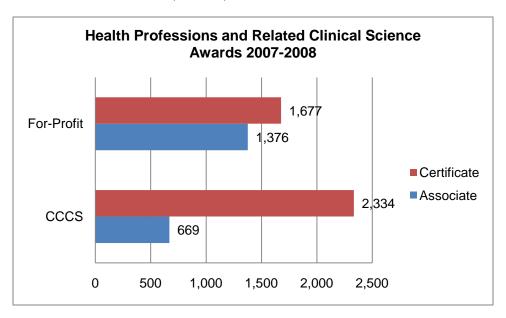
Figure 6. Main proprietary competitor locations in relation to CCCS urban colleges.





Overwhelmingly, the greatest number of common degrees awarded at both CCCS and proprietary colleges was in the Health Professions and Related Clinical Science area. In 2007-2008, more than 6,000 degrees and certificates were awarded by CCCS colleges and their competing for-profit institutions in this area (Figure 7).

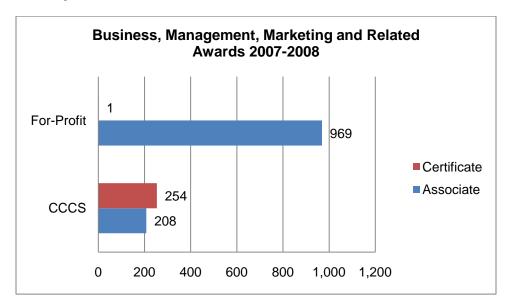
Figure 7 – Degrees and certificates awarded by CCCS and for-profit colleges in the Health Professions and Related Clinical Science area (CIP = 51) for 2007-2008.





The second largest common broad program area is Business, Management, Marketing and Related Administrative awards, with over 1,300 degrees and certificates granted. (Figure 8).

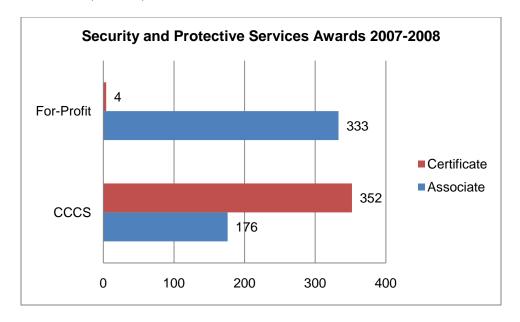
Figure 8 – Degrees and certificates awarded by CCCS and for-profit colleges in the Business, Management, Marketing and Related Services area (CIP = 52) for 2007-2008.



Another large group is Security and Protective Services, with 865 total awards given in 2007-2008 (Figure 9). The primary awards given in this group are related to criminal justice, law enforcement and fire safety.



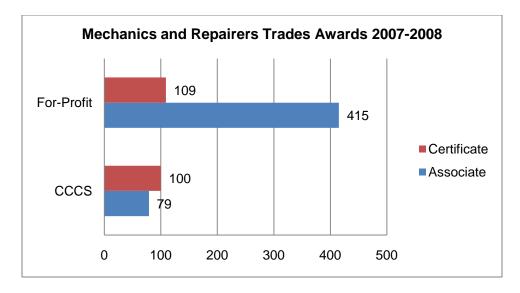
Figure 9 – Degrees and certificates awarded by CCCS and for-profit colleges in the Security and Protective Services area (CIP = 43) for 2007-2008.



Mechanics and Repairers Trades programs are traditionally associated with community colleges and two-year schools, and in 2007-2008, 703 degrees and certificates were awarded by CCCS colleges and their primary for-profit competitors (Figure 10).

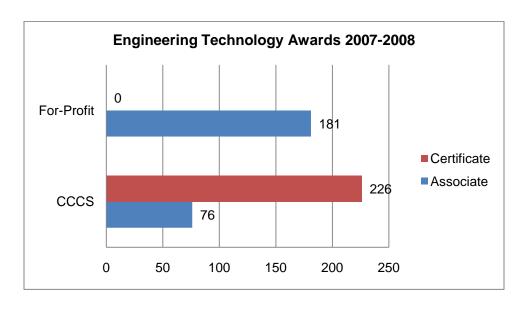


Figure 10 – Degrees and certificates awarded by CCCS and for-profit colleges in the Mechanics and Repairers Trades area (CIP = 47) for 2007-2008.



Engineering Technologies is also closely tied to two-year schools, and nearly 500 awards were given in this area at urban community colleges and for-profit institutions in 2007-2008 (Figure 11).

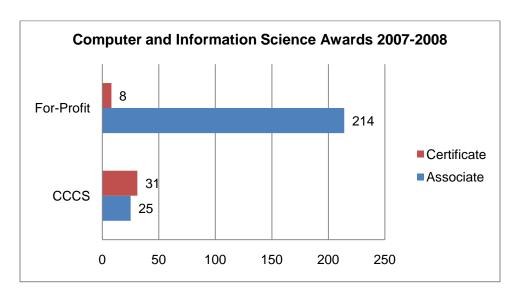
Figure 11 - Degrees and certificates awarded by CCCS and for-profit colleges in the Engineering Technology area (CIP = 15) for 2007-2008.





Computer and Information Science awards are becoming increasingly popular at the two year level, especially at for-profit colleges, and 278 degrees and certificates were granted in this area (Figure 12).

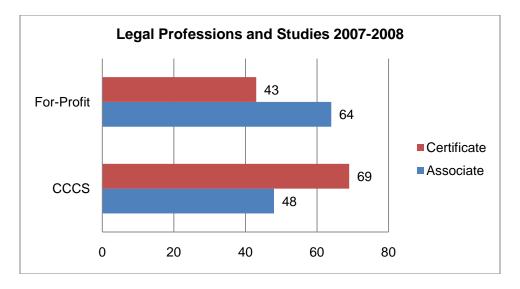
Figure 12 – Degrees and certificates awarded by CCCS and for-profit colleges in the Computer and Information Science area (CIP = 11) for 2007-2008.



Another area in which CCCS colleges and for-profit institutions compete is in Legal Professions and Studies. These awards are primarily for paralegals and legal assistants, and 224 degrees or certificates were awarded in 2007-2008 (Figure 13).

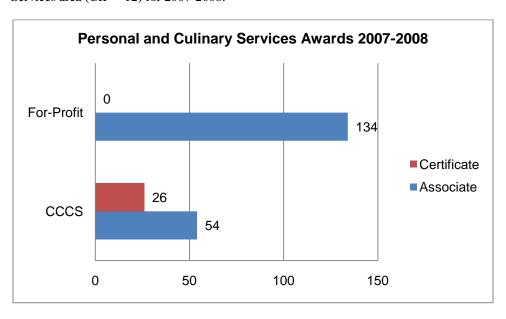


Figure 13 – Degrees and certificates awarded by CCCS and for-profit colleges in the Legal Professions and Studies area (CIP = 22) for 2007-2008.



The last area of competition is in programs in Personal and Culinary services, which include hair styling, cosmetology and nail technicians. Over 200 awards were granted to students at CCCS and competing for-profit colleges in 2007-2008 (Figure 14). These programs are more likely to be offered at community colleges in rural areas.

Figure 14 – Degrees and certificates awarded by CCCS and for-profit colleges in the Personal and Culinary Services area (CIP = 12) for 2007-2008.

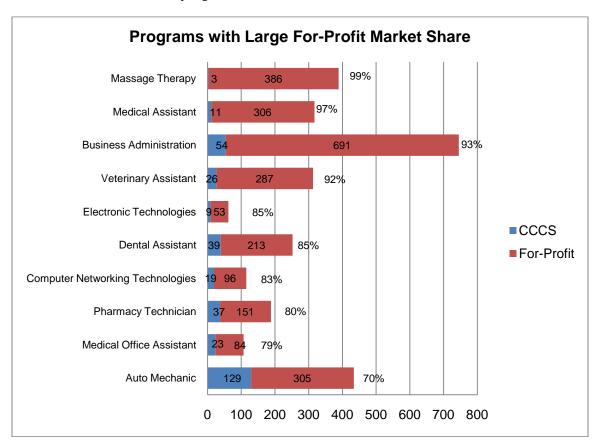




#### Competition in Specific Program Areas

Within the aforementioned eight common broad program areas, CCCS colleges and twoand four-year for-profit institutions directly compete in thirty-six specific programs. In 2007-2008, both CCCS colleges and for-profit colleges in the Denver and Colorado Springs metro areas awarded degrees or certificates in these programs. Those with the largest market share by for-profit institutions include massage therapy (99%), medical assistant (97%), business administration (93%), veterinary technician (92%), electronic technologies (85%), dental assistant (85%), computer networking technologies (83), pharmacy technician (80%), medical office assistant (79%) and auto mechanic (70%) (Figure 14).

Figure 14 – Programs, by 2008 awards (certificates and associate degrees), with largest for-profit market share in Denver and Colorado Springs.





For-profit institutions charge anywhere from 4 to 7 times as much annually for their programs compared to CCCS colleges. Figure 15 and Table 3 show the cost per year for each program at CCCS colleges and for-profit colleges, as well as the average annual wage for the associated occupation to provide perspective on return on investment for the student – educational debt versus income potential. These figures reflect the tuition costs for the most recent academic year available, usually 2009-2010.

Figure 15 – Comparison of estimated tuition and fees by program by control of institution.

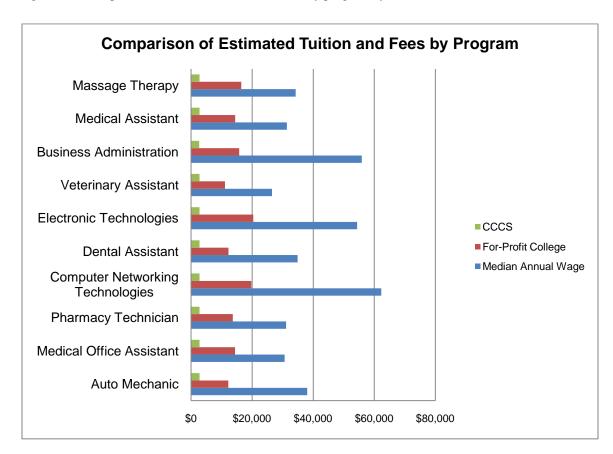




Table 3. Tuition and fees by program for CCCS and for-profit colleges, as well as average annual wage for the associated occupation.

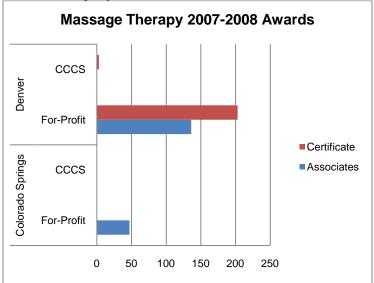
			Median
	Private		Annual
	College	CCCS	Wage for
Program	Tuition	Tuition	Occupation
Massage Therapy	\$16,425	\$2,771	\$34,237
Medical Assistant	\$14,450	\$2,771	\$31,387
Business Administration	\$15,744	\$2,680	\$55,869
Veterinary Assistant	\$11,113	\$2,771	\$26,520
Electronic Technologies	\$20,397	\$2,771	\$54,350
Dental Assistant	\$12,260	\$2,771	\$34,861
Computer Networking			
Technologies	\$19,752	\$2,771	\$62,275
Pharmacy Technician	\$13,685	\$2,771	\$31,096
Medical Office Assistant	\$14,431	\$2,771	\$30,659
Auto Mechanic	\$12,198	\$2,771	\$38,043
Median	\$14,441	\$2,771	\$34,549

The following figures display how many degrees and certificates were awarded by CCCS and for-profit colleges in the Denver and Colorado Springs metro areas in 2007-2008. Counts are shown for those programs with a high for-profit market share that are offered by urban CCCS colleges (ACC, CCA, CCD, FRCC, PPCC, RRCC).



Figure 16. Massage Therapy awards given in 2007-2008 by CCCS and for-profit colleges in the Denver

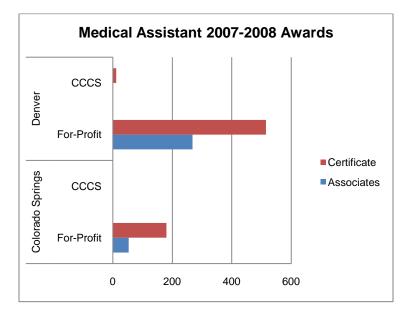
and Colorado Springs metro areas.



Metro Denver		
Colorado School of		
Healing Arts	185	
Heritage College	80	
Institute of Business and Medical Careers	52	
Anthem College –		
Denver	20	
Community College of		
Denver	3	

Colorado Sp	orings
Intellitec Medical Institute	47

Figure 17. Medical Assistant awards given in 2007-2008 by CCCS and for-profit colleges in the Denver and Colorado Springs metro areas.

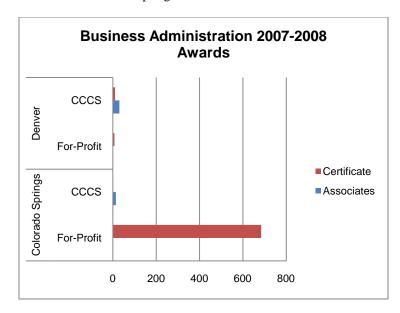


Metro Denver		
Concorde Career Colleges	175	
Pima Medical Institute	123	
Heritage College	110	
Everest College- Aurora	96	
Kaplan College- Denver	77	
Arapahoe Community College	11	

Colorado Springs		
Intellitec Medical	515	
Institute	010	
Remington		
College-Colorado	11	
Springs Campus		
College America-	0	
Colorado Springs	U	



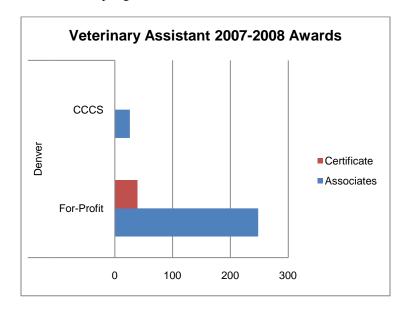
Figure 18. Business Administration awards given in 2007-2008 by CCCS and for-profit colleges in the Denver and Colorado Springs metro areas.



Metro Denver	
Arapahoe Community College	22
Front Range Community College	14
National American University - Denver	5
Red Rocks Community College	3

Colorado Springs		
Colorado Technical	652	
University Online	002	
Pikes Peak Community	14	
College	14	
Everest College-Colorado	11	
Springs	11	
Colorado Technical	10	
University	10	
National American		
University-Colorado	10	
Springs		

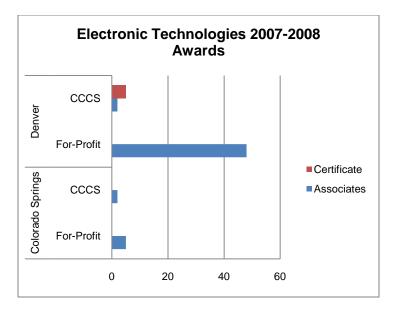
Figure 19. Veterinary Assistant awards given in 2007-2008 by CCCS and for-profit colleges in the Denver and Colorado Springs metro areas.



Metro Denver		
Bel-Rea Institute		
of Animal		
Technology	248	
Pima Medical		
Institute	39	
Front Range		
Community		
College	26	



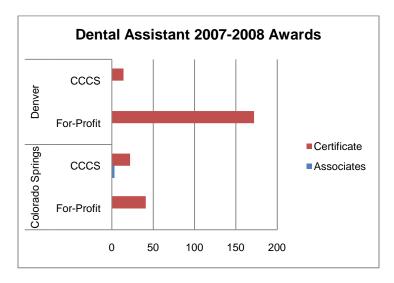
Figure 20. Electronic Technologies awards given in 2007-2008 by CCCS and for-profit colleges in the Denver and Colorado Springs metro areas.



Metro Denver	
37	
11	
7	

Colorado Springs		
Colorado		
Technical		
University	5	
Pikes Peak		
Community		
College	2	

Figure 21. Dental Assistant awards given in 2007-2008 by CCCS and for-profit colleges in the Denver and Colorado Springs metro areas.

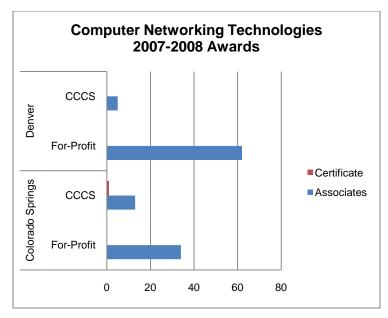


Metro D	Denver
Pima Medical	
Institute	104
Concorde	
Career	
Colleges	68
Front Range	
Community	
College	14

Colorado	Springs
Intellitec	
Medical	
Institute	41
Pikes Peak	
Community	
College	25



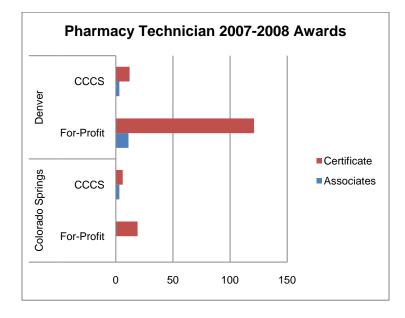
Figure 22. Computer Networking Technologies awards given in 2007-2008 by CCCS and for-profit colleges in the Denver and Colorado Springs metro areas.



Metro Denver		
ITT Technical Institute - Thornton	46	
DeVry University - Colorado	16	
Arapahoe Community College	5	

Colorado Springs	
Intellitec College - Colorado Springs	26
Pikes Peak Community College	14
Everest College - Colorado Springs	7
Remington College-Colorado Springs Campus	1

Figure 23. Pharmacy Technician awards given in 2007-2008 by CCCS and for-profit colleges in the Denver and Colorado Springs metro areas.

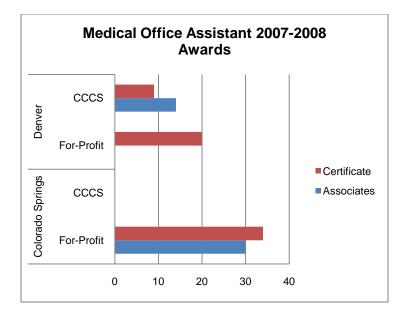


Metro Denver	
Everest College - Aurora	35
Pima Medical Institute	34
Heritage College	29
Kaplan College - Denver	23
Front Range Community College	22

Colorado Springs	
Remington College -	
Colorado Springs	17
Pikes Peak Community	
College	9
Intellitec Medical Institute	2



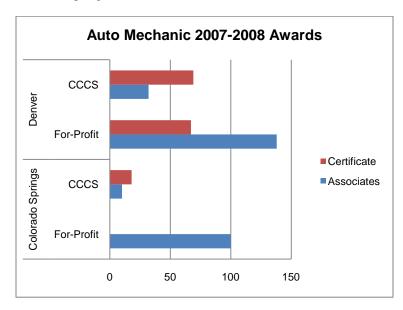
Figure 24. Medical Office Assistant awards given in 2007-2008 by CCCS and for-profit colleges in the Denver and Colorado Springs metro areas.



Metro Denver			
Front Range Community College	23		
Kaplan College - Denver	20		

Colorado Springs			
Everest College - Colorado Springs	34		
Intellitec Medical Institute	30		

Figure 25. Auto Mechanic awards given in 2007-2008 by CCCS and for-profit colleges in the Denver and Colorado Springs metro areas.



Metro Denver		
Lincoln College of Technology	205	
Red Rocks Community College	57	
Arapahoe Community College	23	
Front Range Community College	21	

Colorado Springs		
Intellitec College - Colorado Springs	100	
Pikes Peak Community College	28	



## **Appendices**

Table 4. Enrollment Growth, 2005-2008 CCCS vs. For-Profit

Institution Name	AY 2005 Enrollment	AY 2008 Enrollment	Change	Percent Change
	CCCS Colle	eges		
Arapahoe Community College	12,270	10,353	-1,917	-16%
Colorado Northwestern Community College	3,779	3,279	-500	-13%
Community College of Aurora	8,995	7,965	-1,030	-11%
Community College of Denver	14,445	12,821	-1,624	-11%
Front Range Community College	24,463	23,382	-1,081	-4%
Lamar Community College	1,394	1,582	188	13%
Morgan Community College	2,630	2,669	39	1%
Northeastern Junior College	6,024	4,786	-1,238	-21%
Otero Junior College	2,821	2,214	-607	-22%
Pikes Peak Community College	16,598	16,610	12	0%
Pueblo Community College	8,398	7,572	-826	-10%
Red Rocks Community College	12,108	11,811	-297	-2%
Trinidad State Junior College	3,454	2,777	-677	-20%
CCCS Colleges Total	117,379	107,821	-9,558	-8%

2-Year For-Profit Institutions				
Anthem College-Denver	837	736	-101	-12%
Artistic Beauty Colleges-Arvada	163	130	-33	-20%
Artistic Beauty Colleges-Aurora	114	148	34	30%
Artistic Beauty Colleges-Lakewood	123	106	-17	-14%
Artistic Beauty Colleges-Littleton	175	142	-33	-19%
Artistic Beauty Colleges-Thornton	185	229	44	24%
Artistic Beauty Colleges- Westminster	104	92	-12	-12%
Bel-Rea Institute of Animal Technology	940	794	-146	-16%
Colorado School of Healing Arts	245	381	136	56%
Colorado School of Trades	130	148	18	14%
Concorde Career Colleges	694	924	230	33%
Everest College-Aurora	1,166	950	-216	-19%



Everest College-Thornton					
Hair Dynamics Education Center   290   296   6   29     Heritage College   916   961   445   59     Institute of Business and Medical Careers   433   534   101   239     Intellitec College-Colorado Springs   638   595   -43   -79     Intellitec Medical Institute   490   520   30   69     Internatonal Salon and Spa Academy   267   417   150   569     Kaplan College-Denver   575   783   208   369     Lincoln College of Technology   892   1,390   498   569     Pima Medical Institute   891   782   -109   -129     2-Year For-Profit Institution Total   12,663   13,215   552   49	Everest College-Colorado Springs	998	954	-44	-4%
Heritage College	Everest College-Thornton	1,397	1,203	-194	-14%
Institute of Business and Medical Careers	Hair Dynamics Education Center	290	296	6	2%
Careers	Heritage College	916	961	45	5%
Intellitec Medical Institute		433	534	101	23%
International Salon and Spa	Intellitec College-Colorado Springs	638	595	-43	-7%
Academy   Soft	Intellitec Medical Institute	490	520	30	6%
Lincoln College of Technology         892         1,390         498         569           Pima Medical Institute         891         782         -109         -129           2-Year For-Profit Institution Total         12,663         13,215         552         49           4-Year For-Profit Institutions Offering Two-Year Degrees and Certificates           Argosy University-Denver         N/A         262         N/A         N/A           College America-Colorado Springs         412         525         113         279           College America-Fort Collins         242         173         -69         -299           Colorado Technical University         3,598         3,791         193         59           Colorado Technical University         1,064         1,153         89         89           Colorado Technical University         23,970         38,699         14,729         619           DeVry University-Colorado         1,970         2,008         38         29           ITT Technical Institute-Thornton         1,289         1,275         -14         -19           National American University-Colorado         313         367         54         179           Remington College-Colorado Springs Campus <t< td=""><td></td><td>267</td><td>417</td><td>150</td><td>56%</td></t<>		267	417	150	56%
Pima Medical Institute         891         782         -109         -129           2-Year For-Profit Institution Total         12,663         13,215         552         49           4-Year For-Profit Institutions Offering Two-Year Degrees and Certificates           Argosy University-Denver         N/A         262         N/A         N/A           College America-Colorado Springs         412         525         113         279           College America-Fort Collins         242         173         -69         -299           Colorado Technical University         3,598         3,791         193         59           Colorado Technical University         1,064         1,153         89         89           Colorado Technical University         23,970         38,699         14,729         619           DeVry University-Colorado         1,970         2,008         38         29           ITT Technical Institute-Thornton         1,289         1,275         -14         -19           National American University-Colorado Springs         569         465         -104         -189           National American University-Denver         313         367         54         179           Remington College-Colorado Springs	Kaplan College-Denver	575	783	208	36%
2-Year For-Profit Institution Total   12,663   13,215   552   49	Lincoln College of Technology	892	1,390	498	56%
A-Year For-Profit Institutions Offering Two-Year Degrees and Certificates   Argosy University-Denver	Pima Medical Institute	891	782	-109	-12%
Argosy University-Denver         N/A         262         N/A         N/A           College America-Colorado Springs         412         525         113         279           College America-Fort Collins         242         173         -69         -299           Colorado Technical University         3,598         3,791         193         59           Colorado Technical University         1,064         1,153         89         89           Colorado Technical University         23,970         38,699         14,729         619           Online         23,970         38,699         14,729         619           DeVry University-Colorado         1,970         2,008         38         29           ITT Technical Institute-Thornton         1,289         1,275         -14         -19           National American University-Colorado Springs         569         465         -104         -189           National American University-Colorado Springs Campus         425         283         -142         -339           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The	2-Year For-Profit Institution Total	12,663	13,215	552	4%
Argosy University-Denver         N/A         262         N/A         N/A           College America-Colorado Springs         412         525         113         279           College America-Fort Collins         242         173         -69         -299           Colorado Technical University         3,598         3,791         193         59           Colorado Technical University         1,064         1,153         89         89           Colorado Technical University         23,970         38,699         14,729         619           Online         23,970         38,699         14,729         619           DeVry University-Colorado         1,970         2,008         38         29           ITT Technical Institute-Thornton         1,289         1,275         -14         -19           National American University-Colorado Springs         569         465         -104         -189           National American University-Colorado Springs Campus         425         283         -142         -339           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The					
College America-Colorado Springs         412         525         113         279           College America-Fort Collins         242         173         -69         -299           Colorado Technical University         3,598         3,791         193         59           Colorado Technical University         1,064         1,153         89         89           Colorado Technical University         23,970         38,699         14,729         619           DeVry University-Colorado         1,970         2,008         38         29           ITT Technical Institute-Thornton         1,289         1,275         -14         -19           National American University-Colorado Springs         569         465         -104         -189           National American University-Denver         313         367         54         179           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259	4-Year For-Profit Institut	ions Offering Tv	vo-Year Degree	s and Certificat	es
College America-Fort Collins         242         173         -69         -299           Colorado Technical University         3,598         3,791         193         59           Colorado Technical University         1,064         1,153         89         89           Colorado Technical University         23,970         38,699         14,729         619           DeVry University-Colorado         1,970         2,008         38         29           ITT Technical Institute-Thornton         1,289         1,275         -14         -19           National American University-Colorado Springs         569         465         -104         -189           National American University-Denver         313         367         54         179           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -479	Argosy University-Denver	N/A	262	N/A	N/A
Colorado Technical University         3,598         3,791         193         59           Colorado Technical University         1,064         1,153         89         89           Colorado Technical University         23,970         38,699         14,729         619           DeVry University-Colorado         1,970         2,008         38         29           ITT Technical Institute-Thornton         1,289         1,275         -14         -19           National American University-Colorado Springs         569         465         -104         -189           National American University-Denver         313         367         54         179           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -479           Westwood College-Denver North         10,418         9,780         -638         -69<	College America-Colorado Springs	412	525	113	27%
Colorado Technical University         1,064         1,153         89         89           Colorado Technical University Online         23,970         38,699         14,729         619           DeVry University-Colorado         1,970         2,008         38         29           ITT Technical Institute-Thornton         1,289         1,275         -14         -19           National American University-Colorado Springs         569         465         -104         -189           National American University-Denver         313         367         54         179           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -479           Westwood College-Denver North         10,418         9,780         -638         -69           Westwood College-Denver South         692         657         -35	College America-Fort Collins	242	173	-69	-29%
Colorado Technical University Online         23,970         38,699         14,729         619           DeVry University-Colorado         1,970         2,008         38         29           ITT Technical Institute-Thornton         1,289         1,275         -14         -19           National American University-Colorado Springs         569         465         -104         -189           National American University-Denver         313         367         54         179           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -479           Westwood College-Denver North         10,418         9,780         -638         -69           Westwood College-Denver South         692         657         -35         -59	Colorado Technical University	3,598	3,791	193	5%
Online         23,970         38,699         14,729         619           DeVry University-Colorado         1,970         2,008         38         29           ITT Technical Institute-Thornton         1,289         1,275         -14         -19           National American University-Colorado Springs         569         465         -104         -189           National American University-Denver         313         367         54         179           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -479           Westwood College-Denver North         10,418         9,780         -638         -69           Westwood College-Denver South         692         657         -35         -59	Colorado Technical University	1,064	1,153	89	8%
ITT Technical Institute-Thornton         1,289         1,275         -14         -19           National American University-Colorado Springs         569         465         -104         -189           National American University-Denver         313         367         54         179           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -479           Westwood College-Denver North         10,418         9,780         -638         -69           Westwood College-Denver South         692         657         -35         -59		23,970	38,699	14,729	61%
National American University-Colorado Springs         569         465         -104         -189           National American University-Denver         313         367         54         179           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -479           Westwood College-Denver North         10,418         9,780         -638         -69           Westwood College-Denver South         692         657         -35         -59	DeVry University-Colorado	1,970	2,008	38	2%
Colorado Springs         369         465         -104         -187           National American University- Denver         313         367         54         179           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -479           Westwood College-Denver North         10,418         9,780         -638         -69           Westwood College-Denver South         692         657         -35         -59	ITT Technical Institute-Thornton	1,289	1,275	-14	-1%
Denver         313         367         34         177           Remington College-Colorado Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -479           Westwood College-Denver North         10,418         9,780         -638         -69           Westwood College-Denver South         692         657         -35         -59	Colorado Springs	569	465	-104	-18%
Springs Campus         425         283         -142         -339           Rocky Mountain College of Art and Design         500         549         49         109           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -479           Westwood College-Denver North         10,418         9,780         -638         -69           Westwood College-Denver South         692         657         -35         -59	Denver	313	367	54	17%
Design         500         549         49         107           The Art Institute of Colorado         3,596         3,631         35         19           University of Phoenix-Denver Campus         4,636         3,468         -1,168         -259           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -479           Westwood College-Denver North         10,418         9,780         -638         -69           Westwood College-Denver South         692         657         -35         -59	Springs Campus	425	283	-142	-33%
University of Phoenix-Denver Campus         4,636         3,468         -1,168         -25%           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -47%           Westwood College-Denver North Westwood College-Denver South         10,418         9,780         -638         -6%           Westwood College-Denver South         692         657         -35         -5%		500	549	49	10%
Campus         4,636         3,466         -1,166         -257           University of Phoenix-Southern Colorado Campus         1,781         943         -838         -47%           Westwood College-Denver North         10,418         9,780         -638         -6%           Westwood College-Denver South         692         657         -35         -5%		3,596	3,631	35	1%
Colorado Campus         1,781         943         -838         -479           Westwood College-Denver North         10,418         9,780         -638         -69           Westwood College-Denver South         692         657         -35         -59	T	4,636	3,468	-1,168	-25%
Westwood College-Denver South 692 657 -35 -5%	•	1,781	943	-838	-47%
· · · · · · · · · · · · · · · · · · ·	Westwood College-Denver North	10,418	9,780	-638	-6%
4-Year For-Profit Institution Total 55,475 68,029 12,554 23%	Westwood College-Denver South	692	657	-35	-5%
,	4-Year For-Profit Institution Total	55,475	68,029	12,554	23%



Table 5. Characteristics of Selected Institutions CCCS vs. For-Profit Institutions

Institution Name	AY 2008 Enrollment	Graduation Rate (%)	Retention Rate (%)	% Receiving Student Loans			
	CCCS Colleges						
Arapahoe Community College	10,353	14%	55%	37%			
Colorado Northwestern Community College	3,279	30%	37%	39%			
Community College of Aurora	7,965	19%	54%	39%			
Community College of Denver	12,821	11%	49%	33%			
Front Range Community College	23,382	17%	55%	30%			
Lamar Community College	1,582	39%	55%	59%			
Morgan Community College	2,669	54%	41%	29%			
Northeastern Junior College	4,786	37%	56%	55%			
Otero Junior College	2,214	44%	56%	45%			
Pikes Peak Community College	16,610	19%	49%	31%			
Pueblo Community College	7,572	21%	55%	45%			
Red Rocks Community College	11,811	19%	57%	22%			
Trinidad State Junior College	2,777	38%	65%	26%			

2-Year For-Profit Institutions				
Anthem College-Denver	736	28%	49%	96%
Artistic Beauty Colleges-Arvada	130	60%	73%	48%
Artistic Beauty Colleges-Aurora	148	52%	44%	53%
Artistic Beauty Colleges- Lakewood	106	55%	63%	52%
Artistic Beauty Colleges-Littleton	142	69%	54%	53%
Artistic Beauty Colleges-Thornton	229	71%	45%	57%
Artistic Beauty Colleges- Westminster	92	54%	45%	52%
Bel-Rea Institute of Animal Technology	794	65%	77%	75%
Colorado School of Healing Arts	381	100%	86%	84%
Colorado School of Trades	148	87%	88%	83%
Concorde Career Colleges	924	67%	69%	96%



Everest College-Aurora	950	38%	100%	86%
Everest College-Colorado Springs	954	33%	79%	89%
Everest College-Thornton	1,203	39%	94%	90%
Hair Dynamics Education Center	296	69%	32%	59%
Heritage College	961	59%	89%	83%
Institute of Business and Medical Careers	534	74%	67%	97%
Intellitec College-Colorado Springs	595	99%	83%	0%
Intellitec Medical Institute	520	68%	59%	60%
International Salon and Spa Academy	417	39%	77%	77%
Kaplan College-Denver	783	56%	74%	90%
Lincoln College of Technology	1,390	44%	48%	67%
Pima Medical Institute	782	59%	94%	87%

4-Year For-Profit Institutions Offering Two-Year Degrees and Certificates				
Argosy University-Denver	262	NA	NA	NA
College America-Colorado Springs	525	52%	36%	88%
College America-Fort Collins	173	36%	16%	97%
Colorado Technical University	3,791	17%	96%	87%
Colorado Technical University	1,153	33%	95%	89%
Colorado Technical University Online	38,699	NA	28%	78%
DeVry University-Colorado	2,008	47%	40%	91%
ITT Technical Institute-Thornton	1,275	46%	42%	88%
National American University- Colorado Springs	465	33%	25%	100%
National American University- Denver	367	0%	0%	88%
Remington College-Colorado Springs Campus	283	35%	71%	78%
Rocky Mountain College of Art and Design	549	47%	80%	69%
The Art Institute of Colorado	3,631	43%	63%	80%
University of Phoenix-Denver Campus	3,468	7%	55%	52%
University of Phoenix-Southern Colorado Campus	943	12%	50%	58%
Westwood College-Denver North	9,780	44%	34%	98%
Westwood College-Denver South	657	23%	22%	97%



Accountability Office.

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