

COMPETITION TREND STATEMENTS

Trend Statement #1: The number of private institutions in the US and Illinois has grown at a fast pace from 1990-2006 with most of the growth coming from the for-profit sector.

Trend Statement #2: Since at least 2003, for-profits have offered instructional programs in health care, allied health care and education, on-line education, and other program areas in response to employer's demands.

Trend Statement #3: Online enrollment in Illinois community colleges has risen dramatically from 43,791 in the fall of 2006 to 90,255 in the spring of 2010.

Trend Statement #4: Institutions that have the capacity to offer on-line courses will likely capture a larger share of the enrollment market, particularly those that are creative at developing pedagogies and provide evidence of environments that enhance learning.

Trend Statement #5: Four-year institutions have been increasing their tuition at a much faster pace than two-year public or private institutions.

Trend Statement #6: There has been a rise in the number of corporate universities and nontraditional non-profit community-based education providers in the US and they will continue to play a major role in training and development in the US.

Trend Statement #7: Community colleges and for-profit institutions are in greater competition with each other to obtain tuition assistance funds provided to members of the active military seeking a postsecondary education.

Trend Statement #8: Evidence suggests a rise in alternative scheduling, including weekend, evening, and fast-track programs.

Trend Statement #9: Public community colleges are in competition with higher cost privates & even 4-year publics for a fair share of the Illinois Student Assistance Commission Monetary Award Program (MAP) funding for their students. Higher cost programs/tuition and fees reduce the remaining pot of funds available to public community college students.

Trend Statement #10: There is a heightened focus on ensuring that programs and certificates are closely linked to labor market needs.

Trend Statement #11: Older job seekers and career changers are seeking to improve skills and need flexible education formats to allow for work and school.

Trend Statement #12: Historically, the continuing down economy supports increased enrollment in community colleges because of their lower tuition and individuals returning to school for job training.

Trend Statement #13: With consumers and others demanding greater transparency, community colleges will be increasingly expected to track and share information about their success rates in placements, wages, graduation rates, and transfer.

Trend Statement #14: Research suggests that due to increased retirements and a lack of supply in some areas, there will be a competitive environment for hiring and retaining faculty and staff.

Trend Statement #15: Declining or uncertain levels of state funding support for public community colleges will result in more competition for available funds.

Trend Statement #16: The traditional monopoly of colleges and universities in postsecondary education is over. Multiple and diversified education and training institutions as well as online learning options are available to students.

Trend Statement #1:

The number of private institutions in the US and Illinois has grown at a fast pace from 1990-2009, with most of the growth growing in the for-profit sector.

Rationale:

Growth in the number of private postsecondary institutions has grown at a much faster pace than public institutions as shown in the table below, downloaded from U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System.

Fiscal Year	2-year public	4-year public	2-year private	4-year private
1990	968	595	440	1,532
1995	1,036	605	437	1,610
2000	1,068	614	653	1,749
2005	1,061	639	622	1,894
2009	1,024	652	666	2,067
% change	5.79%	9.58%	51.36%	34.92%

Most of this growth among private institutions has been in the for-profit sector. In the 1990's the number of 2-year profit institutions in the U.S. grew by 78%, compared to 9% for two-year publics. Also in the 1990's, four-year for-profits grew by 266%, compared to 3% growth for four-year public institutions. Between 2000 and 2009, the number of for-profit two-year institutions grew from 503 to 574, while the number of for-profit four-year institutions grew by 143% during the same time period, from 218 to 530. For-profits are growing in the non-degree granting sector also, growing from 1,600 to 1,722 between 2004 and 2009. Non-profit private and public non-degree granting institutions, however, have decreased from 249 to 180 and 327 to 321 during the same time period.

Much of the enrollment in the for-profit sector early on was mainly in the older and full-time employed demographic. Enrollment increased after federal legislation in 2006 allowed for-profits to offer more distance education courses and made it easier for students at these institutions to get federal grants and loans.

Illinois has witnessed similar trends, as shown in the following table which shows the number of institutions in Illinois by sector and year (downloaded from the U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System.

Illinois Institutions by Sector*

Sector	1,991	1,996	2,000	2,005	2,009	% change
4-yr public	12	12	12	12	12	0%
4-yr private	75	80	83	87	80	7%
4-yr profit	5	8	10	21	21	320%
2-yr public	45	48	48	48	48	7%
2-yr private	13	10	10	7	4	-69%
2-yr profit	14	12	16	13	15	7%
<2-yr public	1	1	2	2	2	100%
<2-yr private	3	3	5	7	8	167%
<2-yr profit	50	59	60	75	78	56%
All public	58	61	62	62	62	7%
All private	91	93	98	101	92	1%
All profit	69	79	86	109	114	65%

Illinois Institutions by Sector, as a percent of total:*

Sector	1,991	1,996	2,000	2,005	2,009
4-yr public	5.5%	5.2%	4.9%	4.4%	4.5%
4-yr private	34.4%	34.3%	33.7%	32.0%	29.9%
4-yr profit	2.3%	3.4%	4.1%	7.7%	7.8%
2-yr public	20.6%	20.6%	19.5%	17.6%	17.9%
2-yr private	6.0%	4.3%	4.1%	2.6%	1.5%
2-yr profit	6.4%	5.2%	6.5%	4.8%	5.6%
<2-yr public	0.5%	0.4%	0.8%	0.7%	0.7%
<2-yr private	1.4%	1.3%	2.0%	2.6%	3.0%
<2-yr profit	22.9%	25.3%	24.4%	27.6%	29.1%
All public	26.6%	26.2%	25.2%	22.8%	23.1%
All private	41.7%	39.9%	39.8%	37.1%	34.3%
All profit	31.7%	33.9%	35.0%	40.1%	42.5%

Data downloaded from U.S. Dept. of Ed., IPEDS. Raw data available in Appendix A.

**Private refers to non-profit private.*

A search of the APSCU (formerly Career College Association) shows that there is only one for-profit institution in the JJC district, Rasmussen College in Romeoville, although there are many close by in the suburbs and city of Chicago. Historically, there have been only three major institutions in the JJC District: Joliet Junior College, University of St. Francis (four-year non-profit private) and Lewis University (four-year non-profit private). In the area of occupational programs, JJC has historically had little to no competition.

Increasing enrollment at for-profit institutions can likely be attributed to (see Blumenstyk, 2006; Farnsworth, 2006):

- Most for-profits view the employer, not the student, as their primary client, developing curricula and programs with employers in mind. Students benefit not primarily through learning and development, but by getting jobs.

- A focus on competency based standards. Public institutions have struggled to articulate what their students learn, while for-profits aggressively market benefits and outcomes.
- For-profits focus on convenience.
- If for-profits are accredited, they are eligible to receive federal and state funding through students, via direct student aid.
- For-profits spend about 23% of their expenditures on recruitment and advertising, compared to 1% at public institutions and 2% at private non-profit institutions.

The years of record enrollment growth in the for-profit sector has slowed and some for-profit institutions are now seeing declining enrollments.

There is little reason to believe that the competitive advantage JJC has historically had will last forever, particularly with increasing population growth, changing industries, and the fact that for-profits will likely begin entry to health care fields (see Trend Statement #2).

Summary:

- The number of for-profit institutions in the U.S. and Illinois is increasing at a faster pace than public and non-profit private institutions.
- Due to its location, the JJC District has been able to shield itself from competition. For-profits and other providers have historically avoided the district. As the district population grows, however, more for-profit college companies will very likely see it as a lucrative place to set up a campus.
- Growth in for-profit enrollment and the number of institutions could be slowed by a spate of recent scandals involving unethical recruitment practices, diversion of federal financial aid funding into unrestricted areas, and investor fraud. It should be noted, however, that there is no evidence of a causal link between issues surrounding for-profits and enrollment.

Source(s):

Blumenstyk, G. (2005, November 25). For-Profit Outlook. *Chronicle of Higher Education*. On-line: <http://chronicle.com/weekly/v52/i14/14a01401.htm>.

Blumenstyk, G. (2006, May 5). Why For-Profit Colleges Are Like Health Clubs. *Chronicle of Higher Education*. On-line: <http://chronicle.com/weekly/v52/i35/35a03501.htm>.

Borrego, A. M. (2001, August 10). Study Tracks Growth of For-Profit Colleges. *Chronicle of Higher Education*. On-line: <http://chronicle.com/weekly/v47/i48/48a04403.htm>.

APSCU. (2006). *Annual Report: 2006*. On-line: http://www.career.org/Content/NavigationMenu/Publications/Annual_Report/Annual_Reports.htm.

Coyne, B. (2005, July 1). Consumer Group Challenges For-Profit Claims. *The New Standard*. On-line: http://newstandardnews.net/content/?action=show_item&itemid=2005.

Farnsworth, K. A. (2006, October 27). The Four Lessons that Community Colleges Can Learn From For-Profit Institutions. *Chronicle of Higher Education*. On-line: <http://chronicle.com/weekly/v53/i10/10b01701.htm?ech>.

Gallagher, K. (2007, April 5). For-Profit Colleges Attracting More Students, Growing Revenue. *Milwaukee Journal-Sentinel*. On-line: <http://www.jsonline.com/story/index.aspx?id=319168>.

Illinois specific data downloaded by the JJC Office of Institutional Research and Effectiveness, U.S. Department of Education, Integrated Postsecondary Education Data Systems, web-based query peer analysis system, on-line: http://nces.ed.gov/ipeds/find_data/peer_analysis_summary.asp.

U.S. Department of Education, National Center for Education Statistics. (2006). *Digest of Education Statistics, Postsecondary Education data tables*. On-line:

http://nces.ed.gov/programs/digest/d09/tables_3.asp#Ch3aSub1

Non-degree table: http://nces.ed.gov/programs/digest/d09/tables/dt09_372.asp?referrer=list

Trend Statement #2:

Since at least 2003, for-profits have offered instructional programs in health care, allied health care and education, on-line education, and other program areas in response to employer’s demands.

Rationale:

- Many for-profits lost revenue growth due to the technology boom. Thus, many are projected to shift attention to more reliable and stable fields, like health care and education.
- Blumenstyk (2003) notes “the push for more health-care offerings, which was a priority for companies like Career Education and Education Management this year, is expected to continue in 2004. Companies are forecast to expand their array of degree programs in order to better weather shifts in the economy. No one has forgotten how the collapse of the tech boom burned some companies that had bet heavily on their information-technology offerings.” For instance (from Farrell, 2004):
 - Education Management, which owns over 70 for-profit institutions enrolling over 50,000 students, acquired six institutions in six months that focus exclusively on health care in 2004.
 - The University of Phoenix calls itself the “largest nursing school in the nation,” enrolling over 6,000 nursing students.
 - Concorde Career College doubled Nursing enrollment to 1,200 in 2004.

Source(s):

Blumenstyk, G. (2003, December 19). For-profit Colleges: Growth at Home and Abroad. *Chronicle of Higher Education*. On-line: <http://chronicle.com/weekly/v50/i17/17a01201.htm>.

Farrell, E. F. (2004, January 16). For-Profit Colleges Rush to Fill Nursing Gap: Traditional Colleges Have Been Slow to Meet the Growing Demand for Health-Care Training. *Chronicle of Higher Education*. On-line: <http://chronicle.com/weekly/v50/i19/19a02901.htm>.

Sloan Consortium (2010), Class Differences: Online Education in the United States, http://sloanconsortium.org/publications/survey/class_differences

Wilson, Robin 2010, For-Profit Colleges Change Higher Education’s Landscape, *The Chronicle of Higher Education*, <http://chronicle.com/article/For-Profit-Colleges-Change/64012/>

Trend Statement #3:

Online enrollment in Illinois community colleges has risen dramatically from 43,791 in the fall of 2006 to 90,255 in the spring of 2010.

Rationale:

On-line enrollment is increasing dramatically:

- Over 5.6 million students were taking at least one online course during the fall 2009 term; an increase of nearly one million students over the number reported the previous year (Sloan Foundation 2010).
- The number of students taking at least one on-line course in fall 2009 was 5.6 million, a 21.1% increase over fall 2008 (Sloan Foundation 2010).
- Students taking on-line courses now (fall 2009) represent 29.3% of the 19 million postsecondary students (Sloan Foundation 2010).
- On-line enrollment at all Illinois colleges and universities has increased by over 3,000% between 2000 and 2009 (Illinois Virtual Campus, Enrollment Report).
- All Illinois community colleges now offer online courses (ICCB 2010).
- Illinois community colleges offered 10,823 online courses in fiscal year 2008, an increase of 16.2 percent (+1,510) from 2007 and 62.6 percent (+4,165) from 2004 (ICCB 2010).
- Illinois community college enrollments in online courses were 151,832 in fiscal year 2008 (ICCB 2010).
- Online enrollment at higher education institutions is growing at 17 percent a year, compared to 1.2 percent growth for on-campus course enrollment, and more than one in four college and university students now takes at least one online course, according to the Chronicle of Higher Education.

Source(s):

Allen, I. E., & Seaman, J. (2010). *Class Differences: Online Education in the United States, 2010*, Sloan Foundation. On-line: http://sloanconsortium.org/publications/survey/pdf/class_differences.pdf.

Horn, L., Nevill, S., & Griffith, J. (2006, June). *Profile of Undergraduates in U.S. Postsecondary Institutions, 2003-04: With a Special Analysis on Community Colleges*. U.S. Department of Education, National Center for Education Statistics. On-line: <http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2006184>.

Source: Illinois Virtual Campus, Enrollment Report, <http://www.ivc.uillinois.edu/pubs/enrollPDF/Summer10.pdf>

Source: (October 29, 2010) Online Education Results in Success for Today's Students, *Chronicle of Higher Education*, <http://chronicle.com/article/Online-Education-Results-in/124581/>

Source: (March 2010), Illinois Community College Board, Online Instruction in the Illinois Community College System, <http://www.iccb.org/pdf/reports/onlineinstruction3-2010.pdf>

Trend Statement #4:

Institutions that have the capacity to offer on-line courses will likely capture a larger share of the enrollment market, particularly those that are creative at developing pedagogies and provide evidence of environments that enhance learning.

Rationale:

- According to the Sloan Foundation, academic administrators and instructors are giving on-line learning higher ratings of quality. In 2003, 56% of academic provosts in Midwestern colleges rated the learning outcomes of on-line learning comparable or equal to in-class learning. That percent grew to 62% by 2005.
- Colleges and universities are becoming more creative in offering on-line alternatives to in-classroom experiences. For instance, the Colorado State University Small-Scale Chemistry Lab allows students to perform experiments and other hands-on activities that could historically only be completed in a classroom.

Source(s):

Allen, I. E., & Seaman, J. (2006). *Making the Grade: Online Education in the United States, 2006, Midwestern Edition*. Sloan Foundation. On-line: <http://www.sloan-c.org/publications/survey/index.asp>.

Blumenstyk, G. (2005, January 7). For-Profit Education: On-line Courses Fuel Growth. *Chronicle of Higher Education*. On-line: <http://chronicle.com/weekly/v51/i18/18a01101.htm>.

Carnevale, D. (2005, July 8). Online Courses Continue to Grow, Report Says. *Chronicle of Higher Education*. On-line: <http://chronicle.com/weekly/v51/i44/44a02902.htm>.

Foster, A., & Carnevale, D. (2007, April 17). Distance Education Goes Public. *Chronicle of Higher Education*. On-line: <http://chronicle.com/weekly/v53/i34/34a04901.htm>.

Horn, L., Nevill, S., & Griffith, J. (2006, June). *Profile of Undergraduates in U.S. Postsecondary Institutions, 2003-04: With a Special Analysis on Community Colleges*. U.S. Department of Education, National Center for Education Statistics. On-line: <http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2006184>.

Trend Statement #5:

Four-year institutions have been increasing their tuition at a much faster pace than two-year public or private institutions.

Rationale:

Tuition and fees at Illinois colleges and universities by sector, along with selected institutions in JJC's district or close by:

Institution	2006-07	2007-08	2008-09	2009-10	2010-11	07-11 % change
<i>Community colleges, including community colleges bordering JJC's district.</i>						
Illinois community colleges	2,232	2,392	2,543	2,681	2,957	32%
Illinois suburban community colleges	2,482	2,709	2,769	2,867	3,107	25%
U.S. community colleges	2,272	2,361	2,402	2,695	2,713	19%
JJC	2,190	2,280	2,640	2,790	3,090	41%
City Colleges – Chicago	2,410	2,410	2,510	2,720	3,115	29%
College of DuPage	2,880	3,713	3,240	3,475	3,870	34%
Illinois Valley	1,898	1,973	2,168	2,103	2,283	20%
Kankakee	1,980	2,070	2,220	2,520	2,970	50%
Moraine Valley	2,162	2,162	2,466	2,766	3,006	39%
Prairie State	2,480	2,620	2,620	2,760	2,960	19%
Triton	1,930	1,930	2,170	2,410	2,890	50%
Waubonsee	2,100	2,250	2,460	2,700	2,940	40%
Harper	2,964	3,084	3,234	3,234	3,489	18%
<i>Four-year public institutions, including ones close to the JJC district.</i>						
Illinois	7,426	8,196	9,215	9,787	10,169	37%
U.S.	5,836	6,185	6,585	7,020	7,605	30%
Governors State Univ.	5,478	5,966	7,542	8,352	8,742	60%
Illinois State Univ.	8,040	9,019	9,814	10,701	11,077	38%
Northern Illinois Univ.	7,205	7,889	8,524	9,394	10,355	44%
<i>Four-year private institutions, including ones in the JJC district* or close to the JJC district.</i>						
Illinois	21,060	22,167	23,480	24,623	25,775	22%
U.S.	22,218	23,712	25,143	26,273	27,293	23%
Aurora Univ.	16,190	16,850	17,500	18,100	18,700	16%
Lewis Univ.*	19,825	20,450	21,990	22,990	23,780	20%
St. Francis Univ.*	19,450	20,830	21,860	22,698	24,742	27%
St. Xavier (Orland)	19,860	21,236	22,926	24,465	25,520	28%

Source(s):

JJC Office of Institutional Research & Effectiveness. (2010, October). *Tuition and Fees at Joliet Junior College, with Comparisons*. On-line: http://www.jjc.edu/about/college-info/institutional-research/Documents/tuition-fin-aid/Tuition_2002_2011.pdf. Based on data from the Chronicle of Higher Education Tuition and Fees database, which is based on the annual College Board survey of tuition and fees.

Trend Statement #6:

There has been a rise in the number of corporate universities and nontraditional non-profit community-based education providers in the US and they will continue to play a major role in training and development in the US.

Rationale:

Although there is no evidence these entities are actually siphoning enrollment from community colleges, it is clear they will continue to play a major role in training and development in the U.S., particularly as employers continue to place more emphasis on skills and knowledge as opposed to credentials.

- A corporate university is defined as an educational entity designed and coordinated in-house by a business or non-profit entity for the purposes of training and development of its employees, often employing educational models similar to those seen at traditional colleges. Nash and Hawthorne define it simply as education offered by businesses for their own employees.
- It is estimated that there are more than 2,000 corporate universities operating in the U.S. as of 2007, up from 1,000 in 1997, according to the Society for Human Resource Management (SHRM).
- Jeanne Meister, author of *Corporate Universities: Lessons in Building a World-Class Work Force*, projects that corporate universities could outnumber the number of traditional colleges and universities (3,800) in just a decade.
- Many companies, like Microsoft, Disney, Motorola, and the AT&T Learning Network Virtual Academy, offer on-line courses to their own employees as well as employees at other companies.
- Many corporate universities are increasingly borrowing academic standards to ensure quality or forming partnerships in a variety of fields, including health care, manufacturing, and business.
- Community colleges are fourth among business and industry outsourcing for training and development after independent firms, consultants, and other educational institutions.
- Cantor (2000) notes the reason for the growth of these entities include:
 - Business leader concerns
 - Student concerns
 - Growth of and blurring of lines between industry certification and degrees traditionally offered by colleges and universities, including certification programs from Microsoft, Oracle and Cisco systems that often act as a substitutes for traditional degrees in the marketplace.
- SHRM states that corporate universities now rely on e-learning due to its cost-effectiveness and flexibility for employees.

Source(s):

Cantor, J. (2000). *Higher Education Outside the Academy*. San Francisco: Jossey Bass. (ERIC-ASHE Higher Education Report, Vol. 27, no.7).

Gerbman, R. V. (2000). Corporate Universities 101: The Increasing Use of Corporate Universities. HR Magazine, Fall, On-line: http://findarticles.com/p/articles/mi_m3495/is_2_45/ai_60139711

Nash, N. S., & Hawthorne, E. M. (1987). *Formal Recognition of Employer-Sponsored Instruction: Conflict and Collegiality in Postsecondary Education*. ERIC-ASHE Report no. 3. Washington, DC: George Washington University.

(10/1/2007) Corporate Universities, *Society for Human Resource Management*, <http://www.shrm.org/Research/Articles/Articles/Pages/CorporateUniversities.aspx>

Meister, J. (1998) Corporate Universities: Lessons in Building a World-Class Work Force

Trend Statement #7:

Community colleges and for-profit institutions are in greater competition with each other to obtain tuition assistance funds provided to members of the active military seeking a postsecondary education.

Rationale:

- According to Daniel Goldberg of Bloomberg Businessweek, the U.S. military spends nearly half a billion dollars a year on tuition assistance for members of its active-duty force. This amount has tripled from the prior decade.
- Military students can use the money from the Voluntary Education Program at any accredited college and since most military personnel are not geographically fixed, a majority enroll at on-line and for-profit institutions.
- In 2008 64% of active-duty military personnel were enrolled in distance education courses.
- The University of Phoenix, among other institutions, has exclusive contracts with the military reports Blumenstyk. Community colleges have even established partnerships with the military, including:
 - The Naval Recruiting Command project, where formally selected community college degree programs are linked with technical training in the Navy.
 - The American Council on Education (ACE) performs military training, course, and program evaluations and since 1942 has maintained a separate recommendation guide for the Army/ACE Registry Transcript Systems.

Source(s):

Blumenstyk, G. (2006, July 7). The Military Market. *Chronicle of Higher Education*. On-line: <http://chronicle.com/weekly/v52/i44/44a02501.htm>.

Cantor, J. (2000). *Higher Education Outside the Academy*. San Francisco: Jossey Bass. (ERIC-ASHE Higher Education Report, Vol. 27, no.7), pp. 48-49.

Department of Defense. (2007). *Voluntary Education Program*. On-line: <http://www.voled.doded.mil/>.

Goldberg, D. (2010, January 7), Online Schools Market to the Military, *Bloomberg Businessweek*, http://www.msnbc.msn.com/id/34733974/ns/business-personal_finance

Trend Statement #8:

Evidence suggests a rise in alternative scheduling, including weekend, evening, and fast-track programs.

Rationale:

- Many community colleges and four-year institutions have embraced alternative scheduling as a way of increasing enrollment and enhancing completion rates.
- According to *Community College Times*, research suggests that students enrolled in alternatively scheduled programs at community colleges are older, are enrolled part-time, and have dependents.

Source(s):

- L. Biemiller, 3/27/2009, Bursting at the Seams, *Chronicle of Higher Education*, vol. 55, p. B11-B13.
- P. Bradley, 1/27/2007, The Alternate Route: Colleges are Offering New Paths into School Classrooms, *Community College Week*, p. 6.
- S. Carlson & S. Lipka, 6/4/2009, Colleges Offer a Degree in Three, *Chronicle of Higher Education*, <http://chronicle.com/article/Colleges-Offer-a-Degree-in-3/44433/>
- F. Laanan, 2003, Older Adults in Community Colleges: Choices, Attitudes, and Goals. *Educational Gerontology*, 29, 757-776.
- (2008, October 23) Flexibility is Key to second-career programs, *Community College Times*, <http://www.communitycollegetimes.com/article.cfm?ArticleId=1264>

Trend Statement #9:

Public community colleges are in competition with higher cost privates & even 4-year publics for a fair share of the Illinois Student Assistance Commission Monetary Award Program (MAP) funding for their students. Higher cost programs/tuition and fees reduce the remaining pot of funds available to public community college students.

Rationale:

Financial aid is based on a combination of student need and the “sticker price” charged by the institution. Many private institutions view financial aid as a major revenue source. Thus, there is a direct and very clear incentive to charge higher prices. The past few years, the state of Illinois has run short of awards, particularly with Map funding. Additionally, community college students receive proportionately less Map funding than students at four-year institutions, particularly private ones. For example, in FY 2008, the average Map awardee at a community college received \$1,000, compared to \$3,000 at a for-profit institution.

Sources:

- Illinois Student Aid Commission, Map Grant Evaluation, http://www.collegezone.com/media/map_eval_09_elec.pdf
- Illinois Student Aid Commission, Meeting the Demand for the Monetary Award Program: ISAC Focused on Solutions to the Funding Shortfall, http://www.collegezone.com/2290_13980.htm

Trend Statement #10:

There is a heightened focus on ensuring that programs and certificates are closely linked to labor market needs.

Rationale:

Policy makers are increasingly viewing community colleges as vehicles of economic development (see Politics Trend #18), while students are increasingly viewing higher education primarily for the economic benefits and economic security. This means individuals and governments are looking for linkages to labor market needs, requiring they be clarified and communicated.

Sources:

- American Association of Community Colleges, Legislative Agenda, <http://www.aacc.nche.edu/Advocacy/Pages/legagenda.aspx>
- Brookings Institute, May 2009, Transforming America's Community Colleges: A Federal Policy Proposal to Expand Opportunity and Promote Economic Prosperity, http://www.brookings.edu/~media/Files/rc/reports/2009/0507_community_college_goldrick_rab/0507_community_college_full_report.pdf
- Community College Survey of Student Engagement (CCSSE), The Heart of Student Success: Teaching, Learning, and College Completion, http://www.ccsse.org/publications/national_report_2010/36379tw/CCCSE_2010_national_report.pdf
- U.S. Department of Education, Spellings Commission, A Test of Leadership: Charting the Future of U.S. Higher Education, <http://www2.ed.gov/about/bdscomm/list/hiedfuture/reports/final-report.pdf>
- U.S. White House, Investing in Education: The American Graduation Initiative, <http://www.whitehouse.gov/blog/Investing-in-Education-The-American-Graduation-Initiative/>

Trend Statement #11:

Older job seekers and career changers are seeking to improve skills and need flexible education formats to allow for work and school.

Rationale:

“The 78 million baby boomers currently reaching retirement age represent a tremendous resource to the nation in terms of experience, skills, and leadership. To remain vital, the U.S. must fully leverage this population and help them to continue to lead engaged and purposeful lives. Thankfully, four out of five people over 50 say they will work in retirement - either full-time or part-time – some for personal fulfillment, others out of necessity. Baby boomers envision their retirement years as a melding of work, leisure, and self-improvement, but 62 percent wish they were better prepared for it (From AACC, Plus 50 Initiative Fact Sheet, June 2009, http://plus50.aacc.nche.edu/documents/AACC_Plus50_FactSheet.pdf.”

Sources:

- American Association of Community Colleges, Plus 50 Data and Background Information, <http://plus50.aacc.nche.edu/colleges/publications/Pages/default.aspx>
- (2008, October 23) Flexibility is Key to second-career programs, *Community College Times*, <http://www.communitycollegetimes.com/article.cfm?ArticleId=1264>
- Wilson, Robin 2010, For-Profit Colleges Change Higher Education’s Landscape, *The Chronicle of Higher Education*, <http://chronicle.com/article/For-Profit-Colleges-Change/64012/>

Trend Statement #12:

Historically, the continuing down economy supports increased enrollment in community colleges because of their lower tuition and individuals returning to school for job training.

Rationale:

Historically, economic modeling shows that, in general, unemployment and a poorly performing economy lead to increased community college enrollments.

Sources:

- C. McIntyre, 2004, Using Scenarios and Simulations to Plan Colleges, Planning in the Community College, Society for College and University Planning (SCUP).
- D. Molz, 8/22/2008, The Community College Enrollment Boom, <http://www.insidehighered.com/news/2008/08/22/growth>
- K. Phillippe and C. Mullins, 2009, Community College Enrollment Surge: An Analysis of Estimated Fall 2009 Headcount Enrollments at Community Colleges, AACC, <http://www.aacc.nche.edu/newsevents/News/articles/Documents/ccenrollmentsurge2009.pdf>

Trend Statement #13:

With consumers and others demanding greater transparency, community colleges will be increasingly expected to track and share information about their success rates in placements, wages, graduation rates, and transfer.

Rationale:

Transparency is being demanded for market and accountability reasons. As higher education becomes a commodity and takes on a market-orientation, students will begin to act like consumers and require more and clearer information. Additionally, governments are increasingly calling on higher education to be more transparent.

Sources:

- AACC, Voluntary Framework for Accountability, General Background Information, <http://www.aacc.nche.edu/Resources/aaccprograms/vfa/Pages/default.aspx>
- J. Julian and R. Smith, 2007, Accountability in Community Colleges, Community College Research and Leadership Update, <http://ocrl.illinois.edu/Newsletter/2007/spring/3>
- E. Kelderman, January 26, 2010, Education Department Official Calls for More Transparency in Accreditation, Chronicle of Higher Education.

Trend Statement #14:

Research suggests that due to increased retirements and a lack of supply in some areas, there will be a competitive environment for hiring and retaining faculty and staff.

Sources:

- AACC, The Critical Impact of Impending Retirements on Community College Leadership, <http://www.aacc.nche.edu/Publications/Briefs/Documents/11062001leadership.pdf>
- American Council on Education, Too Many Rungs on the Ladder? Faculty Demographics and the Future Leadership of Higher Education, September 2008, <http://www.acenet.edu/AM/Template.cfm?Section=Home&TEMPLATE=/CM/ContentDisplay.cfm&CONTENTID=28763>

Trend Statement #15:

Declining or uncertain levels of state funding support for public community colleges will result in more competition for available funds.

Rationale:

The rationale behind the structural deficit is that Illinois is based on two factors. First, Illinois has the second worst debt in the country and a bond rating that is one level above junk. The second rationale is that Illinois has done little to nothing to address changes in its economy. For instance, in the last 5-20 years, Illinois has witnessed an actual decline in median income (the second worst in the nation), lost hundreds of thousands of high-skill manufacturing jobs to low-skill/low-wage jobs, and will likely witness a projected increase in demand for services that the current revenue structure cannot support (increasing population of younger ethnic and linguistic minorities and an aging population less likely to have retirement or health care benefits).

Sources:

- Illinois Center for Budget and Tax Accountability, 2007, Issue Brief: The Illinois Structural Deficit,
<http://www.ctbaonline.org/All%20Links%20to%20Research%20Areas%20and%20Reports/Budget.%20Tax%20and%20Revenue/Issue%20Brief-The%20Illinois%20Structural%20Deficit%201.29.07.pdf>
- C. Mancini & R. Martie, 2007, Private Sector Job Trends: What Illinois' Changing Economy Means for the Demand for Public Services and the States' Fiscal Capacity to Fund Them, Illinois Center for Budget and Tax Accountability,
http://www.ctbaonline.org/New_Folder/Budget,%20Tax%20and%20Revenue/CTBA%20Final%20Structural%20Deficit%20Report.pdf
- Marklein, M. (2008, July 23), Four-year schools get bigger share of revenue pie, *USA Today*,
http://www.usatoday.com/news/education/2008-07-22-comcol-funding_N.htm

Trend Statement #16:

The traditional monopoly of colleges and universities in postsecondary education is over. Multiple and diversified education and training institutions as well as online learning options are available to students.

Sources:

Wilson, Robin 2010, For-Profit Colleges Change Higher Education's Landscape, *The Chronicle of Higher Education*, <http://chronicle.com/article/For-Profit-Colleges-Change/64012/>

Source: (October 29, 2010) Online Education Results in Success for Today's Students, *Chronicle of Higher Education*, <http://chronicle.com/article/Online-Education-Results-in/124581/>

Appendix: Colleges and Universities in Illinois by Sector, Address, City, and Zip Code*

Sector coding:

0 – central office	4- two-year public	8- <two-year private, non-profit
1- four-year public	5- two-year private, non-profit	9- <two-year private, profit
2- four-year private, non-profit	6- two-year private, profit	
3- four-year private, profit	7- <two-year public	

**Downloaded from the U.S. Department of Education, Integrated Postsecondary Education Data System, web-based query peer analysis system.*

Institution Name	Sector	Street Address	City	ZIP
City Colleges of Chicago-District Office	0	226 W Jackson Blvd	Chicago	60606
DeVry University-Corporate Office	0	One Tower Lane	Oakbrook Terrace	60181-4264
Southern Illinois University-Systems Office	0	1400 Douglas Drive	Carbondale	62901-6801
University of Illinois University Administration	0	506 S Wright Street	Urbana	61801
Illinois Eastern Community College System Office	0	233 E Chestnut St	Olney	62450
Chicago State University	1	95th St at King Dr	Chicago	60628
Eastern Illinois University	1	600 Lincoln Avenue	Charleston	61920
Governors State University	1	1 University Pky	University Park	60466-0975
University of Illinois at Chicago	1	601 S Morgan	Chicago	60607
University of Illinois at Urbana-Champaign	1	601 E John Street	Champaign	61820-5711
Illinois State University	1	North and School St	Normal	61790-1000
Northern Illinois University	1	Blank	Dekalb	60115-2828
Northeastern Illinois University	1	5500 N Saint Louis Ave	Chicago	60625-4699
University of Illinois at Springfield	1	One University Plaza	Springfield	62703-5407
Southern Illinois University Carbondale	1	Blank	Carbondale	62901-4512
Southern Illinois University Edwardsville	1	Il State Rte 157	Edwardsville	62026-1001
Western Illinois University	1	1 University Circle	Macomb	61455
Adler School of Professional Psychology	2	65 E Wacker Pl Ste 2100	Chicago	60601
School of the Art Institute of Chicago	2	37 S Wabash	Chicago	60603
Augustana College	2	639 38th St	Rock Island	61201-2296
Aurora University	2	347 S Gladstone Ave	Aurora	60506-4892
Blackburn College	2	700 College Ave	Carlinville	62626
Blessing Rieman College of Nursing	2	Broadway at 11th Street	Quincy	62305-7005
Bradley University	2	1501 W Bradley Ave	Peoria	61625-0001
Catholic Theological Union at Chicago	2	5416 S Cornell Ave	Chicago	60615-5698
Midwestern University	2	555 31st Street	Downers Grove	60515-5514
Chicago School of Professional Psychology	2	325 N Wells Street	Chicago	60610-4170
Chicago Theological Seminary	2	5757 University Ave	Chicago	60637
University of Chicago	2	5801 S Ellis Ave	Chicago	60637
Columbia College Chicago	2	600 South Michigan	Chicago	60605-1996
Concordia University	2	7400 Augusta	River Forest	60305-1499
DePaul University	2	55 E Jackson	Chicago	60604
East-West University	2	816 S Michigan Ave	Chicago	60605
Elmhurst College	2	190 Prospect Ave	Elmhurst	60126-3096
Eureka College	2	300 College Ave	Eureka	61530

Competition

Garrett-Evangelical Theological Seminary	2	2121 Sheridan Road	Evanston	60201-3298
Greenville College	2	315 E. College Ave	Greenville	62246-0159
Hebrew Theological College	2	7135 N Carpenter Rd	Skokie	60077
Rosalind Franklin University of Medicine and Science	2	3333 Green Bay Rd	North Chicago	60064
Benedictine University	2	5700 College Rd	Lisle	60532-0900
Illinois College of Optometry	2	3241 S Michigan Ave	Chicago	60616-3878
Illinois Wesleyan University	2	1312 N Park St	Bloomington	61702-2900
Illinois College	2	1101 W College Ave	Jacksonville	62650-2299
Illinois Institute of Technology	2	3300 S Federal St	Chicago	60616
Institute for Clinical Social Work	2	200 N. Michigan Avenue, Suite 407	Chicago	60601-5908
The John Marshall Law School	2	315 S Plymouth Ct	Chicago	60604
Judson College	2	1151 N State St	Elgin	60123-1498
Kendall College	2	900 N North Branch Ave	Chicago	60622
Knox College	2	2 E South St	Galesburg	61401-9999
Lake Forest College	2	555 N Sheridan Road	Lake Forest	60045-2399
Lake Forest Graduate School of Management	2	1905 W. Field Court	Lake Forest	60045
Lakeview College of Nursing	2	903 N Logan Ave	Danville	61832
Lewis University	2	One University Parkway	Romeoville	60446-2200
Lexington College	2	310 South Peoria	Chicago	60607-3534
Lincoln Christian College and Seminary	2	100 Campus View Drive	Lincoln	62656-2111
Lincoln College	2	300 Keokuk St	Lincoln	62656
Loyola University Chicago	2	820 N. Michigan	Chicago	60611-9810
Lutheran School of Theology at Chicago	2	1100 E 55th St	Chicago	60615-5199
Trinity College of Nursing and Health Sciences	2	2122 - 25th Avenue	Rock Island	61201-5317
MacMurray College	2	447 E. College Ave	Jacksonville	62650-2590
McCormick Theological Seminary	2	5460 S. University	Chicago	60615
McKendree College	2	701 College Rd	Lebanon	62254
Meadville-Lombard Theological School	2	5701 Woodlawn Ave	Chicago	60637
Methodist College of Nursing	2	415 St. Mark Court	Peoria	61603
Millikin University	2	1184 W Main St	Decatur	62522-2084
Monmouth College	2	700 E Broadway	Monmouth	61462-1998
National-Louis University	2	122 S Michigan Ave	Chicago	60603
National University of Health Sciences	2	200 E Roosevelt Rd	Lombard	60148-4583
North Central College	2	30 N Brainard St	Naperville	60540
North Park University	2	3225 W Foster Ave	Chicago	60625-4895
Northern Baptist Theological Seminary	2	660 E Butterfield Rd	Lombard	60148-5698

Competition

Northwestern University	2	633 Clark St	Evanston	60208
Olivet Nazarene University	2	One University Avenue	Bourbonnais	60914-2271
Principia College	2	1 Maybeck Place	Elsah	62028-9799
Quincy University	2	1800 College Ave	Quincy	62301-2699
Robert Morris College	2	401 S State Street	Chicago	60605
Rockford College	2	5050 E State St	Rockford	61108-2393
Roosevelt University	2	430 S Michigan Ave	Chicago	60605-1394
Dominican University	2	7900 W Division St	River Forest	60305
Rush University	2	600 S. Paulina St.	Chicago	60612
Saint Francis Medical Center College of Nursing	2	511 NE Greenleaf St	Peoria	61603-3783
University of St Francis	2	500 N Wilcox St	Joliet	60435-6188
St. John's College	2	421 N Ninth St	Springfield	62702-5380
Saint Xavier University	2	3700 W 103rd St	Chicago	60655
Seabury-Western Theological Seminary	2	2122 Sheridan Rd	Evanston	60201
Shimer College	2	3424 South State Street	Chicago	60616
Saint Augustine College	2	1333-45 W Argyle	Chicago	60640-3593
University of Saint Mary of the Lake	2	1000 E Maple Ave	Mundelein	60060-1174
Spertus College	2	618 S Michigan Ave	Chicago	60605
Saint Anthony College of Nursing	2	5658 E State St	Rockford	61108-2468
Telshe Yeshiva-Chicago	2	3535 West Foster	Chicago	60625
Trinity Christian College	2	6601 W College Dr	Palos Heights	60463-0929
Trinity International University	2	2065 Half Day Rd	Deerfield	60015-1283
VanderCook College of Music	2	3140 S. Federal St.	Chicago	60616-3731
West Suburban College of Nursing	2	3 Erie Ct	Oak Park	60302-2519
Wheaton College	2	501 College Ave	Wheaton	60187-5593
Christian Life College	2	400 E Gregory St	Mount Prospect	60056-2522
Knowledge Systems Institute	2	3420 Main St	Skokie	60076
St. John's Hospital School of Dietetics	2	800 E Carpenter	Springfield	62769
Erikson Institute	2	420 N Wabash Ave	Chicago	60611-5627
Ingalls Memorial Hospital Dietetic Internship	2	One Ingalls Dr	Harvey	60426-3558
New York Institute of Technology-Ellis College	2	111 N. Canal St.	Chicago	60606
Toyota Technological Institute at Chicago	2	1427 E 60th St 2nd Fl	Chicago	60637
Evanston Northwestern Health care School of Anesthesia	2	2650 Ridge Ave, Rm 4400	Evanston	60201-1718
American Academy of Art	3	332 S Michigan Ave	Chicago	60604-4302
DeVry University-Illinois	3	1221 North Swift Rd	Addison	60101-6106
Harrington College of Design	3	200 W. Madison	Chicago	60606

Competition

Argosy University-Chicago	3	350 North Orleans St	Chicago	60654
International Academy of Design and Technology	3	One North State Street - Suite 500	Chicago	60602-3300
Midstate College	3	411 W Northmoor Road	Peoria	61614-3595
The Illinois Institute of Art-Chicago	3	350 N Orleans St	Chicago	60654-1593
Westwood College-O'Hare Airport	3	8501 W. Higgins - Suite 100	Chicago	60634
ITT Technical Institute-Mount Prospect	3	1401 Feehanville Road	Mount Prospect	60056-9823
Westwood College-Dupage	3	7155 Janes Avenue	Woodridge	60517
ITT Technnical Institute-Orland Park	3	11551 184th Place	Orland Park	60467
Argosy University-Schaumburg	3	1000 North Plaza Dr, Sute 100	Schaumburg	60173
The Illinois Institute of Art-Schaumburg	3	1000 Plaza Drive	Schaumburg	60173-4913
Pacific College of Oriental Medicine	3	3646 N Broadway-2nd Floor	Chicago	60613
Westwood College-Chicago Loop	3	17 N State St-Ste 300	Chicago	60602
University of Phoenix-Chicago Campus	3	1500 McConnor Pkwy., Suite 700	Schaumburg	60173-4399
Westwood College-River Oaks	3	80 River Oaks Ctr-Ste 111	Calumet City	60409
American Intercontinental University Online	3	5550 Prairie Stone Pky-Ste 400	Hoffman Estates	60192
Midwest College of Oriental Medicine	3	4334 N Hazel, Suite 206	Chicago	60613-1429
Cardean University	3	111 N. Canal Street, Suite 455	Chicago	60606
ITT Technical Institute-Burr Ridge	3	7040 High Grove Blvd	Burr Ridge	60527
Joliet Junior College	4	1215 Houbolt Rd	Joliet	60431-8938
Southwestern Illinois College	4	2500 Carlyle Ave	Belleville	62221-5899
Black Hawk College	4	6600-34th Avenue	Moline	61265-5899
Carl Sandburg College	4	2400 Tom L. Wilson Boulevard	Galesburg	61401
City Colleges of Chicago-Kennedy-King College	4	6800 S Wentworth Ave	Chicago	60621-3798
City Colleges of Chicago-Malcolm X College	4	1900 W Van Buren	Chicago	60612-3197
City Colleges of Chicago-Olive-Harvey College	4	10001 S Woodlawn Ave	Chicago	60628-1696
City Colleges of Chicago-Harry S Truman College	4	1145 W Wilson Ave.	Chicago	60640-6063
City Colleges of Chicago-Richard J Daley College	4	7500 S Pulaski Rd	Chicago	60652-1299
City Colleges of Chicago-Harold Washington College	4	30 E Lake St	Chicago	60601-2449
City Colleges of Chicago-Wilbur Wright College	4	4300 N Narragansett	Chicago	60634-1500
Danville Area Community College	4	2000 E Main St	Danville	61832-5118
College of DuPage	4	425 Fawell Blvd.	Glen Ellyn	60137-6599
Elgin Community College	4	1700 Spartan Drive	Elgin	60123-7193
Highland Community College	4	2998 W Pearl City Rd	Freeport	61032-9341
Illinois Central College	4	One College Drive	East Peoria	61635-0001
Illinois Eastern Community Colleges-Olney Central College	4	305 N West Street	Olney	62450
Illinois Valley Community College	4	815 N Orlando Smith Ave	Oglesby	61348-9692

Competition

John A Logan College	4	700 Logan College Road	Carterville	62918-2500
John Wood Community College	4	1301 S 48th Street	Quincy	62305-8736
Kankakee Community College	4	100 College Drive	Kankakee	60901
Kaskaskia College	4	27210 College Rd	Centralia	62801
Kishwaukee College	4	21193 Malta Rd	Malta	60150-9699
College of Lake County	4	19351 W Washington St.	Grayslake	60030-1198
Lake Land College	4	5001 Lake Land Blvd	Mattoon	61938
Lewis and Clark Community College	4	5800 Godfrey Rd	Godfrey	62035
Lincoln Land Community College	4	5250 Shepherd Rd	Springfield	62794-9256
McHenry County College	4	8900 U.S. Hwy 14	Crystal Lake	60012-2761
Moraine Valley Community College	4	9000 W. College Parkway	Palos Hills	60465-0937
Morton College	4	3801 S Central Ave	Cicero	60804-4398
Oakton Community College	4	1600 E Golf Rd.	Des Plaines	60016-1268
Parkland College	4	2400 W Bradley Ave	Champaign	61821-1899
Prairie State College	4	202 South Halsted Street	Chicago Heights	60411
Rend Lake College	4	468 N Ken Gray Pky	Ina	62846
Richland Community College	4	One College Pk	Decatur	62521-8512
Rock Valley College	4	3301 N Mulford Rd	Rockford	61114-5699
Sauk Valley Community College	4	173 Illinois Rt 2	Dixon	61021
Shawnee Community College	4	8364 Shawnee College Rd	Ullin	62992
Southeastern Illinois College	4	3575 College Road	Harrisburg	62946
Spoon River College	4	23235 North County 22	Canton	61520-9801
South Suburban College	4	15800 South State Street	South Holland	60473-1200
Triton College	4	2000 5th Ave	River Grove	60171-1995
Waubonsee Community College	4	Rte 47 at Waubonsee Drive	Sugar Grove	60554-0901
William Rainey Harper College	4	1200 W Algonquin Rd	Palatine	60067-7398
Heartland Community College	4	1500 West Raab Road	Normal	61761-9446
Illinois Eastern Community Colleges-Frontier Community Coll	4	Frontier Drive	Fairfield	62837
Illinois Eastern Community Colleges-Lincoln Trail College	4	11220 State Hwy 1	Robinson	62454
Illinois Eastern Community Colleges-Wabash Valley College	4	2200 College Drive	Mount Carmel	62863
Blessing Hospital School of Radiologic Technology	5	Broadway at 11th	Quincy	62305-7005
Graham Hospital School of Nursing	5	210 W Walnut St	Canton	61520-2497
MacCormac College	5	29 E. Madison	Chicago	60602-4405
Morrison Institute of Technology	5	701 Portland Ave	Morrison	61270-2959
Advocate Trinity Hospital School of Radiologic Technology	5	2320 E 93rd St	Chicago	60617-9984
Springfield College in Illinois	5	1500 N Fifth St	Springfield	62702-2694

Competition

Advocate Illinois Masonic School of Radiologic Technology	5	836 W. Wellington Ave.	Chicago	60657
The College of Office Technology	6	1520 West Division Street	Chicago	60622-3312
Career Colleges of Chicago	6	11 E Adams Street, 2nd Floor	Chicago	60603-6301
The Cooking and Hospitality Institute of Chicago	6	361 W Chestnut	Chicago	60610
Fox College Inc	6	4201 W 93rd St	Oak Lawn	60453
Mr. John's School of Cosmetology Esthetics and Nails	6	1745 E Eldorado	Decatur	62521
Northwestern Business College	6	4829 North Lipps Avenue	Chicago	60630
Rockford Business College	6	730 N Church St	Rockford	61103
Sparks College	6	131 S Morgan St	Shelbyville	62565
Taylor Business Institute	6	318 West Adams, Suite 500	Chicago	60606
Northwestern Business College-Southwestern Campus	6	7725 South Harlem Avenue	Bridgeview	60455
UTI of Illinois Inc	6	601 Regency Dr	Glendale Heights	60139
Worsham College of Mortuary Science	6	495 Northgate Pky	Wheeling	60090-2646
Mr. John's School of Cosmetology and Nails	6	300 S. Broadway St. Suite 111	Urbana	61801
Capital Area School of Practical Nursing	7	2201 Toronto Rd	Springfield	62712-3803
Beck Area Career Center-Red Bud	7	6137 Beck Rd	Red Bud	62278
CET-Chicago	8	3333 W. Arthington Ste 510	Chicago	60624
Spanish Coalition for Jobs Inc	8	2011 W Pershing Rd	Chicago	60609-2205
St. John's Hospital School of Clinical Lab Science	8	800 E Carpenter	Springfield	62769
Zarem Golde ORT Technical Institute	8	5440 Fargo Avenue	Skokie	60077
Blessing Hospital School of Medical Laboratory Technology	8	Broadway at 11th St	Quincy	62305-7005
Illinois Careerpath Institute	8	325 N. Wells St. Suite 321	Chicago	60610-4705
Chicago Urban League Computer Training Center	8	220 S State St 11th Fl	Chicago	60604-2198
Alvareitas College of Cosmetology	9	333 South Kansas St	Edwardsville	62025
Alvareitas College of Cosmetology	9	3048 Godfrey Rd	Godfrey	62035-4150
Concept College of Cosmetology	9	129 N Race St	Urbana	61801
Trend Setters College of Cosmetology	9	605 E. North Street	Bradley	60915-2101
Cameo Beauty Academy	9	9714 S Cicero	Oak Lawn	60453
Cannella School of Hair Design	9	617 W. NORTH	Villa Park	60181
Cannella School of Hair Design	9	9012 S Commercial	Chicago	60617-4303
Cannella School of Hair Design	9	4269 S Archer Ave	Chicago	60632-2549
Cannella School of Hair Design	9	5912 W Roosevelt	Chicago	60639-4828
Cannella School of Hair Design	9	113-117 W Chicago St	Elgin	60120
Capri Garfield Ridge School of Beauty Culture	9	2653 W. 63rd Street	Chicago	60629
Empire Beauty School-Hanover Park	9	1166 Lake St	Hanover Park	60133-5421
Capri Oak Forest Beauty College	9	15815 S Robroy Dr	Oak Forest	60452

Competition

La James International College	9	485 42nd Ave	East Moline	61244
Coyne American Institute Inc	9	330 North Green Street	Chicago	60607-1300
Concept College of Cosmetology	9	2500 Georgetown Rd	Danville	61832
Vees School of Beauty Culture	9	2701 State St	East Saint Louis	62205
The Cosmetology and Spa Institute	9	700 E. Terra Cotta	Crystal Lake	60014
First Institute Inc	9	790 McHenry Ave	Crystal Lake	60014
Gem City College	9	700 State St	Quincy	62301
Hair Professionals Academy of Cosmetology	9	825 B6 Village Quarter Road	West Dundee	60118
Hair Professionals Career College Inc	9	2245 Gateway Drive	Sycamore	60178
Hair Professionals School of Cosmetology	9	5460 Rte 34	Oswego	60543
John Amico School of Hair Design	9	15301 S Cicero	Oak Forest	60452-2501
Educators of Beauty	9	122 Wright St	La Salle	61301
Lincoln College of Technology	9	8317 W. North Ave.	Melrose Park	60160-1605
Mac Daniels Beauty School	9	5228 N Clark St	Chicago	60640
Niles School of Cosmetology	9	8057 N. Milwaukee Avenue	Niles	60714
Oehrlein School of Cosmetology	9	100 Meadow Ave	East Peoria	61611
Pivot Point Beauty School	9	1560 Sherman Avenue - Suite 700	Evanston	60201
Professionals Choice Hair Design Academy	9	2719 W Jefferson St	Joliet	60435
Vatterott College	9	501 North 3rd Street	Quincy	62301
Educators of Beauty	9	211 E Third St	Sterling	61081
Tri-County Beauty Academy	9	219 N State St	Litchfield	62056
University of Spa & Cosmetology Arts	9	2913 W. White Oaks Dr.	Springfield	62704
Olympia College	9	9811 Woods Drive	Skokie	60077-1074
Cortiva Institute-Chicago School of Massage Therapy	9	17 N. State Street, Suite 500	Chicago	60602
Environmental Technical Institute	9	1101 W Thorndale Ave	Itasca	60143-1334
Ms Roberts Academy of Beauty Culture-Villa Park	9	17 E Park Blvd	Villa Park	60181
Educators of Beauty	9	128 S Fifth St	Rockford	61104
Bell Mar Beauty College	9	5717 W. Cermak Road	Cicero	60804
Cannella School of Hair Design	9	4217 W North Ave	Chicago	60639-4828
American Career College	9	7000 W Cermak Rd	Berwyn	60402
Hairmasters Institute of Cosmetology	9	506 S McClun St	Bloomington	61701
Hair Professionals Career College	9	10321 S Roberts Rd	Palos Hills	60465
Rosel School of Cosmetology	9	2444 W Devon	Chicago	60659
Brown Mackie College-Moline	9	1527 47th Ave	Moline	61265
Environmental Technical Institute	9	13010 S Division St	Blue Island	60406-2606
Pivot Point Beauty School	9	144c East Lake Street	Bloomington	60108-0000

Competition

Cain's Barber College Inc	9	365 E 51st St	Chicago	60615-3510
Sanford-Brown College	9	1101 Eastport Plaza Drive	Collinsville	62234-6108
Cannella School of Hair Design	9	12840 S Western Ave	Blue Island	60406-2130
Hair Professionals Academy of Cosmetology	9	1145 E Butterfield Rd	Wheaton	60187
Illinois School of Health Careers	9	220 S State St Ste 600	Chicago	60604-2001
Star Truck Driving School	9	7701 West 95th St	Hickory Hills	60457
The Illinois Center for Broadcasting	9	55 W. 22nd Street #240	Lombard	60148
Pyramid Career Institute	9	3057 N Lincoln Ave	Chicago	60657-4207
Star Truck Driving School	9	710 Larsen Ln	Bensenville	60106
Pivot Point Beauty School	9	3901 West Irving Park	Chicago	60618
European Massage Therapy School	9	8707 Skokie Blvd Ste 106	Skokie	60077
Illinois Welding School	9	5901 Washington St	Bartonville	61607
Olympia College	9	6880 N Frontage Rd-Ste 400	Burr Ridge	60527
Olympia College-North Aurora	9	150 S Lincolnway #100	North Aurora	60542
Soma Institute-The National School of Clinical Massage Therapy	9	14 E. Jackson Boulevard - Ste 1300	Chicago	60604-2232
BIR Training Center	9	3601 W Devon Ste 210	Chicago	60659
Midwest Technical Institute	9	405 N. Limit St.	Lincoln	62656-0506
Alvareitas College of Cosmetology	9	5400 West Main	Belleville	62226
CALC Institute of Technology	9	235a E Center Dr	Alton	62002
Olympia College-Merrionette Park	9	11560 S. Kedzie	Merrionette Park	60803
Your School of Beauty Culture	9	116 E Pershing Rd	Chicago	60653
Regency Beauty Institute	9	4374 East New York Street	Aurora	60504
Olympia College	9	247 South State Street #400	Chicago	60604
Regency Beauty Institute	9	7411 South Cass Ave	Darien	60561
Mr John's School of Cosmetology & Nails	9	1429 S Main St, Ste F	Jacksonville	62650
Banner Institute-Chicago	9	25 E Washington Street, 2nd Floor	Chicago	60602
Moody Bible Institute	Blank	820 N LaSalle Blvd	Chicago	60610--328
Midwest Institute of Massage Therapy	Blank	4715 W Main St	Belleville	62223
Regency Beauty Institute	Blank	10850 Lincoln Trail	Fairview Heights	62208
Regency Beauty Institute	Blank	2601 West Lake Ave	Peoria	61602
Rasmussen College-Rockford	Blank	6000 E. State St-Fourth Floor	Rockford	61108-2513
Regency Beauty Institute	Blank	517 Town Center Blvd.	Champaign	61822
Illinois School of Health Careers-O'Hare Campus	Blank	8750 W Bryn Mawr Ste 300	Chicago	60631