We need to see how we can penetrate this world with ITT Tech AND DWC!!

Please look into it and let me know what you think we need to do on the marketing front.

From: Kevin Modany at HQ
Sent: Thursday, February 18, 2010 3:29 PM
To: Gene Feichtner at HQ;   Redacted by HELP Committee
Cc: Greg Wallis at HQ; Dan Fitzpatrick at HQ
Subject: FW: Stifel: Education - Summary from the CCME Conference Kickoff

We didn't even make the top 40 providers to the military! What an opportunity that we have in front of us!

From: Education Research [mailto:educationresearch@stifel.com]
Sent: Thursday, February 18, 2010 3:01 PM
To: Kevin Modany at HQ
Subject: Stifel: Education - Summary from the CCME Conference Kickoff

See attachment for details and important disclosures and certifications.

Stifel: Education - Summary from the CCME Conference Kickoff

We attended the Council of Colleges and Military Educators (CCME) annual symposium involving meetings/workshops addressing current issues impacting military education. Increased funding benefits for military service members and families continues to help drive interest in educating military from all sectors of education. Also, the Higher Education Act requirement for proprietary institutions to generate at least 10% of their revenue from Non-Title IV funds contributes to the interest from the for-profit institutions as the DoD's Tuition Assistance is a separate funding source. Approximately 2.1 million active (approx. 1.4 million) and reserve military personnel serve in the U.S. armed forces with about 1 million or over 70% of actives (reserve unknown) holding a high school diploma or less. The for-profit institutions have had a presence in serving the military with 13 of the Top 50 providers in 2008 (according to Military Times Edge Magazine). The largest publicly-traded providers included American Military University (#2, but company has since indicated now #1) - APEI, University of Phoenix (#4) - APOL, DeVry University (#22) - DV, Strayer University (#29) - STRA, Colorado Technical University (#36) – COCO, American Intercontinental University (#37) – CECO, and Ashford University (#38) – BPI.

ITT Educational Services, Inc.
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