

Keiser philosophy combines technology, professionalism

The information age we live in requires a strong foundation in technology. Technical skills have become the basic requirement for most jobs you will find in the workforce today and into the future. Recent research shows, however, that in today's workplace, the most successful employees are those that have specific, technical skills combined with good professional work habits.

"After monitoring industry trends and reviewing feedback from employer focus groups, it is obvious that, in order to compete in today's competitive workforce, it is critical to understand and embrace technology and have a strong foundation in academics. But employers also tell us that strong interpersonal and communications skills are vital," says Arthur Keiser, President of Keiser College.

Keiser's programs are designed for the student whose objective is to attain a degree in preparation for a challenging career. At Keiser College you will find hands-on, practical degree programs in computers, business and allied health, that are in growth fields, according to the U.S. Dept. of Labor. These programs combine technical, practical skills with solid academics and an overall professional development philosophy that help students gain marketable skills and develop good work habits.

Keiser College provides students with opportunities to develop characteristics that today's employers seek, by incorporating real-world business exercises into both the technical and academic curriculum.

Writing skills are as important when writing a technical report as they are when writing a business letter, according to Dean Moore. All students take an introduction to computers as well as basic writing courses whether they're in the business, computer or medical department at Keiser.

Assignments often require students to write a business memo or a persuasive speech and some case-study projects encourage students to develop a team

approach to problem-solving such as you would find in business and industry.

The Keiser philosophy also helps students in their professional development through a dress code and an attendance policy that work in concert with the course scheduling to help students reach their goals. Programs cater to the working student with day and evening classes and innovative scheduling where students focus on one course at a time. This process allows students to continue to work full-time, if necessary, and complete an associate degree in 18-24 months.

A strong support system at Keiser College includes a tutoring program for those who need extra help and a Student Services Department that assists in resume-writing and interview skills, and holds regular job fairs that bring potential employers on campus to conduct interviews.

"The business community is looking for employees trained in the degree programs offered here," says Ilene Nelson, Director of Student Services. "I see openings for positions like network administrator and computer programmer every day."

Program majors include: Paralegal, Business Administration Management, Health Services Administration, Computer Programming, Computer Network Administration, Computer Engineering Technology, Computer Assisted Design and Drafting, Computer Graphics, Medical Assisting, Radiologic Technology, Medical Laboratory Technician and Occupational Therapy Assistant.

Founded by the Keiser family in Ft. Lauderdale in 1977, Keiser College is accredited by the Commission on College of the Southern Association of Colleges and Schools to award the Associate Degree.

For more information on programs or admissions policies, call (954) 776-4456 or visit their website at <http://www.keisercollege.cc.fl.us>. Financial aid is available to those who qualify.

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