



# Consumer Information

# TABLE OF CONTENTS

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## OVERVIEW

	<i>Page</i>
<b>Accreditation &amp; Approval</b> . . . . .	01
<b>National Center For Educational Statistics</b> . . . . .	01
<b>Locations</b> . . . . .	01
- Main Campus . . . . .	01
- Satellite Location . . . . .	01
<b>Important Contacts</b> . . . . .	01
- Media Inquiries & Accreditation . . . . .	01
- Business Office/Student Accounts . . . . .	01
- Education Department . . . . .	01
- Student Services & Career Services Departments . . . . .	02
- Financial Aid Department . . . . .	02
- Admissions Department . . . . .	02
- Operations Department/Facility & Security . . . . .	02
<b>Specs Howard Programs</b> . . . . .	02
- Radio, Video & Film Single Concentration Program . . . . .	02
- Radio, Video & Film Dual Concentration Program . . . . .	02
- Graphic Design Program . . . . .	02
- Digital Media Arts Program . . . . .	02
<b>Specs Howard Facilities</b> . . . . .	03
- Radio, Video & Film Programs . . . . .	03
- Graphic Design Program . . . . .	03
- Digital Media Arts Program . . . . .	03
<b>Disability/Reasonable Accommodation Policy</b> . . . . .	04
<b>Specs Howard Faculty</b> . . . . .	04
College Credit Transfers (Articulation Agreements) . . . . .	08

- Radio, Video & Film Programs . . . . .	08
- Graphic Design Program . . . . .	09
<b>Career Services Department . . . . .</b>	<b>09</b>
<b>Student Records and FERPA . . . . .</b>	<b>10</b>
<b>Copyrighted Material Policy . . . . .</b>	<b>11</b>
<b>Register to Vote . . . . .</b>	<b>11</b>

## **COST OF ATTENDANCE**

	<i>Page</i>
<b>Net Price Calculator . . . . .</b>	<b>12</b>
<b>2012 Cost of Attendance Budgets . . . . .</b>	<b>13</b>
- Radio, Video & Film Single Concentration Program . . . . .	13
- Graphic Design Program . . . . .	13
- Digital Media Arts Program – Main Campus (Southfield) . . . . .	13
- Digital Media Arts Program – Satellite Location (Farmington Hills) . . . . .	13
<b>2011 Cost of Attendance Budgets . . . . .</b>	<b>14</b>
- Radio, Video & Film Single Concentration Program . . . . .	14
- Radio, Video & Film Dual Concentration Program . . . . .	14
- Graphic Design Program . . . . .	14
- Digital Media Arts – Main Campus (Southfield) . . . . .	14
- Digital Media Arts – Satellite Location (Farmington Hills) . . . . .	15
<b>2012 Textbook Information . . . . .</b>	<b>16</b>
- Radio, Video & Film Single Concentration Program . . . . .	16
- Radio, Video & Film Dual Concentration Program . . . . .	16
- Graphic Design Program . . . . .	16
- Digital Media Arts Program . . . . .	16
<b>2011 Textbook Information . . . . .</b>	<b>17</b>
- Radio, Video & Film Programs . . . . .	17
- Digital Media Arts Program . . . . .	17
- Graphic Design Program . . . . .	17

**PROGRAM DISCLOSURES**

*Page*

**Radio, Video & Film Single Concentration Program**

- Cost . . . . . 18  
- Debt . . . . . 18  
- Success . . . . . 19  
- Outcomes . . . . . 19

**Radio, Video & Film Dual Concentration Program**

- Cost . . . . . 20  
- Debt . . . . . 21  
- Success . . . . . 22  
- Outcomes . . . . . 22

**Graphic Design Program**

- Cost . . . . . 23  
- Debt . . . . . 23  
- Success . . . . . 24  
- Outcomes . . . . . 24

**Digital Media Arts Program**

- Cost . . . . . 25  
- Debt . . . . . 26  
- Success . . . . . 26  
- Outcomes . . . . . 26

**FINANCIAL AID**

*Page*

**Financial Aid Department** . . . . . 27  
- Definition of Full-time Student . . . . . 27  
- Academic Year Definition . . . . . 27  
**Code of Conduct for Financial Aid Personnel** . . . . . 27

<b>Federal Financial Aid Programs</b> . . . . .	30
- Federal Pell Grant . . . . .	30
- Federal Supplemental Education Opportunity Grant (FSEOG) . . . . .	30
- Federal Direct Subsidized Stafford Loan . . . . .	30
- Federal Direct Unsubsidized Stafford Loan . . . . .	30
- Federal Direct Plus Loans for Parents . . . . .	30
<b>Additional Resources</b> . . . . .	30
- Veterans Benefits . . . . .	30
- Michigan Veterans Trust Fund . . . . .	30
- Michigan Works! . . . . .	31
- Michigan Rehabilitation Services (MRS) . . . . .	31
- Social Security Administration . . . . .	31
- Michigan Department of Human Services (MDHS) . . . . .	31
<b>Application &amp; Procedures</b> . . . . .	31
<b>Eligibility Requirements</b> . . . . .	32
- Dependency Status . . . . .	32
<b>Entrance &amp; Exit Counseling</b> . . . . .	33
<b>Tax Credits</b> . . . . .	33
<b>Frequently Asked Questions</b> . . . . .	33
- What is Financial Aid? . . . . .	33
- When is the Financial Aid Office available? . . . . .	33
- What should I bring to my financial aid appointment? . . . . .	33
- What is the difference between grants and loans? . . . . .	33
- When do loans go into repayment? . . . . .	34
- What is the interest rate on my loan? . . . . .	34
- What about the scholarship(s) I have received? . . . . .	34
- Where can I find more scholarship opportunities? . . . . .	34
<b>Financial Aid Disbursement Procedures</b> . . . . .	34
- Loan Repayment . . . . .	34

<b>Drug Related Convictions</b> . . . . .	34
- Penalties . . . . .	34
- Acceptable Drug Rehabilitation Program . . . . .	35
- Free Application for Federal Student Aid (FAFSA) . . . . .	35
- Conviction During Enrollment . . . . .	35
<b>Return of Title IV Funds</b> . . . . .	35
- Withdrawal of Enrollment (Student Initiated) . . . . .	35
- Administrative Withdrawal (School Initiated) . . . . .	36
- Drop . . . . .	36
<b>Scholarships</b> . . . . .	37
- Radio, Video & Film Single Concentration Program . . . . .	37
- Graphic Design Program . . . . .	39
- Digital Media Arts Program . . . . .	40
<b>Institutional Refund Policy</b> . . . . .	42
- Three Business Day Cancellation . . . . .	42
- Policy prior to June 30, 2011 . . . . .	43
- Policy Effective July 1, 2011 . . . . .	44
- Policy Effective January 25, 2012 . . . . .	45
<b>Financial Policies</b> . . . . .	46
<b>General Student Body Diversity Statistics</b> . . . . .	47
<b>Completion Statistics</b> . . . . .	47

**HEALTH & SAFETY**

	<i>Page</i>
<b>Annual Security Report</b> . . . . .	48
- Incident Reporting Procedures . . . . .	48
- Timely Warning/Crime Alert . . . . .	48
- Access & Campus Security . . . . .	48
- Campus Security Awareness . . . . .	48

- Security/Crime Prevention . . . . .	48
- Alcohol Policy . . . . .	49
- Drug Policy . . . . .	49
- Drug & Alcohol Counseling . . . . .	49
- Campus Sexual Assault Program & Policy Statement . . . . .	50
- Sex Offender Registry . . . . .	50
- Policy for Reporting the Annual Disclosure of Crime Statistics . . . . .	51
- Crime Statistics - Main Campus (Southfield) . . . . .	51
- Crime Statistics - Satellite Location (Farmington Hills) . . . . .	52
<b>Student Conduct</b> . . . . .	52
- Suspension . . . . .	53
- Smoking . . . . .	53
- Student Complaint/Grievance Procedure . . . . .	53
<b>Vaccination Policy</b> . . . . .	53
<b>School Closing Information</b> . . . . .	54
<b>Campus Security and Emergency Policies &amp; Procedures</b> . . . . .	54
- Photo ID . . . . .	54
- Determination of an Emergency . . . . .	54
- Emergency Contacts . . . . .	55
- Emergency Notification . . . . .	55
- General Evacuation Information . . . . .	55
- Assault . . . . .	56
- Bomb Threat . . . . .	56
- Explosion, Aircraft Crash or Similar Incident . . . . .	56
- Fire . . . . .	57
- Lockdown . . . . .	57
- Shooting Incident . . . . .	58
- Psychological Crisis . . . . .	59
- Tornado . . . . .	59

- Weapons and/or Violent Criminal Behavior . . . . .	59
- Medical & First Aid . . . . .	60

**STUDENT OUTCOMES**

	<i>Page</i>
<b>Overall Completion Rate</b> . . . . .	61
<b>Graduation Rates by Time to Completion</b> . . . . .	61
<b>Retention Rate</b> . . . . .	61
<b>Placement Rates</b> . . . . .	61
- Radio, Video & Film Single Concentration Program . . . . .	62
- Radio, Video & Film Dual Concentration Program . . . . .	62
- Graphic Design Program . . . . .	62
- Digital Media Arts Program . . . . .	62
<b>Employment Trends</b> . . . . .	62
- Broadcasting . . . . .	62
- Video & Television & Film Camera Operators . . . . .	64
- Graphic Design . . . . .	65
- Digital Media Arts . . . . .	66

# Overview

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## ACCREDITATION & APPROVAL

Specs Howard School is accredited by the Accrediting Commission of Career Schools & Colleges (ACCSC). The Accrediting Commission of Career Schools and Colleges is listed by the U.S. Department of Education as a nationally recognized accrediting agency.

Specs Howard School of Media Arts, Inc. is:

- Licensed by the Michigan Department of Energy, Labor & Economic Growth, Certificate # 19670005
- Approved for the training of veterans in the Radio, Video and Film Program by the State Approving Agency
- Approved by the Michigan State Department of Education for vocational rehabilitation
- Approved by the U.S. Department of Justice, Immigration and Naturalization Service
- An Avid Certified Training Center

To obtain or review information describing the accreditation or approval, please contact Lisa Zahodne, President/Chief Operating Officer of Specs Howard School at: 19900 W. Nine Mile Rd., Southfield, MI 48075  
Phone (248) 358-9000 | Fax (248) 746-9772 | Email [lzahodne@specshoward.edu](mailto:lzahodne@specshoward.edu)

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## NATIONAL CENTER FOR EDUCATIONAL STATISTICS

The College Navigator website has valuable information about Specs Howard School of Media Arts, including student diversity, student-to-faculty ratio, crime statistics, default rates, transfer out rates and more. Click on this link for information: <http://nces.ed.gov/collegenavigator/?q=specs+howard+school&s=all>

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## LOCATIONS

### Main Campus

Specs Howard School of Media Arts  
19900 W. Nine Mile Rd.  
Southfield, MI 48075  
Phone 248-358-9000  
Fax 248-746-9772

### Satellite Location

Specs Howard School of Media Arts  
Studio Center  
23801 Industrial Park Dr.  
Farmington Hills, MI 48335  
Phone 248-427-1800  
Fax 248-426-1212

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## IMPORTANT CONTACTS

### Media Inquiries & Accreditation

Lisa Zahodne, President/Chief Operating Officer  
[lzahodne@specshoward.edu](mailto:lzahodne@specshoward.edu)

### Business Office/Student Accounts

Char Kernen, Chief Financial Officer  
[ckernen@specshoward.edu](mailto:ckernen@specshoward.edu)

### Education Department

Randy Zdrojewski, Director of Education  
[randyz@specshoward.edu](mailto:randyz@specshoward.edu)

**Students Services Department | Career Services Department**

Mike Shiner, Director of Student Services  
mshiner@specshoward.edu

**Financial Aid Department**

Angela Burt, Director of Financial Aid  
aburt@specshoward.edu

**Admissions Department**

Nancy Shiner, Director of Admissions  
nshiner@specshoward.edu

**Operations Department | Facility & Security**

Tom Profit, Director of Technical Operations  
tprofit@specshoward.edu

A full staff directory, including faculty for each program, is available online at [www.specshoward.edu/staff-directory](http://www.specshoward.edu/staff-directory).

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**SPECS HOWARD PROGRAMS**

Specs Howard School offers full-time and part-time undergraduate programs of study in Radio, Video & Film, Graphic Design and Digital Media Arts, in addition to various film and editing workshops and short courses. The curricula at Specs Howard School focus on teaching students the skills and knowledge needed to work with industry equipment in job-related activities through a “hands-on” approach. Specs Howard students are continuously building confidence and increasing skill levels, while working toward achieving their ultimate goal: employment.

**Radio, Video & Film (RVF) Single Concentration Program**

The Radio, Video & Film (RVF) Single Concentration Program provides hands-on training through supervised lab sessions in the Specs Howard School radio and television studios. RVF students refine skills in radio performance, news and commercial copywriting, speech, television, audio and video production, sales and advertising. Graduates of this program receive a diploma.

**Radio, Video & Film (RVF) Dual Concentration Program**

RVF students wishing to concentrate in both radio and video/film may transfer into the Radio, Video & Film Dual Concentration Program. Students transferring into this program will enter their second area of concentration (radio or video/film) upon having graduated from the RVF Single Concentration Program with the opposite area of concentration. Graduates of this program receive a certificate of completion.

**Graphic Design (GFX) Program**

The Graphic Design program provides hands-on training through supervised lab sessions in the Specs Howard School graphics labs. GFX students refine skills in basic graphic design principles, color theory, layout concepts, typography, copywriting, photography, motion graphics and web design. A portion of the GFX curriculum is taught via an online learning management system. Graduates of this program receive a diploma.

**Digital Media Arts (DMA) Program**

The Digital Media Arts program provides hands-on training through supervised lab sessions in the Specs Howard School media labs. DMA students refine skills in camera techniques, non-linear editing, media writing, graphic design, compression, motion graphics and web design. A portion of the DMA curriculum is taught via an online learning management system. Graduates of this program receive a diploma.

Specs Howard School provides students with structured opportunities to succeed in simulated job situations. Instructors provide the necessary theoretical background in traditional classroom settings and feedback from lab and field experiences. Whenever possible, students are offered internship opportunities (usually unpaid) with organizations in the communications and media fields to enrich their educational experience. Internships, while strongly encouraged, are not a requirement for graduation from any SHS program.

The final measure of the quality of Specs Howard School's programs is the degree of success of the graduates. The SHS Career Services Department actively generates job leads and works individually with graduates to maximize their possibilities for timely and appropriate job placement. Additionally, Specs Howard School graduates have been working in the industry since 1970; therefore, many of the employers are graduates themselves who are currently employed in upper-level management positions in the radio, television and communications industries.

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## **SPECS HOWARD FACILITIES**

**Main Campus**  
19900 W. Nine Mile Rd.  
Southfield, MI 48075

Phone 248-358-9000  
Fax 248-746-9772

**Satellite Location**  
23801 Industrial Park Drive, Suite 100  
Farmington Hills, Michigan 48335

Phone 248-427-1800  
Fax 248-426-1212

The Specs Howard School main campus occupies approximately 42,000 square feet of space at 19900 West Nine Mile Road in Southfield, Michigan. Students have the advantage of having classrooms, studios, lab rooms and faculty available all in one location. The school maintains a satellite location in Farmington Hills, located at 23801 Industrial Park Drive, Suite 100, Farmington Hills, Michigan 48335. The approximate 10,000 square foot facility houses four classrooms designed to meet the needs of today's demanding curriculum.

Both facilities are entirely wheelchair-accessible. Wheelchair-accessible rest rooms are located on both floors of the Specs Howard School building in Southfield. An elevator is located next to the school's main lobby. The Farmington Hills satellite is located on a single level with wheelchair-accessible restrooms available within the facility.

Students in the RVF Single and Dual Concentration Programs use a wide variety of broadcast equipment in the school's twenty-one practice radio studios (each with a computerized digital audio editing system); two television production studios which feature three cameras, teleprompter, chroma-key capabilities and on-line editing.

Students who select a Concentration in Radio will also spend a portion of their training "on-the-air" in the four Specs Howard School student-staffed radio stations (one of which is a digital "tapeless" studio); the Specs Howard School Newsroom; Audio Production Studio with workstations for digital audio recording and editing; and an audio editing lab with digital audio editing workstations. These students will also participate in off-campus, on-the-street radio interviews to be used within their radio programming assignments.

Students who select a Concentration in Video & Film will spend a portion of their training in the Specs Howard School non-linear video editing labs, working with the school's digital video editing systems. These students will also participate in on-campus and off-campus shoots, utilizing Electronic News Gathering (ENG) and Electronic Field Production (EFP) equipment, including professional video cameras, lighting gear, field audio and other types of equipment used in television studios and film sets.

Students in the RVF Single and Dual Concentration Programs will be made aware of the inner workings of radio stations, cable television systems, television stations and industrial video applications in the school's three formal media classrooms. All students also have access to the Specs Howard School Learning Resource Center, where they can make use of reference books, periodicals, computers with word processing capabilities and internet access and A/V resources.

GFX students receive the in-class portions of the curriculum in one of the SHS graphics labs, which are equipped with large screen monitors that display computer screen images from the instructor's computer, as well as color printers (standard and poster size). Each GFX lab is internet-accessible to accommodate the online curriculum of the GFX program. Additionally, GFX students have access to digital SLR (single lens reflex) cameras, which are utilized for the digital photography portion of the curriculum.

DMA students receive the in-class portions of the curriculum in one of the SHS media labs, which are equipped with large screen monitors that display computer screen images from the instructor's computer. Each DMA lab is

internet accessible to accommodate the online curriculum of the DMA program. Additionally, DMA students have access to HD Cameras, non-linear editing stations, light kits and audio equipment to produce video for the web or DVD.

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## **DISABILITY/REASONABLE ACCOMMODATION POLICY**

Specs Howard School facilities are wheelchair-accessible. Wheelchair-accessible restrooms are located on all floors at both locations and an elevator is located next to the main lobby at the Southfield campus.

No qualified student shall by reason of disability be denied access to, participation in, or the benefits of any program or activity operated by Specs Howard School. Reasonable efforts will be made so that each qualified student receives appropriate accommodations to ensure equal access to educational opportunities, programs and activities in the most integrated setting appropriate.

This policy is consistent with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990 ("ADA") and Michigan's Persons with Disabilities Civil Rights Act ("MPDCRA"). Students with disabilities are not required to identify themselves as such, nor to request an accommodation. However, Specs Howard School cannot accommodate an individual who does not inform school officials about his or her disability and his or her need for an accommodation. If a student believes that an accommodation is needed, the request for an accommodation may be made at any time during their enrollment at Specs Howard School; however, requests for such accommodations must be made in advance of the coursework to which the request applies. Any student wishing to request accommodations assistance should contact his or her admissions representative or a member of the SHS Education Department.

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## **SPECS HOWARD FACULTY**

### **Stacie Bacon, Digital Media Arts Instructor | email [sbacon@specshoward.edu](mailto:sbacon@specshoward.edu)**

Bachelor of Science degree in Computer Science and Engineering from Michigan State University. Graduate of Specs Howard School from the Graphic Design program. Past experience includes Data Specialist at The Youth Connection, Assistant Technical Operations Manager at InStream Financial, Senior Developer at Callitechnic, Marketing and Design Intern with Porter One Design and freelance web design and development with the American Red Cross, Gift of Life and numerous other non-profit organizations, businesses and individuals. Member of Specs Howard School staff since 2011.

### **Shaher Batroukh, Video/Film Instructor | email [sbatroukh@specshoward.edu](mailto:sbatroukh@specshoward.edu)**

Master of Arts in Education from Pepperdine University; Bachelor of Arts in Filmmaking, Western Washington University. Past experience includes 10 years in motion picture, commercial and television production in Los Angeles. Produced, directed, and edited various independent short films such as "Angel Riot" and "Fast Fiction." Teaching experience includes three years at Manhattan Beach Middle School teaching art and television production. Apple Certified Pro, Final Cut Pro, level 1. Member of Specs Howard School staff since 1987. Member of Specs Howard School staff since 2007.

### **Jim Bell, Chief Instructor | email [jbelle@specshoward.edu](mailto:jbelle@specshoward.edu)**

Bachelor of Arts in Sociology, Western Kentucky University. Graduate of Specs Howard School. Past experience includes Production and News, WCAR; Announcer, WTVR; Announcer, WKQI. Former member of National Association of Black Journalists (NABJ). Member of Specs Howard School staff since 1980.

### **Heather Boddy, Graphic Design Lead Instructor | email [hboddy@specshoward.edu](mailto:hboddy@specshoward.edu)**

Bachelors Degree of Fine Arts (BFA) from the College for Creative Studies. Past experience includes Art Director for Bozell / FCB Worldwide, Art Director at Campbell Ewald and Flashpoint Creative. Web Designer and Developer at TIP Interactive, freelance contract work through Aquent including art direction and web development. Currently a freelance web designer and developer. Member of Specs Howard School staff since 2010.

### **Gary Bosek, Video/Film Instructor | email [gbosek@specshoward.edu](mailto:gbosek@specshoward.edu)**

A.A., Liberal Arts, Oakland Community College. Currently pursuing B.A. degree in Cinema Studies, Oakland University. Fifteen years video production experience includes four years producing an Award- Winning sketch comedy television show, ten completed short psycho-thriller films for his own sci-fi series titled, "The Other Universe," with many more in pre-production. He produced and directed a full-length feature film titled

"Harmless Thoughts" shot in the summer of '08 and completed in 2009 with two more scripts in development, and is currently developing a short-online comedy series titled "Pointless Shorts," in which he also stars. "The Police Report" won "Best Screenplay" in the 2006 Comcast/Independent Film Channel Contest. Gary has five years instructional experience at Clintondale High School in Clinton Township, where he produced countless short films and commercials with the students. Member of Specs Howard School staff since 2009.

**Eric Braun, Radio Instructor | email [ebraun@specshoward.edu](mailto:ebraun@specshoward.edu)**

Master of Arts, Telecommunications, Central Michigan University; Bachelor of Arts, Telecommunications, Eastern Michigan University; Graduate of Specs Howard School. Past experience includes Production Director/On-air Personality, Northern Star Broadcasting (Big Country 102.9, Classic Rock, The Bear and the Zone); Air Personality/Producer, WHNN, WCFX; Voiceover Talent, on computer games, film projects and commercials. Member of Specs Howard School staff since 2005.

**Aubrie Glennon, Graphic Design Department Supervisor | email [aglennon@specshoward.edu](mailto:aglennon@specshoward.edu)**

BFA from Madonna University. Printmaking major, graphic design minor. Post-Bach studies in Visual Art Education Teaching at Eastern Michigan University. Past professional experience includes Graphic Designer for various local and national companies, Prepress Consultant & Graphic Designer at Imperial Press, Marketing Design & Production Manager for Wireless Toyz, Inc., Printing Technology and Graphic Design Instructor for Wayne-Westland Schools, and owner/operator of Print Hi-Res, a full color print and design service provider. Member of Specs Howard School staff since 2011.

**Nicole Gulley, Graphic Design Instructor | email [ngulley@specshoward.edu](mailto:ngulley@specshoward.edu)**

Graduated of Wayne State University, Bachelor of Arts degree in Graphic Design, and University of Phoenix with a Masters of Business in eBusiness. Worked for 13 years in various industries in various capacities including Production Artist, Production Supervisor, Graphic Designer, Creative Director, and Marketing Communications Coordinator with a greater emphasis in the last six years on web development and design. Clients have included Reach Out and Read Michigan, Reach Out and Read Florida, ALFAB Services, Inc., Chairdancing International, Lions Hearing Center of Michigan, Michigan After-School Partnership, and Detroit Children's Choir. Technical proficiencies include InDesign, Dreamweaver, Illustrator, Photoshop, XHTML, CSS, JavaScript, and Flash. Member of Specs Howard School staff since 2011.

**Keith Hearn, Digital Media Arts Instructor | email [khearn@specshoward.edu](mailto:khearn@specshoward.edu)**

Graduated from Oakland Community College's Graphic Design program. Past experience includes media developer at Motor City Casino, media designer at the Charles H. Wright Museum and has ran his own freelance company, Finepoint Design, in which he has worked with clients from all over the United States. Member of Specs Howard School staff since 2010.

**John Hoover, Video Production Coordinator | email [jhoover@specshoward.edu](mailto:jhoover@specshoward.edu)**

Graduate of Specs Howard School. Past experience includes street team manager and lead editor for Specs Howard School and advertising partners such as CIMX (89X), WRIF, WDZH (AMP), Real Detroit Weekly, Metro Times and DBusiness. Freelance experience includes: assistant camera and grip for "Biggest Loser" (NBC) and "Monday Night Football" (ESPN). Member of Specs Howard School staff since 2009.

**Rich Jackson, Digital Media Arts Instructor | email [rjackson@specshoward.edu](mailto:rjackson@specshoward.edu)**

Attended Oakland University in Business. Past experience in over 800 projects involving every aspect of production and postproduction. He has won awards for writing, directing, producing, camera & animation as well as still photography and fine art. He owns Animation Works, LLC, a 3D animation company, and also freelances as a Visual Effects Artist for feature films and TV commercials. His contributions have been seen in American Photographer magazine, Video Toaster User, Big Idea, Michigan Vue magazine, Michigan Movie Magazine and many others. Member of Specs Howard School staff since 2010.

**Kelia Karson, Radio Instructor | email [kkarson@specshoward.edu](mailto:kkarson@specshoward.edu)**

Attended Oakland Community College. Graduate of Specs Howard School. Past experiences include News Producer/Reporter, WOWF/WOW-FM; News Director/Air Personality, Tower 98; Producer/Co-Host, WMXD-Mix 92.3 Morning Show; News Director/Co-Host, WIMX, Toledo; Evening Air Personality, WJUC/107.3, Toledo; Host of FOX 36 Toledo KID'S CLUB, where she was honored by the FOX Television Network with the MONUMENT AWARD as #1 Kid's Club Host in America; Weathercaster, WNWO/NBC-24, Toledo; Producer/Reporter, WWJ Radio, Detroit.

Until recently Kelia was an on-air personality for Radio One Detroit but now she is focusing on the future of internet radio with the launch of kkarson.com. Member of Specs Howard School staff since 2003.

**Margaret Kelly, Graphic Design Instructor | email [mkelly@specshoward.edu](mailto:mkelly@specshoward.edu)**

Bachelor of Fine Arts, Wayne State University, drawing and painting major; postgraduate work in filmmaking and design, College for Creative Studies and Wayne State University; continuing education workshops, Danish Cultural Institute and The School of Visual Arts, New York. Her illustrations have been published in local and national publications: Detroit Free Press, Detroit Monthly, GEO magazine and The New York Times. Past experience includes Art Director and Senior Art Director for various publications and design firms; Vice President/Art Supervisor, Campbell Ewald, agency; Art Director, Crain's Detroit Monthly and Style magazine. Current principal of her own design studio that specializes in collateral and publication design. Her work has been recognized nationally by Print Regional, Society of Publication Designers, Folio Ozzie awards and locally by SPJ (Society of Professional Journalists) and IABC (International Association of Business Communicators) among others. Member of Specs Howard School staff since 2008.

**Sue Kinney, Radio Department Supervisor | email [skinney@specshoward.edu](mailto:skinney@specshoward.edu)**

Bachelor of Science in Mass Communication/Public Relations at Rochester College. Graduate of Specs Howard School. Past experience includes News Reporter/Anchor, Co-producer of weekly public affairs program "Viewpoint," WHMI, Howell, MI; News Reporter/Anchor, WTRC, Elkhart, IN. Currently on-air part-time with Westwood One – WJR, Detroit and Sirius XM Satellite. Member of Specs Howard School staff since 2002.

**Heather Kozlakowski, Radio Instructor | email [hkozlakowski@specshoward.edu](mailto:hkozlakowski@specshoward.edu)**

Currently pursuing a Bachelor's of Mass Communication degree at Rochester College. Graduate of Specs Howard School. Graduate of Mark Ridley's Comedy Castle for Stand-up and Improv comedy. Currently a student at Redbud Productions for continued Meisner scene study. Past experience includes Mid-day Announcer and Production Assistant, WEEG, Saginaw, MI; Evening Announcer and PSA Director, WMJK/WMJJA. Signed to several talent agencies as an actor and voiceover talent. Cast in several feature films including "Betty Anne Waters", "Trap," and "Corrupted Minds". Member of Specs Howard School staff since 2003.

**Julie Langdon, Graphic Design Instructor | email [jlangdon@specshoward.edu](mailto:jlangdon@specshoward.edu)**

Bachelor Degree from Central Michigan University, majoring in Graphic Design and minoring in Advertising. Also an alumni of Schoolcraft Community College. Freelance Graphic Designer with past work experience as a Graphic Arts Specialist with Ford Motor Company. Graphic Design teaching experience includes Schoolcraft College and Henry Ford Community College. Member of Specs Howard School staff since 2010.

**Jeff McHale, Video/Film Department Supervisor | Digital Media Arts Supervisor, Southfield | email [jmchale@specshoward.edu](mailto:jmchale@specshoward.edu)**

Bachelor of Science, Telecommunications & Film, Eastern Michigan University. Past experience includes ENG Camera Operator, Producer, Editor, Director, Floor Manager, for the City of Dearborn's Government Access Station (5 Yrs); Freelance Videographer, Audio Engineer, Grip, for Comcast, FSN (Fox Sports Network), CBS Sports, and Future Worlds Media. Worked as Camera Operator, Grip for an Independent Film, ("Shadows on the Wall") while working with Future Worlds Media. Owner/Operator, Sonic-FX Professional DJ Service. Member of Specs Howard School staff since 2007.

**Aaron Nowak, Video/Film Instructor | email [anowak@specshoward.edu](mailto:anowak@specshoward.edu)**

Graduate of Specs Howard School, recipient of Outstanding Achievement Award and Rossano Award. Past experience includes Digital Media Group at WDIV Local 4, complete post-production of 3 episodes of Lee Martin's "The Midnight Hour" and freelance videographer/editor since 2005. Detroit Music Award winner with over 15 nominations for drum work with local rock band MindCandy; 2005 win for "Outstanding Rock Recording" for MindCandy's "Recognize"; 2006 nomination for "Outstanding Video Low Budget" for MindCandy's "Recognize"; 3 consecutive "Great Stuff Reader's Choice Award" wins at the Detroit Music Awards for "Favorite Detroit Band" in 2006, 2007 and 2008 and "Favorite Detroit Album" for MindCandy's "Revelations" in 2006. Member of Specs Howard School staff since 2009.

**Bob Palmateer, Radio Instructor | email [bpalmateer@specshoward.edu](mailto:bpalmateer@specshoward.edu)**

Bachelor of Arts, Michigan State University, graduate of Specs Howard School. Past experience includes on-air personality WONW, on-air and production director WBNO-WQCT, on-air, music director WABJ, on-air WPZA 1981

to 1989. Writer, editor and producer, WWJ-Newsradio 950, Detroit 2006-2008. Member of the Specs Howard staff since 1989.

**Lyn Peraino, Radio Instructor | email [lperaino@specshoward.edu](mailto:lperaino@specshoward.edu)**

Graduate of Specs Howard School. Attended Henry Ford Community College, Lansing Community College. Past experience includes: Air personality WJML, Petoskey; Air personality, WIBM, WXIK, WBHR, Lansing; Air personality, WNOR, Norfolk VA; PSA Director/Afternoon drive personality, WKQZ, Saginaw; Production Director/Promotion Director/Afternoon drive air personality, WMMQ, Lansing; Television news production assistant/Certified Chyron operator/Audio technician, WLNS TV6, Lansing. Currently Program Director/on-air personality, WLNZ, Lansing; Host of "Strings and Things", acoustic music radio show on Sirius/XM Satellite Radio; Voice-over talent/business owner since 1988. Member of Specs Howard School staff since 2010.

**Tim Peterson, Digital Media Arts Production Coordinator | email [tpeterson@specshoward.edu](mailto:tpeterson@specshoward.edu)**

Bachelor of Science from Alma College, Alma, MI. Graduated from the Specs Howard School RTV program in 2006 and has been involved in the industry since graduation. Shot for local and national TV shows including "NBC's Biggest Loser", "ABC World News Tonight", "The Maury Povich Show", "The G4 Network", as well as the "E! News Network." Tim traveled around the country shooting for an international news agency based overseas, as well as shot and produced for the show "America's Most Ever". Member of Specs Howard School staff since 2010.

**Emory Reeves, Digital Media Arts Instructor | email [ereeves@specshoward.edu](mailto:ereeves@specshoward.edu)**

Graduate of Specs Howard School. Worked shooting NBC's "The Biggest Loser" and "The Maury Povich Show," as well as a number of pilot shows. Spent many weeks traveling across the nation shooting a Top Ten Destination Travel Show called America's Most Ever. His films credits include Transformers, Dark Knight and a number of Michigan based films as a PA, set PA and assistant camera operator. He has acted as the lead editor and camera operator at 11-4 Productions where he has edited various corporate videos, television commercials, and live to tape television programs. Member of Specs Howard School staff since 2010.

**Brad Richter, Digital Media Arts Supervisor, Farmington Hills | email [brichter@specshoward.edu](mailto:brichter@specshoward.edu)**

Bachelor of Arts, Telecommunications & Film (Magna Cum Laude), Eastern Michigan University; Associate Degree, Liberal Arts (Magna Cum Laude), Henry Ford Community College. Freelance experience includes: Videographer, Editor, Producer, Audio Operator, and Lighting for ABC, FOX, CBS, NBC, ESPN, TNT, UPN, MTV, VH1, Good Morning America (Super Bowl XL), Harpo Productions, NBA TV, KDN VideoWorks Inc., The Production Firm, CDTV-City of Dearborn Government, 11-4 Productions, Franco Public Relations Group, Riddell Television, Sussman-Sikes, Radish Creative Group, Smooth Moving Productions, Crossbow Productions, SPX Training, General Motors, The Ford Motor Company, BMW, Good Films Inc., The Martial Arts Channel, Kmart Corporation, The Detroit Tigers, The Detroit Pistons, The Detroit Lions, Eastern Michigan University, WJBK. Program Director for the MCA-I (Media Communication Association – International). Owner/operator of a mobile DJ company called Sound Horizons DJ Productions. Member of Specs Howard School staff since 2004.

**Christin Russman, Digital Media Arts Lead Instructor | email [crussman@specshoward.edu](mailto:crussman@specshoward.edu)**

Bachelor degree, Visual Communication, Hawaii Pacific University; Masters degree, Communication, University of Hawaii. Past experience includes documentaries, short films, promotional videos, weddings and fashion shows; Head Editor for a televised documentary on the Arizona Memorial at Pearl Harbor that won many awards; working for MTV in Long Beach, CA. Teaching background includes courses in Video Production, Video Editing, Advanced Video Production, Screenwriting, Digital Photography, Interpersonal Communications and College Success. Current freelance worker for various production companies. Member of Specs Howard School staff since 2010.

**Jason M Schultz, Digital Media Arts Instructor | email [jschultz@specshoward.edu](mailto:jschultz@specshoward.edu)**

Graduate of the University of Michigan Ann Arbor film program. Started Faceman Productions and produced, shot, directed and edited numerous live music events and music videos. Co-Founded Ohm Creative Group in 2006. Wrote, produced, directed and edited numerous short documentaries and television commercials for a wide array of clients and spearheaded many web integrated marketing campaigns. Wrote, produced, directed, and edited a three part documentary on the history of the Detroit Electronic Music Festival for Paxahau. Member of Specs Howard School staff since 2011.

**Vicki Shepherd, Graphic Design Instructor | email [vshephard@specshoward.edu](mailto:vshephard@specshoward.edu)**

Bachelor of Science, Design, Eastern Michigan University. Additional Fine Art/ Design education from the Art Students League of NY and Henry Ford Community College. Fourteen years of design experience specializing in

local business and non-profit design and marketing solutions. Instructional experience includes private children's art classes and paper craft classes for adults, plus three years in higher education at HFCC and Specs Howard. Freelance design development out of her studio Red Truck Creative. Member of Specs Howard School staff since 2008.

**Tony Sherock, Video/Film Instructor | email [tsherock@specshoward.edu](mailto:tsherock@specshoward.edu)**

Bachelor of Arts, University of Toledo, majoring in broadcasting. Graduate of Specs Howard School. Past experience includes Production Assistant, WTOL-TV, Toledo; Sports Reporter, Sports Talk Show Host, Play-by-play Announcer, WXUT; Announcer, WWWM; Camera Operator, Broadcast Services (including live broadcasts of University of Toledo football and basketball games); Sports Anchor and News Reporter, WLIO-TV. Currently doing freelance camera and voice over work in Toledo, OH area. Member of Specs Howard School staff since 1997.

**Steve Strasz, Video/Film Instructor | email [sstrasz@specshoward.edu](mailto:sstrasz@specshoward.edu)**

Graduate of Specs Howard School. Past experience includes 14 years at Comcast Cable, serving as a Writer, Producer and Director for local programming; Department Supervisor for Ad Sales Production. Recipient, Innovative Cable Excellence Award for Government Public Affairs Series "Comcast Newsmakers," seen on CNN Headline news, 1998. Nat'l Academy of Television Arts & Sciences MI Chapter Emmy nomination for "Michigan Mysteries: The Houdini File." Telly Award finalist for local commercial advertisement, 2002. Thirteen years experience with non-linear editing software and graphics software. Freelance camera operator for Catholic Television Network Detroit. Wedding Videographer, 11-4 productions, 2008-09 seasons. Member of Specs Howard School staff since 2006.

**Lyle Tucker, Digital Media Arts Instructor | email [ltucker@specshoward.edu](mailto:ltucker@specshoward.edu)**

Bachelor of Arts, The Art Institute of Colorado, majoring in Media Arts & Animation. Associate of Arts, The Colorado Institute of Arts, majoring in Multi-media & Web. Additional education in general studies from Tarranta College, North Richland Hills, Texas. Past experience includes President of Autodesk Animation Users Group Association; 3D Animator & Flash Developer for 118 Interactive, Troy, MI; HTML/CSS/Flash Developer, Lighthouse Media Group, Pontiac, MI; 3D Artist & Flash Developer, Persis Development, Rochester, MI; Graphic Artist, American Graphics, Mt. Clemens, MI; Assistant Editor, Digital Media Communications, Denver, CO; Lead 3D Artist/Designer, Environmental Protection Services, Portland, OR; Assistant Producer, Hardstyle Productions, Los Angeles, CA; and Motion Graphics Designer, The Denver Museum of Art, Denver CO. Teaching experience includes digital entertainment & video game design instructor for ITT Technical Institute; video game design & web graphics instructor for Baker College; and graphic design instructor for Harrison College. Member of Specs Howard School staff since 2011.

**Kelly Whitman, Digital Media Arts Instructor | email [kwhitman@specshoward.edu](mailto:kwhitman@specshoward.edu)**

Western Michigan University, and Specs Howard School of Media Arts Graduate: Radio and Television Program, Video Concentration. Experience includes Camera Operator, Editor and Photographer for 11-4 Productions. Projects include commercials, corporate videos, a travel show, live-to-tape segments for cable shows, and weddings. Also currently freelances in the video and photography industries. Member of Specs Howard School staff since 2011.

**Nick Wisniske, Video/Film Instructor | email [nwisniske@specshoward.edu](mailto:nwisniske@specshoward.edu)**

Bachelor of Communications in Electronic Media from the University of Michigan - Dearborn. Previous experience includes Producer, Host, and Camera for RecNSports Show and other shows for The City of Dearborn Television, and Freelance Talent for Comcast Local and DetroitFan.com. Member of Specs Howard School staff since 2011.

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## **COLLEGE CREDIT TRANSFERS (ARTICULATION AGREEMENTS)**

When you graduate from Specs Howard School, you not only receive a diploma and/or certificate of completion but the opportunity to apply the training you received toward an Associate or Bachelor degree at many area colleges and universities via articulation agreements. While the number of credits each college or university accepts is accurate to our knowledge, transfer credit is granted by the receiving institution and is subject to change. The number of credits accepted may also vary due to program changes or other conditions beyond our control. It may also depend on how long ago you graduated from Specs Howard.

We recommend investigating the college or university you wish to attend and their transfer policy before you enroll. We would also like to know if you encounter any problems so we are able to investigate and improve the process.

### **Radio, Video & Film Programs**

- Adrian College
- DeVry University
- Eastern Michigan University
- Ferris State University
- Henry Ford Community College
- Lawrence Technological University
- Madonna University
- Marygrove College
- Northwood University
- Oakland Community College
- Rochester College
- Schoolcraft College
- Siena Heights University
- University of Detroit Mercy
- Washtenaw Community College

### **Graphic Design Program**

- DeVry University
- Madonna University
- Rochester College of Extended Learning
- Rochester College
- Siena Heights University

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## **CAREER SERVICES DEPARTMENT**

The mission of the Career Services Department is to assist graduates in seeking jobs in the fields of radio, television, audio and video production, graphic design, web content, film and related fields. This department endeavors to identify potential employers and determine their specific needs in order to supply them with skilled, entry-level staff members.

The Career Services Department also seeks to act as the leading edge in determining industry trends and identifying opportunities on behalf of the Specs Howard School student body.

Specs Howard School cannot guarantee any job to any graduate, but works to help each graduate gain employment. The Career Services Department acts as an equal partner with each individual graduate seeking an entry-level position in the industry.

Job-seeking skill development is emphasized in each program. Throughout a student's tenure at Specs Howard School, he or she will be exposed to a wide variety of materials relating to work in the media industry. Students spend time studying career options and preparing themselves for job interviews. The job-seeking process involves practice in interviewing techniques, generating job leads, evaluating skill levels, identifying likely employers, monitoring progress in skills development, training in personal perception and other relevant classroom and laboratory tools. At various stages in each program, students provide information to the Career Services Department regarding expectations in the job market, as well as areas of interest in the industry.

The Career Services Department has a full-time staff to support and direct graduates' efforts in obtaining entry-level employment. However, the ultimate responsibility for obtaining employment rests with the Specs Howard School graduate. A professional demeanor, punctuality and an eager attitude are among the most important qualities a Specs Howard School graduate can possess in order to secure an entry-level position. Graduates must keep in mind that while interviewing with potential employers, they represent the school, their class and future graduates.

Specs Howard School believes that a graduate is still in training during the first one to two years in the industry, and strongly encourages graduates to seek positions in situations that will allow them to acquire the most varied skills. Toward this end, it is sometimes necessary for graduates to relocate to a smaller city, initially, in order to perfect their skills and build their long-term marketability in the industry.

Salary ranges for entry-level positions in the broadcast and media industries are often difficult to predict. They are dependent on the size of the market, flexibility and talent of the job applicant, overall ability and other factors. Some graduates start as low as minimum wage, though most earn more. Entry-level jobs exist for those graduates who are willing to work for them. The first job should be considered a "foot in the door" and a way to gain invaluable experience and establish business relationships. The student's goal should be to obtain a position in the field for which he or she has been trained, gain knowledge and experience and, ultimately, market those abilities to excel at individual job situations.

The Career Services Department will make every attempt to match the appropriate job lead with the right graduate for the mutual benefit of the employer and the graduate. Specs Howard School makes no representations as to the safety of the job, nor can the school have any control over salary or wage compensation issues.

Any specific job offer or job acceptance decision is the responsibility of the employer and graduate, respectively. Graduates are expected to conduct themselves in a professional and businesslike manner while in the workplace. The Career Services Department reserves the right to withhold future services based on unacceptable or inappropriate conduct.

The Career Services Department also reserves the right to withhold future job leads to any student who fails to keep his or her scheduled employer interview.

In order to maintain a partnership with Specs Howard School graduates, the Career Services Department requires that graduates keep in contact with the department on a regular basis; keep all scheduled appointments with employers; dress in an appropriate, professional manner when representing the school in an interview situation; and notify the school promptly of any changes in address, phone number or employment status.

In order to be eligible for Career Services, students must be in good standing with the business office and, if applicable, have satisfied all criteria for extended payment plans.

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## **STUDENT RECORDS AND FERPA**

The Family Educational Rights and Privacy Act (FERPA) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.

Students have the right to inspect and review their own education records maintained by the school. Specs Howard School is not required to provide copies of records unless, for reasons such as great distance, it is impossible for students to review the records. Specs Howard School may charge a fee for copies.

Students have the right to request that Specs Howard School correct records that they believe to be inaccurate or misleading. If the school decides not to amend the record, the student then has the right to a formal hearing. After the hearing, if the school still decides not to amend the record, the student has the right to place a statement with the record setting forth his or her view about the contested information.

Specs Howard School must have written permission from the student in order to release any information from the student's education record. However, FERPA allows Specs Howard School to disclose those records, without consent, to the following parties or under the following conditions (34 CFR §99.31):

- Specs Howard School officials with legitimate educational interest;
- Other schools to which a student is transferring (with a signed transcript request from the student);
- Specified officials for audit or evaluation purposes;

- Appropriate parties in connection with financial aid to a student;
- Accrediting organizations;
- To comply with a judicial order or lawfully issued subpoena, provided the school makes a reasonable effort to notify the student of the disclosure in advance, unless such notification is not required by FERPA;
- Appropriate officials in cases of health and safety emergencies;
- If a student is over the age of 18 and is listed as a dependent on the parent's most recent year's tax return supplied to the Financial Aid office.

According to FERPA, a school may disclose, without consent, "directory" information. Directory information at SHS is defined as: student's name, address, telephone number, honors and awards, and dates of attendance. Students may request that the school not disclose directory information about them. Such a request should be made in writing to the SHS Education Department.

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#### **COPYRIGHTED MATERIAL POLICY**

It is illegal, as described in Federal law (Title 17 of the US Code), to download, upload, file share, or distribute in any fashion, copyrighted material, in any form without permission or a license to do so from the copyright holder. Specs Howard School of Media Arts neither condones nor supports the use of peer-to-peer file sharing or copyrighted material in ways in which the material was not intended.

Students who violate Federal copyright laws may be subject to penalties such as paying court ordered compensation, monetary fines and/or jail sentencing. A student's enrollment at Specs Howard School of Media Arts may be terminated if he or she is found to be file sharing, uploading, downloading or distributing copyrighted material, in any form without permission or consent from the copyright holder.

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#### **REGISTER TO VOTE**

The State of Michigan requires voters to be registered at least 30 days prior to election day. To register to vote in Michigan, you must be a US citizen, be at least 18 years old, be a resident of Michigan and have resided at least 30 days in your city or township by election day and not be confined in a jail after being convicted and sentenced. Exercise your right to vote & make sure that you are registered! To register, visit the following link: [http://www.mi.gov/sos/0,1607,7-127-1633\\_8716\\_8726\\_47669---,00.html](http://www.mi.gov/sos/0,1607,7-127-1633_8716_8726_47669---,00.html)

## COST OF ATTENDANCE

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Going to school can mean much more financially than just paying tuition. An example of other costs that may need to be included in your budget while attending Specs Howard School is included in the following pages. Remember that these figures are estimates only and that your actual out-of-pocket costs may vary.

### **Net Price Calculator**

Visit <http://www.specshoward.edu/NetPriceCalculator/npcalc.htm> to use this online calculator offering customized approximations of education costs based on standardized inputs. The calculator estimates a prospective student's financial aid; subtracts that amount from tuition cost; and spits out a "net price," the amount a particular student must pay or borrow to enroll. Your responses will be used to calculate an estimated amount that students like you paid -- after grant aid and scholarships but before student loans -- to attend this institution in a given year.

The calculator does not represent a final determination, or actual award, of financial assistance, or a final net price; it provides an estimate based on price of attendance and financial aid provided to students in a previous year. The cost of attendance and financial aid availability change year to year. The estimates shall not be binding on the Secretary of Education, the institution of higher education, or the State. Students must complete the Free Application for Federal Student Aid (FAFSA) in order to be eligible for, and receive, an actual financial aid award that includes Federal grant or loan assistance. For more information on applying for Federal student aid, go to <http://www.fafsa.ed.gov/>

**2012 COST OF ATTENDANCE BUDGETS**

<b>RADIO, VIDEO &amp; FILM SINGLE CONCENTRATION PROGRAM</b>			
<b>Southfield Campus</b>			
<i>Eight-Month Budget</i>			
<b>Independent Students</b>		<b>Dependent Students</b>	
<b>Expense</b>	<b>Estimated Cost</b>	<b>Expense</b>	<b>Estimated Cost</b>
Tuition	\$12,499.00	Tuition	\$12,499.00
Registration Fee	\$50.00	Registration Fee	\$50.00
Room & Board	\$7,576.00	Room & Board	\$3,787.00
Personal Expenses	\$4,794.00	Personal Expenses	\$4,794.00
Transportation	\$5,270.00	Transportation	\$5,270.00
<b>Total Expenses</b>	<b>\$30,189.00</b>	<b>Total Expenses</b>	<b>\$26,400.00</b>

<b>GRAPHIC DESIGN PROGRAM</b>			
<b>Southfield Campus</b>			
<i>First Academic Year Budget</i>			
<b>Independent Students</b>		<b>Dependent Students</b>	
<b>Expense</b>	<b>Estimated Cost</b>	<b>Expense</b>	<b>Estimated Cost</b>
Tuition	\$9,666.00	Tuition	\$9,666.00
Registration Fee	\$50.00	Registration Fee	\$50.00
Room & Board	\$7,576.00	Room & Board	\$3,788.00
Personal Expenses	\$4,794.00	Personal Expenses	\$4,794.00
Transportation	\$2,108.00	Transportation	\$2,108.00
<b>Total Expenses</b>	<b>\$24,194.00</b>	<b>Total Expenses</b>	<b>\$20,406.00</b>
<b>Second Academic Year (Final 4 months of program)</b>			
Tuition	\$4,833.00	Tuition	\$4,833.00
Room & Board	\$3,788.00	Room & Board	\$1,894.00
Personal Expenses	\$2,397.00	Personal Expenses	\$2,397.00
Transportation	\$1,054.00	Transportation	\$1,054.00
<b>Total Expenses</b>	<b>\$12,072.00</b>	<b>Total Expenses</b>	<b>\$10,178.00</b>

<b>DIGITAL MEDIA ARTS PROGRAM</b>			
<b>Southfield Campus</b>			
<i>First Academic Year Budget</i>			
<b>Independent Students</b>		<b>Dependent Students</b>	
<b>Expense</b>	<b>Estimated Cost</b>	<b>Expense</b>	<b>Estimated Cost</b>
Tuition	\$9,666.00	Tuition	\$9,666.00
Registration Fee	\$50.00	Registration Fee	\$50.00
Room & Board	\$7,576.00	Room & Board	\$3,788.00
Personal Expenses	\$4,794.00	Personal Expenses	\$4,794.00
Transportation	\$2,108.00	Transportation	\$2,108.00
<b>Total Expenses</b>	<b>\$24,194.00</b>	<b>Total Expenses</b>	<b>\$20,406.00</b>
<b>Second Academic Year (Final 4 months of program)</b>			
Tuition	\$4,833.00	Tuition	\$4,833.00
Room & Board	\$3,788.00	Room & Board	\$1,894.00
Personal Expenses	\$2,397.00	Personal Expenses	\$2,397.00
Transportation	\$1,054.00	Transportation	\$1,054.00
<b>Total Expenses</b>	<b>\$12,072.00</b>	<b>Total Expenses</b>	<b>\$10,178.00</b>

<b>DIGITAL MEDIA ARTS PROGRAM</b>			
<b>Satellite Location: Farmington Hills</b>			
<i>First Academic Year Budget</i>			
<b>Independent Students</b>		<b>Dependent Students</b>	
<b>Expense</b>	<b>Estimated Cost</b>	<b>Expense</b>	<b>Estimated Cost</b>
Tuition	\$9,666.00	Tuition	\$9,666.00
Registration Fee	\$50.00	Registration Fee	\$50.00
Room & Board	\$7,303.00	Room & Board	\$3,652.00
Personal Expenses	\$4,794.00	Personal Expenses	\$4,794.00
Transportation	\$2,665.00	Transportation	\$2,665.00
<b>Total Expenses</b>	<b>\$24,478.00</b>	<b>Total Expenses</b>	<b>20,827.00</b>
<b>Second Academic Year (Final 4 months of program)</b>			
Tuition	\$4,833.00	Tuition	\$4,833.00
Room & Board	\$3,652.00	Room & Board	\$1,826.00
Personal Expenses	\$2,397.00	Personal Expenses	\$2,397.00
Transportation	\$1,332.00	Transportation	\$1,332.00
<b>Total Expenses</b>	<b>\$12,214.00</b>	<b>Total Expenses</b>	<b>\$10,388.00</b>

## 2011 COST OF ATTENDANCE BUDGETS

<b>RADIO, VIDEO &amp; FILM SINGLE CONCENTRATION PROGRAM</b>			
<b>Southfield Campus</b>			
<i>Eight-Month Budget</i>			
<b>Independent Students</b>		<b>Dependent Students</b>	
<b>Expense</b>	<b>Estimated Cost</b>	<b>Expense</b>	<b>Estimated Cost</b>
Tuition	\$11,995.00	Tuition	\$11,995.00
Registration Fee	\$50.00	Registration Fee	\$50.00
Room & Board	\$7,576.00	Room & Board	\$3,787.00
Personal Expenses	\$4,794.00	Personal Expenses	\$4,794.00
Transportation	\$5,270.00	Transportation	\$5,270.00
<b>Total Expenses</b>	<b>\$29,634.00</b>	<b>Total Expenses</b>	<b>\$25,846.00</b>

<b>RADIO, VIDEO &amp; FILM DUAL CONCENTRATION PROGRAM</b>			
<b>Southfield Campus</b>			
<i>Four-Month Budget</i>			
<b>Independent Students</b>		<b>Dependent Students</b>	
<b>Expense</b>	<b>Estimated Cost</b>	<b>Expense</b>	<b>Estimated Cost</b>
Tuition	\$3,600.00	Tuition	\$3,600.00
Room & Board	\$3,787.00	Room & Board	\$1,894.00
Personal Expenses	\$2,397.00	Personal Expenses	\$2,397.00
Transportation	\$2,635.00	Transportation	\$2,635.00
<b>Total Expenses</b>	<b>\$12,419.00</b>	<b>Total Expenses</b>	<b>\$10,526.00</b>

<b>GRAPHIC DESIGN PROGRAM</b>			
<b>Southfield Campus</b>			
<i>First Academic Year Budget</i>			
<b>Independent Students</b>		<b>Dependent Students</b>	
<b>Expense</b>	<b>Estimated Cost</b>	<b>Expense</b>	<b>Estimated Cost</b>
Tuition	\$9,330.00	Tuition	\$9,330.00
Registration Fee	\$50.00	Registration Fee	\$50.00
Room & Board	\$7,576.00	Room & Board	\$3,788.00
Personal Expenses	\$4,794.00	Personal Expenses	\$4,794.00
Transportation	\$2,108.00	Transportation	\$2,108.00
<b>Total Expenses</b>	<b>\$23,808.00</b>	<b>Total Expenses</b>	<b>\$20,020.00</b>
<b>Second Academic Year (Final 4 months of program)</b>			
Tuition	\$4,665.00	Tuition	\$4,665.00
Room & Board	\$3,788.00	Room & Board	\$1,894.00
Personal Expenses	\$2,397.00	Personal Expenses	\$2,397.00
Transportation	\$1,054.00	Transportation	\$1,054.00
<b>Total Expenses</b>	<b>\$11,904.00</b>	<b>Total Expenses</b>	<b>\$10,010.00</b>

<b>DIGITAL MEDIA ARTS PROGRAM</b>			
<b>Southfield Campus</b>			
<i>First Academic Year Budget</i>			
<b>Independent Students</b>		<b>Dependent Students</b>	
<b>Expense</b>	<b>Estimated Cost</b>	<b>Expense</b>	<b>Estimated Cost</b>
Tuition	\$9,330.00	Tuition	\$9,330.00
Registration Fee	\$50.00	Registration Fee	\$50.00
Room & Board	\$7,576.00	Room & Board	\$3,788.00
Personal Expenses	\$4,794.00	Personal Expenses	\$4,794.00
Transportation	\$2,108.00	Transportation	\$2,108.00
<b>Total Expenses</b>	<b>\$23,808.00</b>	<b>Total Expenses</b>	<b>\$20,020.00</b>
<b>Second Academic Year (Final 4 months of program)</b>			
Tuition	\$4,665.00	Tuition	\$4,665.00
Room & Board	\$3,788.00	Room & Board	\$1,894.00
Personal Expenses	\$2,397.00	Personal Expenses	\$2,397.00
Transportation	\$1,054.00	Transportation	\$1,054.00
<b>Total Expenses</b>	<b>\$11,904.00</b>	<b>Total Expenses</b>	<b>\$10,010.00</b>

<b>DIGITAL MEDIA ARTS PROGRAM</b> <b>Satellite Location: Farmington Hills</b> <i>First Academic Year Budget</i>				
Independent Students			Dependent Students	
Expense	Estimated Cost		Expense	Estimated Cost
Tuition	\$9,330.00		Tuition	\$9,330.00
Registration Fee	\$50.00		Registration Fee	\$50.00
Room & Board	\$7,303.00		Room & Board	\$3,652.00
Personal Expenses	\$4,794.00		Personal Expenses	\$4,794.00
Transportation	\$2,665.00		Transportation	\$2,665.00
Total Expenses	\$24,092.00		Total Expenses	\$20,441.00
Second Academic Year (Final 4 months of program)				
Tuition	\$4,665.00		Tuition	\$4,665.00
Room & Board	\$3,652.00		Room & Board	\$1,826.00
Personal Expenses	\$2,397.00		Personal Expenses	\$2,397.00
Transportation	\$1,332.00		Transportation	\$1,332.00
Total Expenses	\$12,046.00		Total Expenses	\$10,220.00

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## 2012 TEXTBOOK INFORMATION

All textbooks are included in the tuition for the following programs:

<b>Radio, Video &amp; Film Programs (Single &amp; Dual Concentrations)</b>			
<b>Book Title</b>	<b>Author</b>	<b>ISBN Number</b>	<b>Retail Cost</b>
30 Days to Better English	Norman Lewis	978-0-451-16191-8	\$3.35
Webster's Dictionary	Webster's II - Houghton Mifflin Co.	978-0-425-20408-5	\$3.91
Introduction to Photoshop	Brad Richter (workbook)	n/a	\$14.50
Introduction to Non-Linear Editing	Steve Julin (workbook)	n/a	\$14.50
Career Perspectives	Jessica Deiotte	n/a	\$11.50

<b>Graphic Design Program</b>			
<b>Book Title</b>	<b>Author</b>	<b>ISBN Number</b>	<b>Cost</b>
Exploring Adobe Illustrator CS5 (ebook)	Annesa Hartman	978-1111130305	\$26.48
Exploring Adobe InDesign CS5	Terry Rydberg	978-1111130329	\$28.48
Exploring Adobe Flash CS5	Annesa Hartman	978-1111130305	\$29.98
Exploring Adobe Photoshop CS5	Annesa Hartman	978-1111130343	\$29.98
HTML & CSS design and build websites	Jon Duckett	978-1118008188	\$18.97
Dreamweaver CS5 for Windows and Macintosh: Visual QuickStart Guide	Tom Negrino	978-0321703576	\$16.29
Graphic Design: The New Basics	Ellen Lupton/Jennifer Phillips	978-1568987705	\$27.00
Behind The Design	Brian Arnold/Brendan Eddy	978-1418038366	\$35.17
The Basics: Speech Communication	Paul R. Timm	978-0538722971	\$35.17
Designing With Type	Craig, Bevington & Scala	978-0823014132	\$13.50
The Better Guide to Digital Photography	Jim Miotke	978-0817435523	\$13.48
Designing Brand Identity	Alina Wheeler	978-0471746843	\$23.50
Contemporary Color: Theory & Use	Steven Bleicher	978-1111538910	\$54.96
Packaging Design	Marianne Klimchuck/ Sandra Krasovec	978-0471720164	\$28.50
The Breakthrough Portfolio	Ken Thurlbeck	978-1401858971	\$37.00
Career Perspectives	Jessica Deiotte	n/a	\$11.50

<b>Digital Media Arts Program</b>			
<b>Book Title</b>	<b>Author</b>	<b>ISBN Number</b>	<b>Cost</b>
Introduction to Digital Editing	Steve Julin (workbook)	n/a	\$17.50
Shooting Digital Media	Brad Richter (workbook)	n/a	\$17.50
Digital Foundations Intro to Media Design	Xtine Burrough	0-321-55598-8	\$32.49
Adobe Photoshop CS5 Revealed	Elizabeth Reding	978-1-111-13038-1	\$60.49
Motion 4 - Designing & Animating Motion Graphics	Mark Spencer	978-0-321-63529-7	\$29.04
Dreamweaver CS5 Digital Classroom	Jeremy Osborn & Greg Heald	978-0470607749	\$28.59
Apple Training Series: Garageband '09	Mary Plummer	978-0-321-64852-5	\$26.39
Adobe Flash CS5 Pro Digital Classroom	Adobe Creative Team	978-0-321-64852-5	\$27.20
Compressor 3.5	Brian Gary	978-0-321-64743-6	\$26.19
Apple Pro Training Series: DVD Studio Pro 4, 3 <sup>rd</sup> Edition	Martin Sitter	0-321-534093	\$35.64
Career Perspectives	Jessica Deiotte	n/a	\$11.50

### 2011 TEXTBOOK INFORMATION

All textbooks are included in the tuition for the following programs:

Radio, Video & Film Programs (Single & Dual Concentrations)			
Book Title	Author	ISBN Number	Retail Cost
30 Days to Better English	Norman Lewis	978-0-451-16191-8	\$3.35
Webster's Dictionary	Webster's II - Houghton Mifflin Co.	978-0-425-20408-5	\$3.91
Photoshop	Brad Richter (workbook)	n/a	\$12.75
Non-Linear Editing with Final Cut Pro	Steve Julin (workbook)	n/a	\$12.75

Digital Media Arts Program			
Book Title	Author	ISBN Number	Retail Cost
Introduction to Digital Editing	Steve Julin (workbook)	n/a	\$12.75
Shooting Digital Media	Brad Richter (workbook)	n/a	\$12.75
Digital Foundations Intro to Media Design	Xtine Burrough	0-321-55598-8	\$32.49
Adobe Photoshop CS5 Revealed	Elizabeth Reding	978-1-111-13038-1	\$55.46
Motion 4 - Designing & Animating Motion Graphics	Mark Spencer	978-0-321-63529-7	\$34.64
Introduction to Web Design	Keith Hearn (workbook)	n/a	\$11.75
Podcast Solutions	Michael W. Geoghegan	978-1-59059-905-1	\$18.51
Flash CS4 Revealed	Jim Shuman	978-1-4354-4194-1	\$55.46
Compressor 3.5	Brian Gary	978-0-321-64743-6	\$30.63
Apple Pro Training Series: DVD Studio Pro 4	Martin Sitter	978-0321534095	\$34.64

Graphic Design Program			
Book Title	Author	ISBN Number	Retail Cost
Illustrator CS4 Digital Classroom	Aquent Creative Team	978-0470436356	\$26.00
Graphic Design: The New Basics	Lupton/Cole	978-1568987705	\$27.00
Behind The Design	Arnold/Eddy	978-1418038366	\$32.48
Photoshop CS4 Digital Classroom	Jennifer Smith, Aquent Creative Team	978-0470410905	\$23.50
The Basics: Speech Communication	Paul R. Timm	978-0538722971	\$31.22
Designing with Type	Craig/Bevington/Scala	978-0823014132	\$13.20
The Better Guide to Digital Photography	Jim Miotke	978-0817435523	\$13.48
InDesign CS4 Digital Classroom	Christopher Smith, Aquent Creative Team	978-0470410943	\$26.00
Designing Brand Identity	Alina Wheeler	978-0471746843	\$23.50
Gardner's Art through the Ages	Fred S. Kleiner	978-0495503460	\$80.72
Contemporary Color	Steven Bleicher	978-1401837402	\$40.02
Packaging Design	Klimchuk/Krasovec	978-0471720164	\$23.50
Flash CS4 Digital Classroom	Fred Garantabee, Aquent Creative Team	978-0471720164	\$26.00
Dreamweaver CS4 Digital Classroom	Jeremy Osborne, Aquent Creative Team	978-0470410936	\$26.00
The Breakthrough Portfolio	Ken Thurlbeck	978-0470410929	\$32.87

# Program Disclosures

## RADIO, VIDEO & FILM SINGLE CONCENTRATION PROGRAM

Program Level: Diploma | Program Length: 720 Contact Hours

### COST

**Question:** How much will this entire program cost me?

**Answer:**

2011 Tuition & Fees

Tuition & Fees: \$12,045.00

Books and supplies: Included

On-campus room & board: Not Offered

2012 Tuition & Fees

Tuition & Fees: \$12,549.00

Books and supplies: Included

On-campus room & board: Not Offered

### DEBT

**Question:** How much debt will I incur by enrolling in this program?

**Answer:**

<b>2010/2011 Award Year:</b>	82.06% of program graduates accrued educational debt
Total Number of Graduates:	379
Total Number of Students in Debt:	311
Total Median Federal Student Loan Debt for Program Graduates:	\$ 6,424.00
Federal Loans:	\$ 6,424.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

#### Previous Award Years:

<b>2009/2010 Award Year:</b>	82.2% of program graduates accrued educational debt
Total Number of Graduates:	377
Total Number of Students in Debt:	310
Total Median Federal Student Loan Debt for Program Graduates:	\$ 6,593.00
Federal Loans:	\$ 6,593.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

<b>2008/2009 Award Year:</b>	81.26% of program graduates accrued educational debt
Total Number of Graduates:	411
Total Number of Students in Debt:	334
Total Median Federal Student Loan Debt for Program Graduates:	\$ 7,167.00
Federal Loans:	\$ 7,167.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

<b>2007/2008 Award Year:</b>	76.29% of program graduates accrued educational debt
Total Number of Graduates:	464
Total Number of Students in Debt:	354
Total Median Federal Student Loan Debt for Program Graduates:	\$ 5,395.00
Federal Loans:	\$ 5,395.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

<b>2006/2007 Award Year:</b>	77.01% of program graduates accrued educational debt
Total Number of Graduates:	422
Total Number of Students in Debt:	325
Total Median Federal Student Loan Debt for Program Graduates:	\$ 6,625.00
Federal Loans:	\$ 6,625.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

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## SUCCESS

**Question:** How long will it take me to complete this program?

**Answer:** The program is designed to take 8 months to complete.

<b>April 2009 – March 2010:</b>	79% of our students completed the program
Total Number of Students Started:	624
Total Number of Students Available for Graduation:	612
Total Number of Students Completed:	482

*The completion rate statistic reflects the status of available graduates from 15 Radio & Television/Radio, Video & Film classes that started from April 2009 through March 2010, as of November 2011. This statistic was reported to the Accrediting Commission of Career Schools and Colleges (ACCSC) in our annual report for 2011.*

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## OUTCOMES

**Question:** What do students earn upon program completion?

**Answer:** Students who successfully complete the program earn a diploma.

**Question:** What are the chances of getting a job when I graduate?

**Answer:** The employment rate for students who complete the program is 74%.

<b>April 2009 – March 2010:</b>	71% of available graduates obtained employment
Total Number of Students Graduated:	482
Total Number of Grads Available for Placement:	391
Total Number of Grads Working in the Field:	276

*The completion rate statistic reflects the status of available graduates from 15 Radio & Television/Radio, Video & Film classes that started from April 2009 through March 2010, as of November 2011. This statistic was reported to the Accrediting Commission of Career Schools and Colleges (ACCSC) in our annual report for 2011.*

**Question:** What types of jobs?

**Answer:** The following link will take you to the Occupational Information Network (O\*NET) website and database, which is considered the nation's primary source of occupational information.

(Developed under the sponsorship of the US Department of Labor/Employment and Training Administration.)

Visit <http://www.onetonline.org>

Note: Each occupation listed below is followed by a number or S\*OC Code. Detailed information about each listing, may be found on the ONET website by using this S\*OC code.

**Radio Concentration:**

Board Operators (27-4012.00)  
On Air Personalities/Announcers (27-4012.00)  
Producers (27-2012.01)  
Newsroom Writers/Reporters (27-3022.00)  
Production Assistants (27-3043.04)  
Promotions Assistants (11-2011.00)  
Sales Assistants/Representatives (11-2011.00)

**Video & Film Concentration:**

Reporters (27-3022.00)  
Talent (27-3011.00)  
Videographer/Camera Operator (27-4031.00)  
Video Editor (27-4032.00)  
Newsroom Writers/Reporters (27-3022.00)  
Production Assistants (PAs) (27-4031.00)  
Audio/Visual Tech (27-4011.00)  
Grip/Lighting (27-4011.00)

**Question:** Will I be able to pay back my student loans?

**Answer:** 38% of students in this institution who took out federal student loans are successfully repaying them.

*The estimated repayment rate as reported by the General Accounting Office of the US Government for FY2009.*

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**RADIO, VIDEO & FILM DUAL CONCENTRATION PROGRAM**

Program Level: Certificate | Program Length: 1,080 Contact Hours

**COST**

**Question:** How much will this entire program cost me?

**Answer:**

2011 Tuition & Fees

Tuition & Fees: \$15,645.00\*

Books and supplies: Included

On-campus room & board: Not Offered

\*Tuition amount includes the first 8 months (RVF single concentration program)

2012 Tuition & Fees

Not Available

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## DEBT

**Question:** How much debt will I incur by enrolling in this program?

**Answer:**

<b>2010/2011 Award Year:</b>	50% of program graduates accrued educational debt
Total Number of Graduates:	12
Total Number of Students in Debt:	6
Total Median Federal Student Loan	
Debt for Program Graduates:	\$ 2,819.00
Federal Loans:	\$ 2,819.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

### Previous Award Years:

<b>2009/2010 Award Year:</b>	75% of program graduates accrued educational debt
Total Number of Graduates:	4
Total Number of Students in Debt:	3
Total Median Federal Student Loan	
Debt for Program Graduates:	\$ 2,875.00
Federal Loans:	\$ 2,875.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

<b>2008/2009 Award Year:</b>	85.71% of program graduates accrued educational debt
Total Number of Graduates:	7
Total Number of Students in Debt:	6
Total Median Federal Student Loan	
Debt for Program Graduates:	\$ 5,875.00
Federal Loans:	\$ 5,875.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

<b>2007/2008 Award Year:</b>	66.67% of program graduates accrued educational debt
Total Number of Graduates:	9
Total Number of Students in Debt:	6
Total Median Federal Student Loan	
Debt for Program Graduates:	\$ 2,625.00
Federal Loans:	\$ 2,625.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

<b>2006/2007 Award Year:</b>	35.71% of program graduates accrued educational debt
Total Number of Graduates:	28
Total Number of Students in Debt:	10
Total Median Federal Student Loan	
Debt for Program Graduates:	\$ 2,625.00
Federal Loans:	\$ 2,625.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

**SUCCESS:**

**Question:** How long will it take me to complete this program?

**Answer:** The program is designed to take 12 months to complete.

<b>October 2008– September 2009:</b>	100% of our students completed the program
Total Number of Students Started:	7
Total Number of Students Available for Graduation:	7
Total Number of Students Completed:	7
<i>The completion rate statistic reflects the status of available graduates from 16 Radio &amp; Television/Radio, Video &amp; Film classes that started from October 2008 through September 2009 as of November 2011. This statistic was reported to the Accrediting Commission of Career Schools and Colleges (ACCSC) in our annual report for 2011.</i>	

**Question:** What do students earn upon program completion?

**Answer:** Students who successfully complete the program earn a certificate upon completion.

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**OUTCOMES:**

**Question:** What are the chances of getting a job when I graduate?

**Answer:** The employment rate for students who complete the program is 100%.

<b>October 2008 – September 2009:</b>	100% of available graduates obtained employment
Total Number of Students Graduated:	7
Total Number of Grads Available for Placement:	5
Total Number of Grads Working in the Field:	5
<i>The completion rate statistic reflects the status of available graduates from 16 Radio &amp; Television/Radio, Video &amp; Film classes that started from September 2008 through September 2009, as of November 2011. This statistic was reported to the Accrediting Commission of Career Schools and Colleges (ACCSC) in our annual report for 2011.</i>	

**Question:** What are the chances of getting a job when I graduate?

**Answer:** The employment rate for students who complete the program is 100%.

**Question:** What types of jobs?

**Answer:** The following link will take you to the Occupational Information Network (O\*NET) website and database, which is considered the nation's primary source of occupational information. (Developed under the sponsorship of the US Department of Labor/Employment and Training Administration.)

Visit <http://www.onetonline.org>

Note: Each occupation listed below is followed by a number or S\*OC Code. Detailed information about each listing, may be found on the ONET website by using this S\*OC code.

**Radio Concentration:**

- Board Operators (27-4012.00)
- On Air Personalities/Announcers (27-3011.00)
- Producers (27-2012.01)
- Newsroom Writers/Reporters (27-3022.00)
- Production Assistants (27-3043.04)
- Promotions Assistants (11-2011.00)
- Sales Assistants/Representatives (11-2011.00)

**Video & Film Concentration:**

- Reporters (27-3022.00)
- Talent (27-3011.00)
- Videographer/Camera Operator (27-4031.00)
- Video Editor (27-4032.00)
- Newsroom Writers/Reporters (27-3022.00)
- Production Assistants (PAs) (27-4031.00)
- Audio/Visual Tech (27-4011.00)
- Grip/Lighting (27-4011.00)

**Question:** Will I be able to pay back my student loans?

**Answer:** 38% of students in this institution who took out federal student loans are successfully repaying them.

*The estimated repayment rate as reported by the General Accounting Office of the US Government for FY2009.*

**GRAPHIC DESIGN PROGRAM**

Program Level: Diploma | Program Length: 720 Contact Hours

**COST**

**Question:** How much will this entire program cost me?

**Answer:**

2011 Tuition & Fees

- Tuition & Fees: \$14,045.00\*
- Books and supplies: Included
- On-campus room & board: Not Offered

2012 Tuition & Fees

- Tuition & Fees: \$14,549.00\*
- Books and supplies: Included
- On-campus room & board: Not Offered

*\*Important note: The laptop computer and necessary software are provided to students on loan from Specs Howard School. At the program's conclusion, students have the option of purchasing the computer for a reduced price without the software.*

**DEBT**

**Question:** How much debt will I incur by enrolling in this program?

**Answer:**

<b>2010/2011 Award Year:</b>	79.78% of program graduates accrued educational debt
Total Number of Graduates:	89
Total Number of Students in Debt:	71
Total Median Federal Student Loan Debt for Program Graduates:	\$ 11,441.00
Federal Loans:	\$ 11,441.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

**Previous Award Years:**

<b>2009/2010 Award Year:</b>	77.9% of program graduates accrued educational debt
Total Number of Graduates:	68
Total Number of Students in Debt:	53
Total Median Federal Student Loan Debt for Program Graduates:	\$ 10,667.00
Federal Loans:	\$ 10,667.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

<b>2008/2009 Award Year:</b>	53.85% of program graduates accrued educational debt
Total Number of Graduates:	13
Total Number of Students in Debt:	7
Total Median Federal Student Loan Debt for Program Graduates:	\$ 3,500.00
Federal Loans:	\$ 3,500.00
Private Educational Loans:	\$ 0.00
Institutional Financing Plan:	\$ 0.00

**SUCCESS**

**Question:** How long will it take me to complete this program?

**Answer:** The program is designed to take 12 months to complete.

<b>October 2008 – September 2009:</b>	54% of our students completed the program
Total Number of Students Started:	174
Total Number of Students Available for Graduation:	167
Total Number of Students Completed:	90

*The completion rate statistic reflects the status of available graduates from 9 Graphic Design classes that started from October 2008 through September 2009, as of November 2011. This statistic was reported to the Accrediting Commission of Career Schools and Colleges (ACCSC) in our annual report for 2011.*

**Question:** What do students earn upon program completion?

**Answer:** Students who successfully complete the program earn a diploma upon completion.

**OUTCOMES**

**Question:** What are the chances of getting a job when I graduate?

**Answer:** The employment rate for students who complete the program is 73%.

<b>October 2008 – September 2009:</b>	70% of available grads obtained employment
Total Number of Students Graduated:	90
Total Number of Grads Available for Placement:	82
Total Number of Grads Working in the Field:	57
<i>The completion rate statistic reflects the status of available graduates from 9 Graphic Design classes that started from October 2008 through September 2009, as of November 2011. This statistic was reported to the Accrediting Commission of Career</i>	

**Question:** What types of jobs?

**Answer:** The following link will take you to the Occupational Information Network (O\*NET) website and database, which is considered the nation's primary source of occupational information. (Developed under the sponsorship of the US Department of Labor/Employment and Training Administration.)

Visit <http://www.onetonline.org>

Note: Each occupation listed below is followed by a number or S\*OC Code. Detailed information about each listing, may be found on the ONET website by using this S\*OC code.

Graphic Designer (27-1024.00)  
Webmaster/Web Designer (15-1099.04)

**Question:** Will I be able to pay back my student loans?

**Answer:** 38% of students in this institution who took out federal student loans are successfully repaying them.

*The estimated repayment rate as reported by the General Accounting Office of the US Government for FY2009.*

## DIGITAL MEDIA ARTS PROGRAM

Program Level: Diploma | Program Length 720 Contact Hours

### COST

**Question:** How much will this entire program cost me?

**Answer:**

2011 Tuition & Fees

Tuition & Fees: \$14,045.00\*  
Books and supplies: Included  
On-campus room & board: Not Offered

2012 Tuition & Fees

Tuition & Fees: \$14,549.00\*  
Books and supplies: Included  
On-campus room & board: Not Offered

*\*Important note: The laptop computer and necessary software are provided to students on loan from Specs Howard School. At the program's conclusion, students have the option of purchasing the computer for a reduced price without the software.*

### DEBT

**Question:** How much debt will I incur by enrolling in this program?

**Answer:**

<b>2010/2011 Award Year:</b>	76.19% of program graduates accrued educational debt
Total Number of Graduates:	21
Total Number of Students in Debt:	16
Total Median Federal Student Loan Debt for Program Graduates:	\$ 10,667.00
Federal Loans:	\$ 10,667.00

Private Educational Loans:	\$	0.00
Institutional Financing Plan:	\$	0.00

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## SUCCESS

**Question:** How long will it take me to complete this program?

**Answer:** The program is designed to take 12 months to complete.

**Question:** What do students earn upon program completion?

**Answer:** Students who successfully complete the program earn a diploma upon completion.

*Note: Completion rate data for the Digital Media Arts Program has not yet been generated since the program began in May of 2010.*

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## OUTCOMES

**Question:** What types of jobs will I be qualified for after completing this program?

**Answer:** The following link will take you to the Occupational Information Network (O\*NET) website and database, which is considered the nation's primary source of occupational information. (Developed under the sponsorship of the US Department of Labor/Employment and Training Administration.)

Visit <http://www.onetonline.org>

Note: Each occupation listed below is followed by a number or S\*OC Code. Detailed information about each listing, may be found on the ONET website by using this S\*OC code.

Videographer/Camera Operator (27-4031.00)

Video Editor (27-4032.00)

Production Assistants (PAs) (27-4031.00)

Audio/Visual Tech (27-4011.00)

Grip/Lighting (27-4011.00)

Webmaster/Web Designer (15-1099.04)

Multi-Media/Motion Artist (27-1014.00)

**Question:** Will I be able to pay back my student loans?

**Answer:** 38% of students in this institution who took out federal student loans are successfully repaying them.

*The estimated repayment rate as reported by the General Accounting Office of the US Government for FY2009. However, the Digital Media Arts Program didn't begin until May of 2010 so this percentage rate does not include students from this program.*

# Financial Aid

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## FINANCIAL AID DEPARTMENT

The goal of the Financial Aid Department at Specs Howard School is to assist eligible students in applying for and receiving financial assistance. All financial aid paperwork must be submitted to the Financial Aid Department prior to orientation (unless an extension is granted by the Financial Aid Department) or the student may be placed on a cash payment plan. Specs Howard School reserves the right to suspend or administratively withdraw a student who does not meet cash payment obligations.

The Financial Aid Office at Specs Howard School may be contacted by calling 248-358-9000 or via email at [aburt@specshoward.edu](mailto:aburt@specshoward.edu).

In order to apply for federal financial aid funding you must complete the Free Application for Federal Student Aid (FAFSA). You may also complete the form online at [fafsa.ed.gov](http://fafsa.ed.gov). A paper version of the Free Application for Federal Student Aid is available upon request.

**Definition of a full-time student:** A Full-Time Student is any student pursuing 12 Financial Aid credit hours in a payment period/one semester.

**Academic Year Definition:** An academic year consists of 24 Financial Aid credit hours earned over 32 weeks of instructional time.

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## CODE OF CONDUCT

### for Financial Aid Personnel

The financial aid professional is expected to always maintain exemplary standards of professional conduct in all aspects of carrying out his or her responsibilities, specifically including all dealings with any entities involved in any manner in student financial aid, regardless of whether such entities are involved in a government sponsored, subsidized, or regulated activity. In doing so, a financial aid professional should:

1. **“Refrain from taking any action for his or her personal benefit.”**  
While performing one’s work in an exemplary fashion should result in “personal benefit” in the form of professional advancement and recognition, this provision obviously relates to actions that are *contrary* to the obligations the individual has to the institution and its students and their parents. This includes the individual, or a member of their family, never accepting cash payments, stocks, club memberships, gifts, entertainment, expense-paid trips, or other forms of inappropriate remuneration from any business entity involved in any aspect of student financial aid. It also relates to actions which, while on balance may be supportive of the financial aid professional’s work, are chosen from among alternatives *because* they also benefit the financial aid professional.
2. **“Refrain from taking any action he or she believes is contrary to law, regulation, or the best interests of the students and parents he or she serves.”**  
The statement – never taking action contrary to law or regulation – should be self-evident. However, note the use of the term “*believes* to be contrary to law [or] regulation.” The financial aid professional works in a complex legal environment. Any doubts as to whether a course of conduct is legally proper should be resolved by referring the matter to the institution’s legal advisors for guidance. In addition, the individual should understand and adhere to all institutional policies as well as other local, state or federal requirements that are applicable to his or her conduct or job performance.
3. **“Ensure that the information he or she provides is accurate, unbiased, and does not reflect any preference arising from actual or potential personal gain.”** When providing information, at all times the key should be transparency. Students and parents should be able to fully understand their rights, obligations, and – of paramount importance – their alternatives. Applying these principles to the use of “preferred lender” lists is instructive. If an institution elects to provide such a list, a financial aid professional is expected to demonstrate transparency, completeness, and accuracy of information by ensuring that:

- Students and their parents understand they are not required to use any of the lenders on a “preferred lender” list, are free to select the lender of their choice, and understand the process for selecting a lender and applying for a loan;
- The school will promptly certify any loan from any lender selected by a borrower;
- The process through which “preferred lenders” are selected is fully disclosed;
- Borrowers are provided with consumer information about the loan products offered by entities on a school’s “preferred lender” list. Such information must include the disclosure of competitive interest rates, terms, and conditions of federal loans; high quality loan servicing; or additional benefits beyond the standard terms and conditions for such loans.
- The process through which students execute Master Promissory Notes preserves a student’s right to select the lender of his or her choice;
- Lenders who are included in a “preferred lender” list disclose agreements to sell their loans to other entities; and
- The selection of lenders for inclusion on a “preferred lender” list is based solely on the best interests of the students and parents who may rely on such a list.

4. **“Be objective in making decisions and advising his or her institution regarding relationships with any entity involved in any aspect of student financial aid.”**

Financial aid professionals must always be fair-handed when recommending or entering into a business relationship with any entity offering a product or service related to financial aid. A lender may not be placed on a school’s “preferred lender” list in exchange for a prohibited inducement. Placement on a “preferred lender” list, therefore, must not be based on benefits provided to the institution, an employee of the institution, or its students in connection with loans not covered by such list. In the same light, financial aid professionals should not arrange for alternative (i.e., non-federal or “opportunity”) loan programs that disadvantage students or parents who do not receive such loans.

Transparency also requires that when a student or parent has communication with what he or she believes to be the institution’s financial aid office that is precisely what should occur; no employee or agent of a lender should ever be identified, either directly or by implication, as an employee or agent of the institution.

5. **“Refrain from soliciting or accepting anything of other than nominal value from any entity (other than an institution of higher education or a governmental entity such as the U. S. Department of Education) involved in the making, holding, consolidating or processing of any student loans, including anything of value (including reimbursement of expenses) for serving on an advisory body or as part of a training activity of or sponsored by any such entity.”**

The first element in the *Code of Conduct* prohibits the conflict of interest that arises when one acts for personal gain. This fifth element is intended to avoid the *appearance* of conflict of interest that arises when a financial aid professional accepts benefits from a lending institution or similar entity. The fact that the financial aid professional may have no intention to provide an advantage to the lender as a result of the benefit he or she receives, and indeed *does not* provide any such advantage, is not the point. The benefit received by the financial aid professional creates an *appearance* that he or she may not be impartial, and may not be acting solely in the best interests of the students and parents he or she serves. In our profession such an appearance can do great harm, and it must be strictly avoided.

The term “nominal value” leaves some room for interpretation. This is intentional: many states and institutions have laws and policies that regulate such activities, and it is common for such laws and policies to define with specificity what is meant here by “nominal value.” As a general guide, and subject to more restrictive laws and policies, a total retail value of not more than \$10 should be

considered reasonable.

This element of the *Code of Conduct* deals with reimbursement for travel and expenses incurred when serving on lender advisory boards or attending lender-sponsored training activities. There is certainly value in providing lenders with the unique expertise and perspective that only financial aid professionals can provide, but receiving any remuneration for such service, even if only in the form of reimbursement for expenses, creates the *appearance* of conflict that must be avoided. The same principle applies to reimbursement for lender-sponsored training activities. Professional development is a key component of being an effective financial aid professional, and attending lender-sponsored training programs can be a valuable way of obtaining the most current information. Again, however, receiving any remuneration for such attendance from a source other than his or her institution, even in the form of reimbursement for expenses, creates the same impermissible *appearance* of conflict of interest, and must be avoided.

**6. “Revenue –Sharing Arrangements With Any Lender”**

A school employee shall not accept from any lender or affiliate of any lender any fee, payment, or other financial benefit (including the opportunity to purchase stock) as compensation for any type of consulting arrangement or other contract to provide services to a lender or on behalf of a lender relating to education loans. In addition, a person employed in the financial aid office of the school, or who otherwise has direct responsibilities with respect to educational loans or other financial aid, shall:

- Avoid any equity or other interest in any student loan lender;
- Avoid consulting or similar financial relationships with student loan lenders and comply with the School’s Conflict of Interest Policies & Procedures.

**7. “Private Loans as a Last Resort”**

The school shall not certify student eligibility for a private educational loan without first informing the borrower that (a) federal financial assistance (including grants and loans under Title IV) may be available and (b) federal loans may provide more advantageous terms to the borrower than private loans.

**8. “Disclose to his or her institution in such manner as his or her institution may prescribe any involvement with or interest in any entity involved in any aspect of student financial aid.”**

The same principle of transparency, or avoiding the *appearance* of conflict of interest, drives this element of the *Code*. Every institution has a written policy on disclosure of *potential* conflicts of interest, and a process of determining whether an employee’s involvement creates an *actual* conflict of interest or the *appearance* of a conflict. It is the obligation of the financial aid professional to strictly abide by the requirements of his or her institution’s conflict of interest policy, particularly with regard to any activities, involvement, investment, or interest in any financial aid-related entity. Institutional conflict of interest policies typically describe the nature of investments that require disclosure and review, generally excluding interests held by mutual funds or below a certain minimum value. As a practical matter, financial aid professionals should avoid any investment in or financial relationships with lenders and similar entities.

These principles should apply throughout the administration of the programs for which the financial aid professional is responsible.

There should never be any difference between “ethical” and “best” practices. The ethical practice is the best practice. As an organization, Specs Howard School unequivocally supports the principles and practices described in this Statement. When a practice or policy arises that appears in conflict with these principles, it is the obligation of the financial aid professional to bring this to the attention of those responsible within this institution, and to seek a resolution consistent with these principles.

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## **FEDERAL FINANCIAL AID PROGRAMS**

### **All Programs**

Specs Howard School participates in several federal financial aid programs. Following are brief descriptions of those programs:

#### **Federal Pell Grant**

The Federal Pell Grant program is a type of financial aid that does not require repayment. Funds are awarded based on need, as determined by a standard formula, and are only available to students who do not already have a Bachelor degree. To apply for a Federal Pell Grant, the student must complete the Free Application for Federal Student Aid (FAFSA) and meet with the Financial Aid Department at Specs Howard School, which will conduct a needs analysis for the student.

#### **Federal Supplemental Educational Opportunity Grant (FSEOG)**

The Federal SEOG program is a type of financial aid that does not require repayment. This grant shall be awarded to students that demonstrate financial need and have an "automatic-zero EFC" (see the Financial Aid Office for details). The amount awarded to each student and number of students receiving the award will be determined by the Financial Aid Department. If the funds must be returned for any reason, including but not limited to withdrawal, the award may be given to another student. If a student's enrollment status changes prior to disbursement, his or her award may be given to another student, depending on the availability of remaining Federal SEOG funds.

#### **Federal Direct Subsidized Stafford Loan**

The Federal Direct Subsidized Stafford Loan is a low-interest loan made available to students to help fund their education. The Federal Direct Subsidized Stafford Loan is need-based. In order to apply for this loan, the student must be in need of aid, as determined by a standard formula. Students who wish to apply for a Federal Direct Subsidized Stafford Loan must complete the Free Application for Federal Student Aid (FAFSA) and meet with the Financial Aid Department at Specs Howard School, which will conduct a needs analysis for the student. Repayment of a Federal Direct Subsidized Stafford Loan begins six months after the last date of attendance.

#### **Federal Direct Unsubsidized Stafford Loan**

The Federal Direct Unsubsidized Stafford Loan is a form of financial aid that is not need-based, although students who wish to apply for a Federal Direct Unsubsidized Stafford Loan are still required to complete the Free Application for Federal Student Aid (FAFSA) and meet with the Financial Aid Department at Specs Howard School. Repayment of the principle loan amount will begin six months after the student's last date of attendance. Payment of interest on the unsubsidized portion is the responsibility of the student during school and the six months prior to repayment of the loan amount.

#### **Federal Direct Plus Loans For Parents**

The Federal Direct Plus Loan program is a form of financial aid that is not need-based, although students whose parents wish to apply for a Federal Direct Plus Loan are still required to complete the Federal Application for Free Student Aid (FAFSA) and meet with the Financial Aid Department at Specs Howard School. Repayment of the Federal Direct Plus Loan begins while the student is enrolled, unless other arrangements have been made with the lender.

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## **ADDITIONAL RESOURCES**

### **Veterans Benefits**

#### **Call 1-888-GI-BILL-1 (1-888-442-4551)**

Specs Howard's Radio, Video & Film Program is approved for VA education benefit payments. The program at Specs Howard is considered full-time. Class attendance must be verified before reimbursement is sent to benefit recipient. Since benefits vary among individuals, candidates should contact their recruitment office for specific information.

### **Michigan Veterans Trust Fund (MVTF)**

#### **Call for application: 517-335-1629**

Any child between the ages of 16-25, who has been a resident of the State for the preceding 12 months, and who is the legal child of a Michigan Veteran who was killed, died as a result of service-connected disabilities, or is

rated 100% disabled due to injuries sustained while in the U.S. Armed Forces, may be eligible for a tuition waiver up to \$2,800 annually for undergraduate study. The student must maintain a GPA of 2.25 or better.

#### **Michigan Works!**

##### **Call 1-800-285-WORKS (9675)**

The Michigan Works! Service Centers offer one-stop access to a wide range of career development services, including job training, information about education, internships and apprenticeships.

#### **Michigan Rehabilitation Services (MRS)**

##### **Call toll free: 1-800-605-6722**

The MRS is a part of the Michigan Department of Labor and Economic Growth. MRS is responsible for the vocational rehabilitation of Michigan citizens who are physically or mentally impaired. They work with eligible individuals to help them determine an appropriate employment goal and to develop an individualized plan to reach their goal. They also arrange, provide or purchase the services necessary to accomplish the plan.

#### **Social Security Administration (SSA)**

##### **Call toll free: 1-800-772-1213**

The SSA is a federal agency that administers two disability benefit programs that may be relevant to students: Social Security Disability Insurance (SSDI) and Supplemental Security Income (SSI). Under both programs, people unable to work because of a disability may be eligible for monthly benefit checks. SSA defines disability as the inability to perform substantial work due to a medically determinable impairment that will last for at least 12 months or is a terminal condition.

#### **Michigan Department of Human Services (MDHS)**

The MDHS is a state agency that administers several programs that provide assistance with basic living expenses such as shelter, food, dependent care and medical needs. Income, assets and other factors determine eligibility. Applications for their various programs are available at an individual's county MDHS office.

#### **Check with your employer.**

Many employers offer tuition assistance or reimbursement. Check with your employer's human resource department for more information.

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## **APPLICATION & PROCEDURES**

### **All Programs**

If you want to enroll with Financial Aid funding, you must have your Financial Aid Eligibility determined before class start. (NOTE: Students must reapply for financial aid each academic year.)

1. **Complete the Free Application for Federal Student Aid (FAFSA).** You can also **Apply Online** at <http://www.fafsa.ed.gov/> instead of using the paper form. A personal identification number (PIN) may be used instead of sending a signature page when applying over the internet. You will receive confirmation that your FAFSA has been processed by the Department of Education. If you included an email address on your FAFSA, you will receive a Student Aid Report (SAR) notification in response by email. If you did not include an e-mail address, you will receive a paper SAR in the mail. Either form of the SAR allows you to review the information you submitted and to make corrections, if any are needed. The Student Aid Report (SAR) summarizes all the information you provided on your FAFSA. Your SAR will usually contain your Expected Family Contribution (EFC), the number used in determining your eligibility for federal student aid. Your EFC will appear in the upper right-hand portion of a paper SAR or an electronic SAR. The SAR is required to determine eligibility for all federal programs. If you are selected for verification, you must provide additional income information to the Financial Aid Office. This may include tax forms, social security statements, TANF statements, and worksheets as necessary. Please note that all documents must be signed.
2. **Contact the Financial Aid Office** at Specs Howard School of Media Arts to schedule an appointment with a Financial Aid Officer (248) 358-9000.

3. **Meet with a Financial Aid Officer**, who will try to determine your estimated Financial Aid Eligibility. The Financial Aid Officer will discuss your eligibility for all the Federal Financial Aid Programs that Specs Howard School participates in. The following is a brief description of the Federal Financial Aid Programs:
    - **Federal Pell Grant**
    - **Federal Supplemental Educational Opportunity Grant (FSEOG)**
    - **Federal Direct Subsidized Stafford Loan**
    - **Federal Direct Unsubsidized Stafford Loan**
    - **Federal Direct Plus Loans For Parents**
  
  4. **Receive Financial Aid Estimate** and decide on whether or not you would like to enroll in Specs Howard School of Media Arts.
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## **ELIGIBILITY REQUIREMENTS**

In general, a student is eligible to apply for financial assistance if the following requirements are met:

- Student must be a United States citizen or an eligible non-citizen.
- Student must be enrolled as a regular student in an eligible course of study. Student must maintain satisfactory academic progress as defined by the Financial Aid Office at Specs Howard School of Media Arts.
- Student must demonstrate a financial need according to each program's criteria and must complete necessary forms.
- Student must not owe a refund to the Pell Grant, ACG, FSEOG, nor be in default of any student loan.
- If a student is a male born on or after January 1, 1960, or at least 18 years of age and not currently a member of the U.S. Armed Forces, he must be registered with selective service.
- Student must have a Social Security number.
- Student must have a high school diploma or a GED.

## **DEPENDENCY STATUS**

When you apply for federal student aid, your answers to certain questions will determine whether you are considered a dependent student. If you are considered a dependent student, you must report you and your parent(s) tax information. If you are considered an independent student, you must report your income, and your spouse's, if you are married.

If you answer **NO** to all of the following questions, you are considered a dependent student on the Free Application for Federal Student Aid (FAFSA):

- Were you age 24 by July 1<sup>st</sup> of the current Financial Aid Award Year?
- Are you married, as of today's date?
- Are you currently serving on active duty in the U.S. Armed Forces?
- Do you have children who will receive more than half of their support from you for any Financial Aid Award Year?
- Do you have any dependents (other than your children or spouse) who live with you and who receive more than half of their support from you, now and through June 30<sup>th</sup> of any Financial Aid Award Year?
- At any time since you turned age 13, were both your parents deceased, were you in foster care or were you a dependant or ward of the court?
- As determined by a court in your state of legal residence, are you or were you in legal guardianship?
- At any time on or after July 1, 2010, did your high school or school district homeless liaison determine that you were an unaccompanied youth who was homeless?
- At any time on or after July 1, 2010, did the director of an emergency shelter or transitional housing program funded by the U.S. Department of Housing and Urban Development determine that you were an unaccompanied youth who was homeless?
- At any time on or after July 1, 2010, did the director of a runaway or homeless youth basic center or transitional living program determine that you were an unaccompanied youth who was homeless or were self-supporting and at risk of being homeless?

If you are considered a dependent student, your parents must answer the parental questions on the FAFSA.

If you answer **YES** to any of the questions above, you are considered an independent student and information is not required on the FAFSA.

NOTE: If you consider yourself to be an independent student but you did not answer yes to any of the questions listed above, you must contact the Financial Aid Office at 248-358-9000 for further assistance.

Financial Aid Award Year Information:

A Financial Aid Award Year is defined as starting on July 1 of a given year, and completing on June 30 of the following year.

For example:

2011/12 Financial Aid Award Year (July 1, 2011 to June 30, 2012)

2012/13 Financial Aid Award Year (July 1, 2012 to June 30, 2013)

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## **ENTRANCE & EXIT COUNSELING**

All Stafford loan borrowers at Specs Howard School must complete entrance and exit loan counseling. Loan counseling can be completed online by accessing the Direct Loan website at **dlenote.ed.gov**. Entrance counseling is a federal government requirement that requires students to complete student loan entrance counseling session prior to obtaining a Federal Direct Stafford loan. The purpose of entrance and exit counseling is to help students understand their rights and responsibilities as a student loan borrower.

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## **TAX CREDITS**

Tax credits are subtracted from your income before your taxes are calculated. As a result, tax credits usually allow for greater total savings than tax deductions. The federal government offers parents and students tuition tax credit programs to help pay for higher education costs if you meet certain qualifications. For specific rules on eligibility and claiming these tax credits, visit <http://www.irs.gov>, call 1-800-829-1040 or call your tax preparation professional.

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## **FREQUENTLY ASKED QUESTIONS**

### **What is Financial Aid?**

Financial Aid is any financial assistance from the government for your education. This includes loans, as well as grants. Your Financial Aid eligibility will be determined once you have met with a Financial Aid Officer.

### **When is the Financial Aid Office available?**

There is someone in the Financial Aid Office from 9am to 6pm Monday through Friday. Evening appointments are also available.

### **What should I bring to my Financial Aid appointment?**

Since requirements vary by the individual, contact the Financial Aid Office for the details for your visit at 248-358-9000.

### **What is the difference between grants and loans?**

A grant is need-based money from the government that you do not need to pay back. A loan is borrowed money that must be paid back with interest.

Specs Howard offers three different Federal loans:

- Federal Direct Stafford Subsidized Loan: Based on need and no interest until you start repayment
- Federal Direct Stafford Unsubsidized loan: Not based on need and interest accrues once the loan is disbursed
- Federal Direct Parental Loan for Undergraduate Students (PLUS loan): Parent borrows loan funds to pay education expenses of a dependent student and is not need based.

**When do loans go into repayment?**

Federal Direct Stafford loans go into repayment six months after you leave school. The Federal Direct Plus Loan (parent loan) will go into repayment once the loan is fully disbursed. For more detailed repayment information, visit <http://studentaid.ed.gov/portalswebapp/students/english/repaying.jsp>.

**What about the scholarship(s) I have received?**

Once you have been awarded a scholarship, bring the appropriate documents to your Financial Aid appointment. We will determine how it figures into your payment plan.

**Where can I find more scholarship opportunities?**

Scholarships are a great source of funding because they don't have to be paid back. Check out the scholarships available for each of our programs, as well as the links below. Keep in mind, it is FREE to apply for scholarships. If a website asks for a fee, credit card or payment, don't do it. Good luck!

**Suggested Links:**

<http://www.Fastweb.com>

<http://www.CKSF.org>

<http://www.collegeanswer.com>

<http://www.scholarships101.com>

<http://www.scholarshipexperts.com>

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**FINANCIAL AID DISBURSEMENT PROCEDURES**

A student can receive the first disbursement of federal grant funds at the start of their program. All student loan borrowers are considered first-time borrowers, which means that the first disbursement of loan funding is not disbursed to the student account until at least 30 calendar days after the start of the program of study. The student becomes eligible to receive their second disbursement of federal financial aid funds at the start of their second payment period. If the program is only one academic year in length (2 payment periods/32 weeks), the financial aid disbursements are divided into two payments. If the program is longer than one academic year, the student may be eligible for a third financial aid disbursement.

**LOAN REPAYMENT**

Visit the following links for terms of and schedules of repayment of student loans:

**Repayment Information:** <http://studentaid.ed.gov/PORTALSWebApp/students/english/repaying.jsp>

**Repayment Options:** <http://www2.ed.gov/offices/OSFAP/DirectLoan/inrepayment.html>

**Deferment:** <http://www2.ed.gov/offices/OSFAP/DirectLoan/postpone.html>

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**DRUG RELATED CONVICTIONS**

Under the Higher Education Act a student may become ineligible for federal student aid upon conviction of any offense involving the possession or sale of illegal drugs while receiving Title IV federal financial aid. Federal aid includes Federal Stafford Loans, Federal PLUS Loans, Federal Pell Grants, Federal Supplemental Education Opportunity Grants, Federal ACG Grants, and Federal Work Study.

**Penalties for Drug Convictions****Possession of Illegal Drugs, eligibility will be suspended for:**

First Offense – 1 year from the date of conviction

Second Offense – 2 years from the date of conviction

Third and Subsequent Offenses: Indefinite ineligibility from the date of conviction

**Sale of Illegal Drugs, eligibility will be suspended for:**

First Offense – 2 years from the date of conviction

Second and Subsequent Offenses: Indefinite ineligibility from the date of conviction

### **How to Regain Eligibility for Federal Financial Aid After a Drug Conviction**

There is a way that the student can regain eligibility for the federal programs. The student must successfully complete an acceptable drug rehabilitation program that meets the standard set by Congress and the Department of Education. The student will regain eligibility on the date you complete the program.

### **What is an Acceptable Drug Rehabilitation Program?**

An acceptable drug rehabilitation program must require passing TWO unannounced drug tests AND it must be either:

- Qualified to receive funds from a federal, state, or local government agency or program, or from a state or federally licensed insurance company, or
- Administered or recognized by a federal, state, or local government agency or court, or by a state or federally licensed hospital, health clinic, or medical doctor.

### **Free Application for Federal Student Aid (FAFSA)**

Question 23 on the FAFSA form asks if the student has ever been convicted of a drug related offense. Failure to answer the question will automatically disqualify the student from receiving Federal aid. Falsely answering this question, if discovered, could result in fines up to \$20,000, imprisonment, or both. To determine how to answer this question, call the Federal Student Aid Information Center at 1-800-4-FED-AID (1-800-433-3243).

**Conviction During Enrollment** According to the United States Department of Education, if a student is convicted of a drug offense after receiving Federal aid, he or she must notify the Financial Aid Office immediately and that student will be ineligible for further aid and required to pay back all aid received after the date of conviction.

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### **RETURN OF TITLE IV FUNDS**

The federally mandated "Return of Title IV Funds" policy applies to any student receiving federal financial aid who fails to complete the payment period for which he or she was charged. The formula which determines the amount of federal Title IV aid that must be returned to the federal government by the school or student, is as follows:

The refund, calculated by payment periods, applies to any student receiving grant or loan funds who withdraws or is administratively withdrawn from the program on or before the 60% point in a payment period. The percentage of Title IV aid to be returned is equal to the number of calendar days remaining in the payment period, as determined by the student's last date of attendance, divided by the number of calendar days in the payment period after any applicable Pell adjustment based on a new enrollment status. Scheduled breaks of more than five consecutive days are excluded.

If a "Return of Title IV" calculation is required, the student may also be obligated to repay a portion of the loans and/or grants obtained for that student's tuition. Any refund due will be returned to the lending and outside funding agencies prior to any refund of any funds to the student. Worksheets used to determine the amount of federal "Return of Title IV Funds" are available upon request from the Specs Howard School Financial Aid Department. For further information on payment period definitions, please consult your Specs Howard School Financial Aid Officer.

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### **STUDENT WITHDRAWAL**

#### **Withdrawal of Enrollment (Student Initiated)**

"Withdrawal" means that the enrollment reserved for the student in a particular class is being prematurely ended by the student. In these cases, students are requested to submit a written notification to the Education Department of their intent to withdraw from their class. Upon receipt of this written notice, the appropriate Specs Howard School departments will be notified so that proper action can be taken.

If the written notification is received by the last day of the 6th week of any marking period, the student will be issued a "W" for a grade in all classes for that marking period. A "W" will not be issued for withdrawals that occur after the end of the 6th week of a marking period. In such cases the final grade assessed will be based upon course work completed up to the point of withdrawal and all unfinished coursework. Requests for exceptions to this policy based on extraordinary circumstances may be submitted in writing to the Director of Education.

A student may withdraw from an individual course prior to the end of the 6th week of a marking period; however, at the end of the marking period, the student must stop-out, transfer to another class and successfully retake the course(s) in the next available offering.

**Administrative Withdrawal (School Initiated)**

“Administrative Withdrawal” means that the enrollment reserved for the student is being prematurely ended by Specs Howard School. The school may initiate administrative withdrawal for a number of reasons, including but not limited to the following: providing false information on the enrollment agreement (including but not limited to education status certification); failing to maintain Satisfactory Academic Progress; being tardy or absent in excess of school policy; failing to pay all monies owed to the school on a timely basis; destroying or damaging any property of the school (the student may be held liable for repair or replacement of damaged property); bringing a weapon on campus; using, possessing and/or distributing alcoholic beverages or illegal drugs on campus; being under the influence of alcohol or illegal drugs while on school premises; engaging in unlawful or improper conduct or conduct contrary to the best interests of the school or any other conduct that reflects discredit upon the school; and demonstrating behavior disruptive to normal classroom discipline, including behavior that could be considered as harassment (sexual or otherwise, including but not limited to ethnic/racial intimidation or harassment).

Any student wishing to appeal an administrative withdrawal determination must send a letter of appeal to the Director of Education. The letter should describe any circumstances and/or documentation that the student feels warrants further consideration. After investigating those circumstances, the Director of Education will notify the individual as quickly as possible of the decision made by the school.

**Drop**

This is a student or school initiated termination of enrollment used prior to the student’s actual attendance. The Business Office would complete the Change of Status and refund any payments made on the account.

Once the Education Department has completed a change of status form, it is forwarded to the Business Office for Title IV and institutional refund calculations are completed. If the student is transferring to a different program start date and is returning within 30 calendar days, the funds to be returned are held until the student returns. If the student does not return as scheduled, the funds are processed and returned within the required timeframe.

If the student is withdrawn, the Business Office processes the Title IV and institutional refund calculations and returns all necessary funds to the appropriate source within the required timeframe. If there are any pending disbursements scheduled for the student, they are cancelled at that time and the loan servicer is notified of the student’s last day of attendance.

After all refunds have been processed, the student will receive Exit Counseling information if they have any Federal student loan funds remaining on their account. The student may complete the paper forms and mail them back for processing, or the online session may be completed as soon as possible.

Worksheets and examples that are used to determine the amount of federal “Return of Title IV Funds” are available upon request from the Specs Howard School Financial Aid Department. For further information on payment period definitions, please consult a Specs Howard School Financial Aid Officer.

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## SCHOLARSHIPS

Specs Howard School of Media Arts participates in a number of merit and needs-based scholarship programs for both the high school senior and non-traditional adult student. For more information regarding deadline dates, follow the links provided or call our admissions department at 866-61-SPECS for more information.

In addition to the resources provided here, search the Internet for scholarship opportunities that may be less publicized. Scholarships are often awarded by business owners, clubs, associations, high schools, civic groups, religious organizations, trade associations, labor unions, political parties, military associations, private foundations, private charities, ethnic organizations and even some employers.

It's also important to start your search for funds early since many scholarships are awarded on a first-come, first-served basis.

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## RADIO, VIDEO & FILM SINGLE CONCENTRATION PROGRAM

### Specs Howard High School Radio & Television Scholarship

First Place: Full scholarship for RVF Single Concentration (Radio or Video/Film)

Second Place: Partial scholarship of \$2,500

Third & Fourth: Partial scholarships for \$1,500

Eligibility requirements: To qualify, high school seniors must take the CPAT exam that is given at the school three times a year. The 10 highest scoring testers are invited to write an essay and interview with a panel of judges.

Recipients are selected based on their total score in all three areas (CPAT=20%, essay=20%, interview=60%). The top four scores are awarded scholarships.

*Rules & Regulations: Student must be a high school senior at the time of the test. The competition is annual and starts in December of each school year. Eligible students must specify which program they are interested in on test day and may not compete in more than one high school scholarship competition. Eligible students must take an exam known as the CPAT at Specs Howard School on one of three available testing dates in order to enter the scholarship competition. Scholarship testing dates will be posted on the Specs Howard website approximately one month before the test. Candidates with the top 10 scores on the CPAT exam from all three testing dates will be selected as finalists. Finalists will be notified and invited to the school to write an essay and meet with a panel of judges from the industry. The total score of the three-part competition will be calculated and the ten finalists will be ranked in order, with the top four being awarded scholarships (SCORING: 20% CPAT, 20% Essay, 60% Interview). Winners will receive written documentation from SHS acknowledging scholarship approval. Upon being awarded a scholarship, the recipient must contact the Admissions Department at Specs Howard School (248-358-9000) within 30 days in order to redeem the scholarship. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Scholarship includes all textbooks needed to complete the program. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Recipients of this scholarship are not eligible for any other Specs Howard School initiated scholarships. Scholarship recipients may request their choice of class, however SHS reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Scholarship must be used for enrollment within 12 months from the date of the student's high school graduation. Partial scholarships are fully earned upon completion of the course. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

### Specs Howard Radio & Television Preparatory Scholarship

\$2,500 scholarship

Eligibility requirements: High school seniors recommended by an instructor from a pre-approved, comprehensive radio and/or television program. Students are eligible for this scholarship on a first-come, first-served basis. Ask your admissions representative for details.

*This scholarship is available to high school seniors that have taken classes in high school that are related to their chosen field of study. For example, high school students that have taken video production classes in high school may apply for the Radio, Video & Film or Digital Media Preparatory Scholarships. Scholarships are available only to graduates of high schools that have been approved by Specs Howard School. The list of approved high schools may be obtained from Specs Howard's Director of Admissions. Ask your admissions representative about it or call 248-358-9000 for more information. An instructor from an approved high school must recommend candidates for the scholarship. Recommendation forms may be obtained from approved high schools or from Specs Howard's Director of Admissions. Ask your admissions representative about it or call 248-358-9000 for more information. Recipients of this scholarship are not eligible for any other SHS-initiated scholarship except the Imagine America Scholarship. Scholarships are awarded on a first-come. Winners will receive written documentation from SHS acknowledging scholarship approval. Upon being awarded a scholarship, the recipient must contact the Admissions Department at Specs Howard School (248-358-9000) within 30 days in order to redeem the scholarship. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Scholarship includes all textbooks needed to complete the program. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Other restrictions may apply to individual scholarships. Scholarship must be used for enrollment immediately following the student's high school graduation. Partial scholarships are fully earned upon completion of the course. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of the scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

### Michigan Student Film and Video Festival Award

Full Scholarship: RVF Single Concentration in Video & Film

Awarded By: Digital Arts, Film & Television (DAFT)

Eligibility requirements: Applicant must be a high school senior. Through a selection process, student film and video presentations are shown each year at the festival.

Contest Rules: <http://www.daftonline.org/festival/entry-form>

*Rules & Regulations: The following is a list of the rules set forth by Specs Howard School of Media Arts for scholarships that are awarded by a third party such as the Conclave, Digital Arts, Film & Television (DAFT), and Greater Media, Inc. (WRIF). For rules regarding the competition, contact the third party listed on the scholarship page. Winners will receive a scholarship letter from Specs Howard School of Media Arts upon receipt of the award from the third party. Upon being awarded a scholarship, the recipient must contact the Admissions Department at Specs Howard School (248-358-9000) within 30 days in order to redeem the scholarship. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Scholarship includes all textbooks needed to complete the program. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. (See our student services department for housing information. Scholarships may not be combined with any other scholarships sponsored by Specs Howard School. Scholarship recipients may request their choice of class, however SHS reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Scholarship must be used for enrollment within 12 months of receiving the award. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

### **Specs Howard Need-Based Adult Scholarship**

\$1,000 scholarship

**Eligibility Requirements:** Applicant must be classified as an independent student by the financial aid office per federal government regulations. An eligible student may also qualify if the student is a dependent whose parent(s) have been denied a Federal Plus Loan.

*Rules & Regulations: Eligible students must be classified as an independent student or be a dependent student whose parent(s) has been denied on the Plus Loan. Eligible students must meet all admissions and entrance requirements as stated in the Specs Howard catalog. Eligible students must take and pass the entrance exam and score a 14 or above on the Wonderlic portion of the exam. Eligible students must have their financial aid calculated and be determined to have an unmet need of at least \$1,000.00 towards tuition. Scholarship value is \$1,000 and will be applied to the recipient's tuition upon completion of the program. Winners will receive written documentation from Specs Howard School acknowledging scholarship approval. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Scholarship recipients may request their choice of class, however Specs Howard School reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. Recipients of this scholarship are not eligible for the Specs Howard School Industry Scholarship. Upon being awarded a scholarship, the recipient must enroll at Specs Howard School within 30 days for redemption of scholarship. Recipients must sign a document acknowledging these conditions.*

### **Conclave Radio Industry Scholarship**

Full scholarship: RVF Single Concentration in Radio

*Awarded By: The Upper Midwest Communications Conclave*

**Eligibility Requirements:** Applicant must be a high school senior, high school graduate or GED holder wishing to pursue a career in any area of radio broadcasting. An application (available online) must be completed and submitted with an audio recording of the candidate reading a script supplied by the Conclave.

**Contest Rules:** <http://www.theconclave.com/scholarships>

*Rules & Regulations: The following is a list of the rules set forth by Specs Howard School of Media Arts for scholarships that are awarded by a third party such as the Conclave, Digital Arts, Film & Television (DAFT), and Greater Media, Inc. (WRIF). For rules regarding the competition, contact the third party listed on the scholarship page. Winners will receive a scholarship letter from Specs Howard School of Media Arts upon receipt of the award from the third party. Upon being awarded a scholarship, the recipient must contact the Admissions Department at Specs Howard School (248-358-9000) within 30 days in order to redeem the scholarship. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Scholarship includes all textbooks needed to complete the program. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. (See our student services department for housing information. Scholarships may not be combined with any other scholarships sponsored by Specs Howard School. Scholarship recipients may request their choice of class, however SHS reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Scholarship must be used for enrollment within 12 months of receiving the award. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

### **Specs Howard Radio & TV Industry Scholarship**

\$500 scholarship

**Eligibility Requirements:** Applicant must have an immediate family member (mother, father, sister, brother, grandparents, aunt, uncle, first cousin, spouse and/or children) who is currently employed in the radio or television industry.

*Eligibility requirements: Applicant must have an immediate family member (mother, father, sister, brother, grandparents, aunt, uncle, first cousin, spouse and/or children) who is currently employed in the same field for which they are training. For example, a student enrolling in the RVF program is eligible if a family member works in radio or television. A graphic design student is eligible if a family member works for an ad agency or newspaper. However, the scholarship is not valid for the graphic design student whose parent works in radio. Participants must provide written proof from the relative on his/her employer's letterhead, including the nature of the relation, prior to class start. The Industry Scholarships are fully earned upon completion of the course. Recipients of scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Upon being awarded a scholarship, the recipient must contact the school within 30 days for redemption of the scholarship. Winners will receive written documentation from SHS acknowledging scholarship approval. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Scholarships may not be combined with any other scholarships sponsored by Specs Howard School. Scholarship recipients may request their choice of class, however SHS reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

### **Specs Howard Alumni Scholarship**

\$1,000 scholarship

**Eligibility Requirements:** Applicant must be a graduate of Specs Howard School of Broadcast Arts and in good standing with previous education loans.

*Rules & Regulations: The Alumni Scholarship may be awarded upon verification of graduation from any Specs Howard program and is applied to any other Specs Howard program except for the Radio, Video & Film Dual Concentration Program. For instance, a graduate of the Graphic Design Program would be eligible to receive this scholarship if he/she enrolls in the Digital Media Arts Program. Recipients of this scholarship are not eligible for any other Specs Howard scholarship. Student must be in good standing with previous education loans. Students in loan default from previous education loans are ineligible. Winners will receive written documentation from SHS acknowledging scholarship approval. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no*

*cash value. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Scholarships may not be combined with any other scholarships sponsored by Specs Howard School. Scholarship recipients may request their choice of class, however SHS reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Partial scholarships are fully earned upon completion of the course. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

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## **GRAPHIC DESIGN PROGRAM**

### **Specs Howard High School Graphic Design Scholarship**

First Place: Full scholarship for Graphic Design Program

Second Place: Partial scholarship of \$2,500

Third & Fourth: Partial scholarships for \$1,500

Eligibility requirements: To qualify, high school seniors must take the CPAT exam that is given at the school three times a year. The 10 highest scoring testers are invited to write an essay and interview with a panel of judges.

Recipients are selected based on their total score in all three areas (CPAT=20%, essay=20%, interview=60%). The top four scores are awarded scholarships.

*Rules & Regulations: Student must be a high school senior at the time of the test. The competition is annual and starts in December of each school year. Eligible students must specify which program they are interested in on test day and may not compete in more than one high school scholarship competition. Eligible students must take an exam known as the CPAT at Specs Howard School on one of three available testing dates in order to enter the scholarship competition. Scholarship testing dates will be posted on the Specs Howard website approximately one month before the test. Candidates with the top 10 scores on the CPAT exam from all three testing dates will be selected as finalists. Finalists will be notified and invited to the school to write an essay and meet with a panel of judges from the industry. The total score of the three-part competition will be calculated and the ten finalists will be ranked in order, with the top four being awarded scholarships (SCORING: 20% CPAT, 20% Essay, 60% Interview). Winners will receive written documentation from SHS acknowledging scholarship approval. Upon being awarded a scholarship, the recipient must contact the Admissions Department at Specs Howard School (248-358-9000) within 30 days in order to redeem the scholarship. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Scholarship includes all textbooks needed to complete the program. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Recipients of this scholarship are not eligible for any other Specs Howard School initiated scholarships. Scholarship recipients may request their choice of class, however SHS reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Scholarship must be used for enrollment within 12 months from the date of the student's high school graduation. Partial scholarships are fully earned upon completion of the course. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

### **Specs Howard Graphic Design Preparatory Scholarship**

\$2,500 scholarship

Eligibility requirements: High school seniors recommended by an instructor from a pre-approved, comprehensive graphic design program are eligible for this scholarship on a first-come, first-served basis. Ask your admissions representative for details.

*This scholarship is available to high school seniors that have taken classes in high school that are related to their chosen field of study. For example, high school students that have taken video production classes in high school may apply for the Radio, Video & Film or Digital Media Preparatory Scholarships. Scholarships are available only to graduates of high schools that have been approved by Specs Howard School. The list of approved high schools may be obtained from Specs Howard's Director of Admissions. Ask your admissions representative about it or call 248-358-9000 for more information. Candidates must be recommended for the scholarship by an instructor from an approved high school. Recommendation forms may be obtained from approved high schools or from Specs Howard's Director of Admissions. Ask your admissions representative about it or call 248-358-9000 for more information. Recipients of this scholarship are not eligible for any other SHS-initiated scholarship except the Imagine America Scholarship. Scholarships are awarded on a first-come. Winners will receive written documentation from SHS acknowledging scholarship approval. Upon being awarded a scholarship, the recipient must contact the Admissions Department at Specs Howard School (248-358-9000) within 30 days in order to redeem the scholarship. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Scholarship includes all textbooks needed to complete the program. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. (See our [student services](#) page for housing information. Other restrictions may apply to individual scholarships. Scholarship must be used for enrollment immediately following the student's high school graduation. Partial scholarships are fully earned upon completion of the course. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

### **Imagine America Scholarship**

\$1,000 scholarship

Sponsored by: The Imagine America Foundation (IAF), an affiliate of the Association of Private Sector Colleges & Universities (APSCU).

Eligibility Requirements: Applicant must be a high school senior selected by a high school counselor or principal.

All U.S. high schools are eligible to select up to five graduating seniors to receive the scholarship each year. For

detailed criteria, visit the Imagine America website: <http://www.imagine-america.org/highschoolscholarships>.

If your high school is not enrolled in the program, ask your guidance counselor to visit the following link:

<http://www.imagine-america.org/highschoolcounselors>

### **Specs Howard Need-Based Adult Scholarship**

\$1,000 scholarship

Eligibility Requirements: Applicant must be classified as an independent student by the financial aid office per federal government regulations. An eligible student may also qualify if the student is a dependent whose parent(s) have been denied a Federal Plus Loan.

*Rules & Regulations: Eligible students must be classified as an independent student or be a dependent student whose parent(s) has been denied on the Plus Loan. Eligible students must meet all admissions and entrance requirements as stated in the Specs Howard catalog. Eligible students must take and pass the entrance exam and score a 14 or above on the Wonderlic portion of the exam. Eligible students must have their financial aid calculated and be determined to have an unmet need of at least \$1,000.00 towards tuition. Scholarship value is \$1,000 and will be applied to the recipient's tuition upon completion of the program. Winners will receive written documentation from Specs Howard School acknowledging scholarship approval. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Scholarship recipients may request their choice of class, however Specs Howard School reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. Recipients of this scholarship are not eligible for the Specs Howard School Industry Scholarship. Upon being awarded a scholarship, the recipient must enroll at Specs Howard School within 30 days for redemption of scholarship. Recipients must sign a document acknowledging these conditions.*

### **Specs Howard Graphic Design Industry Scholarship**

\$500 scholarship

Eligibility Requirements: Applicant must have an immediate family member (mother, father, sister, brother, grandparents, aunt, uncle, first cousin, spouse and/or children) who is currently employed in the graphic design industry.

*Eligibility requirements: Applicant must have an immediate family member (mother, father, sister, brother, grandparents, aunt, uncle, first cousin, spouse and/or children) who is currently employed in the same field for which they are training. For example, a student enrolling in the RVF program is eligible if a family member works in radio or television. A graphic design student is eligible if a family member works for an ad agency or newspaper. However, the scholarship is not valid for the graphic design student whose parent works in radio. Participants must provide written proof from the relative on his/her employer's letterhead, including the nature of the relation, prior to class start. The Industry Scholarships are fully earned upon completion of the course. Recipients of scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Upon being awarded a scholarship, the recipient must contact the school within 30 days for redemption of the scholarship. Winners will receive written documentation from SHS acknowledging scholarship approval. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Scholarships may not be combined with any other scholarships sponsored by Specs Howard School. Scholarship recipients may request their choice of class, however SHS reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

### **Specs Howard Alumni Scholarship**

\$1,000 scholarship

Eligibility Requirements: Applicant must be a graduate of Specs Howard School of Media Arts and in good standing with previous education loans.

*Rules & Regulations: The Alumni Scholarship may be awarded upon verification of graduation from any Specs Howard program and is applied to any other Specs Howard program except for the Radio, Video & Film Dual Concentration Program. For instance, a graduate of the Graphic Design Program would be eligible to receive this scholarship if he/she enrolls in the Digital Media Arts Program. Recipients of this scholarship are not eligible for any other Specs Howard scholarship. Student must be in good standing with previous education loans. Students in loan default from previous education loans are ineligible. Winners will receive written documentation from SHS acknowledging scholarship approval. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Scholarships may not be combined with any other scholarships sponsored by Specs Howard School. Scholarship recipients may request their choice of class, however SHS reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Partial scholarships are fully earned upon completion of the course. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

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## **DIGITAL MEDIA ARTS PROGRAM**

### **Specs Howard High School Digital Media Arts Scholarship**

First Place: Full scholarship for Digital Media Arts Program

Second Place: Partial scholarship of \$2,500

Third & Fourth: Partial scholarships for \$1,500

Eligibility requirements: To qualify, high school seniors must take the CPAT exam that is given at the school three times a year. The 10 highest scoring testers are invited to write an essay and interview with a panel of judges.

Recipients are selected based on their total score in all three areas (CPAT=20%, essay=20%, interview=60%). The top four scores are awarded scholarships.

*Rules & Regulations: Student must be a high school senior at the time of the test. The competition is annual and starts in December of each school year. Eligible students must specify which program they are interested in on test day and may not compete in more than one high school scholarship competition. Eligible students must take an exam known as the CPAT at Specs Howard School on one of three available testing dates in order to enter the scholarship competition. Scholarship testing dates will be posted on the Specs Howard website approximately one month before the test. Candidates with the top 10 scores on the CPAT exam from all three testing dates will be selected as finalists. Finalists will be notified and invited to the school to write an essay and meet with a panel of judges from the industry. The total score of the three-part competition will be calculated and the ten finalists will be ranked in order, with the top four being awarded scholarships (SCORING: 20% CPAT, 20% Essay, 60% Interview). Winners will receive written documentation from SHS acknowledging scholarship approval. Upon being awarded a scholarship, the recipient must contact the Admissions Department at Specs Howard School (248-358-9000) within 30 days in order to redeem the scholarship. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Scholarship includes all textbooks needed to*

complete the program. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Recipients of this scholarship are not eligible for any other Specs Howard School initiated scholarships. Scholarship recipients may request their choice of class, however SHS reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Scholarship must be used for enrollment within 12 months from the date of the student's high school graduation. Partial scholarships are fully earned upon completion of the course. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.

### **Specs Howard Digital Media Preparatory Scholarship**

\$2,500 scholarship

Eligibility requirements: High school seniors recommended by an instructor from a pre-approved, comprehensive digital media program are eligible for this scholarship on a first-come, first-served basis. Ask your admissions representative for details.

*Rules & Regulations: This scholarship is available to high school seniors that have taken classes in high school that are related to their chosen field of study. For example, high school students that have taken video production classes in high school may apply for the Radio, Video & Film or Digital Media Preparatory Scholarships. Scholarships are available only to graduates of high schools that have been approved by Specs Howard School. The list of approved high schools may be obtained from Specs Howard's Director of Admissions. Ask your admissions representative about it or call 248-358-9000 for more information. Candidates must be recommended for the scholarship by an instructor from an approved high school. Recommendation forms may be obtained from approved high schools or from Specs Howard's Director of Admissions. Ask your admissions representative about it or call 248-358-9000 for more information. Recipients of this scholarship are not eligible for any other SHS-initiated scholarship except the Imagine America Scholarship. Scholarships are awarded on a first-come. Winners will receive written documentation from SHS acknowledging scholarship approval. Upon being awarded a scholarship, the recipient must contact the Admissions Department at Specs Howard School (248-358-9000) within 30 days in order to redeem the scholarship. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Scholarship includes all textbooks needed to complete the program. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. (See our **student services** page for housing information. Other restrictions may apply to individual scholarships. Scholarship must be used for enrollment immediately following the student's high school graduation. Partial scholarships are fully earned upon completion of the course. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

### **Imagine America Scholarship**

\$1,000 scholarship

Sponsored by: The Imagine America Foundation (IAF), an affiliate of the Association of Private Sector Colleges & Universities (APSCU).

Eligibility Requirements: Applicant must be a high school senior selected by a high school counselor or principal.

All U.S. high schools are eligible to select up to five graduating seniors to receive the scholarship each year.

For detailed criteria, visit the Imagine America website: <http://www.imagine-america.org/highschoolscholarships>.

If your high school is not enrolled in the program, ask your guidance counselor to visit the following link:

<http://www.imagine-america.org/highschoolcounselors>

### **Specs Howard Need-Based Adult Scholarship**

\$1,000 scholarship

Eligibility Requirements: Applicant must be classified as an independent student by the financial aid office per federal government regulations. An eligible student may also qualify if the student is a dependent whose parent(s) have been denied a Federal Plus Loan.

*Rules & Regulations: Eligible students must be classified as an independent student or be a dependent student whose parent(s) has been denied on the Plus Loan. Eligible students must meet all admissions and entrance requirements as stated in the Specs Howard catalog. Eligible students must take and pass the entrance exam and score a 14 or above on the Wonderlic portion of the exam. Eligible students must have their financial aid calculated and be determined to have an unmet need of at least \$1,000.00 towards tuition. Scholarship value is \$1,000 and will be applied to the recipient's tuition upon completion of the program. Winners will receive written documentation from Specs Howard School acknowledging scholarship approval. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Scholarship recipients may request their choice of class, however Specs Howard School reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. Recipients of this scholarship are not eligible for the Specs Howard School Industry Scholarship. Upon being awarded a scholarship, the recipient must enroll at Specs Howard School within 30 days for redemption of scholarship. Recipients must sign a document acknowledging these conditions.*

### **Specs Howard Digital Media Arts Industry Scholarship**

\$500 scholarship

Eligibility Requirements: Applicant must have an immediate family member (mother, father, sister, brother, grandparents, aunt, uncle, first cousin, spouse and/or children) who is currently employed in the digital media arts industry.

*Eligibility requirements: Applicant must have an immediate family member (mother, father, sister, brother, grandparents, aunt, uncle, first cousin, spouse and/or children) who is currently employed in the same field for which they are training. For example, a student enrolling in the RVF program is eligible if a family member works in radio or television. A graphic design student is eligible if a family member works for an ad agency or newspaper. However, the scholarship is not valid for the graphic design student whose parent works in radio. Participants must provide written proof from the relative on his/her employer's letterhead, including the nature of the relation, prior to class start. The Industry Scholarships are fully earned upon completion of the course. Recipients of scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Upon being awarded a scholarship, the recipient must contact the school within 30 days for redemption of the scholarship. Winners will receive written documentation from SHS acknowledging scholarship approval. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Currently enrolled students are not eligible to participate. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Scholarships may not be combined with any other scholarships sponsored by Specs Howard School. Scholarship recipients may request their choice of class, however SHS reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining*

*balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

### **Specs Howard Alumni Scholarship**

\$1,000 scholarship

**Eligibility Requirements:** Applicant must be a graduate of Specs Howard School of Media Arts and in good standing with previous education loans.

*Rules & Regulations: The Alumni Scholarship may be awarded upon verification of graduation from any Specs Howard program and is applied to any other Specs Howard program except for the Radio, Video & Film Dual Concentration Program. For instance, a graduate of the Graphic Design Program would be eligible to receive this scholarship if he/she enrolls in the Digital Media Arts Program. Recipients of this scholarship are not eligible for any other Specs Howard scholarship. Student must be in good standing with previous education loans. Students in loan default from previous education loans are ineligible. Winners will receive written documentation from SHS acknowledging scholarship approval. Scholarships are conditional upon winners meeting all Specs Howard School admission requirements and prerequisites. Scholarships are non-transferable and have no cash value. Since we are a resident school, recipient will have to make arrangements for housing in the Southeast Michigan area. Scholarship does NOT include housing. Scholarships may not be combined with any other scholarships sponsored by Specs Howard School. Scholarship recipients may request their choice of class, however SHS reserves the right to place the scholarship recipient in a class subject to availability. Other restrictions may apply to individual scholarships. Partial scholarships are fully earned upon completion of the course. Recipients of partial scholarships must have their financial aid calculated for grant eligibility and other scholarships or outside funding. Grants, other scholarships and outside scholarships will be applied to tuition first. If the remaining balance is less than the amount of the scholarship, the scholarship will be reduced to the amount of the remaining balance. Recipient is subject to all policies, as published in the Specs Howard School catalog, regarding grades, attendance and behavior. Failure to maintain acceptable grades or violation of other school policies will result in the termination of this scholarship. All scholarship recipients must sign a document acknowledging these conditions.*

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### **INSTITUTIONAL REFUND POLICY**

#### **Three Business Day Cancellation**

All applicants are charged a \$50.00 application fee, which is refundable within three business days of signing the enrollment agreement and non-refundable thereafter. A full refund of all monies paid by the student (applicant) will be made by the school if cancellation is made by midnight of the third business day following the signing of the enrollment agreement. If the student has enrolled by mail or will be taking training at a site other than where they enrolled, without first seeing the school, the student has three business days from the date he or she first visits the school in which to cancel the enrollment agreement and receive a full refund.

A written request for cancellation must be delivered to the school. If cancellation occurs after midnight of the third business day following the signing of the enrollment agreement but before the start of class, SHS will refund all tuition monies paid by the student. Any refunds due an applicant will be made within thirty days after receipt of a written notice of cancellation.

**EFFECTIVE PRIOR TO JUNE 30, 2011**

**Radio, Video & Film: Single Concentration Program Refund Policy**

Students will be charged according to the number of weeks attended.

<b>Weeks Attended</b>	<b>Amount owed</b>	<b>Weeks Attended</b>	<b>Amount owed</b>
1-5	\$2,479.00	10-16	\$7,237.00
6-9	\$4,858.00	17-32	\$11,995.00

**Radio, Video & Film: Dual Concentration Program Refund Policy**

Students transferring into the Dual Concentration Program are assessed a \$150 registration fee, which will be applied to their tuition. Students will be charged according to the number of weeks attended.

Single Concentration weeks completed:

<b>Weeks Attended</b>	<b>Amount owed</b>	<b>Weeks Attended</b>	<b>Amount owed</b>
1-5	\$2,479.00	10-16	\$7,237.00
6-9	\$4,858.00	17-32	\$11,995.00

Dual Concentration weeks completed:

<b>Weeks Attended</b>	<b>Amount owed</b>
1-16 (33-48)	\$3,600.00

**GRAPHIC DESIGN AND DIGITAL MEDIA ARTS PROGRAMS REFUND POLICY**

Students will be charged according to the number of weeks attended.

Payment periods #1 and #2:

<b>Weeks Attended</b>	<b>Amount owed</b>	<b>Weeks Attended</b>	<b>Amount owed</b>
1-8	\$2,799.00	17-24	\$7,484.00
9-16	\$5,598.00	25-32	\$9,330.00

Payment period #3:

<b>Weeks Attended</b>	<b>Amount owed</b>
33-48	\$13,995.00

**EFFECTIVE JULY 1, 2011**

**Radio, Video & Film: Single Concentration Program Refund Policy**

For students beginning classes and for students transferring into classes that begin after July 1, 2011, the following refund policy will apply:

<b>Weeks Attended</b>	<b>Amount owed</b>	<b>Weeks Attended</b>	<b>Amount owed</b>
1*	\$1,199.50	9-16	\$5,997.50
2-4	\$2,998.75	17-32*	\$11,995.00
5-8	\$4,798.00		

\*Indicates beginning of new payment period. New tuition charge incurred.

**Radio, Video & Film: Dual Concentration Program Refund Policy**

Students enrolling into the Dual Concentration Program are assessed a \$150 registration fee, which will be applied to their tuition. Students will be charged according to the number of weeks attended. For students beginning classes and for students transferring into classes that begin after July 1, 2011, the following refund policy will apply:

<b>Weeks Attended</b>	<b>Amount owed</b>	<b>Weeks Attended</b>	<b>Amount owed</b>
1*	\$1,199.50	9-16	\$5,997.50
2-4	\$2,998.75	17-32*	\$11,995.00
5-8	\$4,798.00		

\*Indicates beginning of new payment period. New tuition charge incurred.

Dual Concentration Begins:

<b>Weeks Attended</b>	<b>Amount owed</b>
33-48*	\$3,600.00 (\$15,595.00)

\*Indicates beginning of new payment period. New tuition charge incurred.

**Graphic Design And Digital Media Arts Programs Refund Policy**

Students will be charged according to the number of weeks attended. For students beginning classes after July 1, 2011, the following refund policy will apply:

Payment periods #1 and #2:

<b>Weeks Attended</b>	<b>Amount owed</b>	<b>Weeks Attended</b>	<b>Amount owed</b>
1*	\$1,399.50	17-22*	\$8,163.28
2-6	\$3,498.75	23-32	\$9,329.07
7-16	\$4,664.53		

\*Indicates beginning of new payment period. New tuition charge incurred.

Payment period #3:

<b>Weeks Attended</b>	<b>Amount owed</b>
33-48	\$13,995.00

\*Indicates beginning of new payment period. New tuition charge incurred.

**EFFECTIVE JANUARY 25, 2012**

Students will be charged according to the number of weeks attended. For students beginning classes and for students transferring into classes that begin after January 25, 2012, the following policy will apply:

**Radio, Video & Film Program: Single Concentration  
Total Tuition: \$12,499.00**

<b>Weeks Attended</b>	<b>Amount Owed</b>	<b>Amount Written Off</b>	<b>% Earned</b>
1	\$1,249.90	\$4,999.60	10%
2-4	\$3,124.75	\$3,124.75	25%
5-8	\$4,999.60	\$1,249.90	40%
9-16	\$6,249.50	\$0.00	50%
17-32	\$6,249.50	\$0.00	100%

**Graphic Design and Digital Media Arts Programs  
Total Tuition: \$14,499.00**

<b>Weeks Attended</b>	<b>Amount Owed</b>	<b>Amount Written Off</b>	<b>% Earned</b>
1	\$1,449.90	\$3,265.50	10%
2-6	\$3,624.75	\$1,166.25	25%
7-16	\$4,833.00	\$0.00	33.33334%
17-22	\$3,624.75	\$1,166.25	25%
23-32	\$4,833.00	\$0.00	33.33334%
33-48	\$4,833.00	\$0.00	100%

Students will be charged according to the number of weeks attended. For students beginning classes and for students transferring into classes that begin after January 2, 2009, the following policy will apply:

**Radio, Video & Film Program: Single Concentration  
Total Tuition: \$11,995.00**

<b>Weeks Attended</b>	<b>Amount Owed</b>
1 - 5	\$2,479.00
6 - 9	\$4,858.00
10 - 16	\$7,237.00
17 - 32	\$11,995.00

**Radio, Video & Film Program: Dual Concentration  
Total Tuition: \$3,600.00**

<b>Weeks Attended</b>	<b>Amount Owed</b>
Single Concentration 1 - 5	\$2,479.00
Single Concentration 6 - 9	\$4,858.00
Single Concentration 10 - 16	\$7,237.00
Single Concentration 17 - 32	\$11,995.00
Dual Concentration 1 - 16	\$3,600.00

**Graphic Design and Digital Media Arts Programs**  
**Total Tuition \$13,995.00**

<b>Weeks Attended</b>	<b>Amount Owed</b>
1 - 8	\$2,799.00
9 - 16	\$5,598.00
17 - 24	\$7,484.00
25 - 32	\$9,330.00
33 - 48	\$13,995.00

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**FINANCIAL POLICIES**

1. Any portion of an academic week attended shall be considered as a full week, for the purposes of the refund policy.
2. If a student misses eight consecutive calendar days of any program without notifying Specs Howard School of illness or extraordinary circumstances, he or she will be administratively withdrawn from Specs Howard School. Any refund will be computed from the last date of attendance. The student will be notified by mail of the administrative withdrawal.
3. Specs Howard School reserves the right to administratively withdraw a student at any time for good and sufficient cause, including but not limited to violation of policies noted in this catalog. Refunds, if any, will be computed from the last date of attendance.
4. If a student has been administratively withdrawn and the student has repeated any part or parts of the program, any refund will be computed according to the cumulative number of weeks the student attended class. This policy remains in effect regardless of whether enrollment was ended by the student or by Specs Howard School.
5. Students must exhibit competence in all areas of their program of study and must maintain Satisfactory Academic Progress. In the event that the student's enrollment is reinstated following a voluntary or administrative withdrawal, additional tuition may be charged to reflect the length of the period of retraining. The Chief Financial Officer, under special circumstances, may waive certain fees. This policy remains in effect regardless of whether the reinstatement occurs as a result of a voluntary or administrative withdrawal. These additional charges may affect the payment schedule of the student. In all cases, the payment schedule must ensure that the tuition account is paid in full by the completion date of the student's program of instruction.
6. A non-refundable transfer/reinstatement fee in the amount of \$150 will be assessed to the account of any student who transfers from one class to another. The transfer/ reinstatement fee cannot be covered by financial aid, per federal regulations and may be waived by the Chief Financial Officer only under special or extraordinary circumstances. The fee does not apply to students who have not yet attended classes, nor to students transferring from the RVF Single Concentration Program to the RVF Dual Concentration Program.
7. In the event of a prolonged illness, accident, death in the family or other circumstances that make it impractical for a student to complete his or her program of study, Specs Howard School will consider a settlement that is reasonable and fair to both. The student must furnish official or legal written documentation to support such a request.
8. Any student who is experiencing financial difficulties should arrange a meeting with the Business Office to discuss his or her payment schedule. If a student defaults on the payment schedule agreed to in the enrollment agreement, Specs Howard School reserves the right to suspend or administratively withdraw that student, withhold all tests, critiques, audition materials and other materials and revoke all internships until the account is made current or is paid in full. Any student whose balance is unpaid two weeks prior to completion of his or her program of study may be suspended. The student will only be readmitted to class if an acceptable payment agreement is made with the Business Office.
9. All loans, Pell, FSEOG and student refunds will be made within thirty days from the date of determination of withdrawal.
10. Specs Howard School reserves the right to notify any funding agency of changes in a student's enrollment status.
11. A waiver must be signed by the student for the school to release any information to persons other than auditors and funding agencies.

12. The school reserves the right to cancel a class start due to insufficient enrollment. In this case, students may request a full refund of all monies paid or apply all monies paid to the next available class start date.
13. The school reserves the right to change or modify the program contents, equipment, staff or materials, as it deems necessary. Such changes may be necessary to keep pace with technological advances and to improve teaching methods or procedures. In no event will any such changes diminish the educational standard or content of any program or result in additional charges to the student.

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#### **GENERAL STUDENT BODY DIVERSITY STATISTICS**

Between July 1, 2010 and June 30, 2011, Specs Howard School of Media Arts had a general student body population of 1,003 full-time students.

48.45% received Federal Pell Grant funding  
32.5% were Female  
67.5% were Male

Less than 1% were American Indian or Alaskan Native  
Less than 1% were Asian  
40.88% were Black or African American  
Less than 1% were Hispanic  
4.49% did not report their race or ethnicity  
Less than 1% were two races or more  
53.74% were White

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#### **COMPLETION STATISTICS**

Between August 31, 2009 and August 31, 2010, 490 first-time, full-time students completed their programs of study within 150% of the schedule time frames.

47.55% received Federal Pell Grant funding  
77.14% received Federal Stafford Subsidized Loan funding  
21.02% received no Federal Pell Grant or Federal Stafford Subsidized Loan funding  
34.08% were Female  
65.92% were Male

27.14% were Black or African American  
Less than 1% were Hispanic or Hispanic/Latino  
Less than 1% were Nonresident Alien  
21.02% did not report their race or ethnicity  
51.02% were White

As a school, we should all work together to prevent crime. SHS urges you to incorporate some of the following safety precautions into your daily behavior:

**ANTI-THEFT TIPS:**

- Lock your office when it's unoccupied
- Keep an accurate inventory of items
- Copy all your important papers and files
- Do not leave your personal items unattended
- Carry only small amounts of cash

**PERSONAL SAFETY IN YOUR CAR:**

- Always keep your doors locked at all times
- Never give strangers a ride
- Check the back seat before entering the car
- Put your valuables in the trunk
- If you feel like you are being followed, drive toward a well-lit public area, preferably a police station

**PERSONAL SAFETY AT HOME**

- Always lock your doors and windows
- Keep your purse, cash and other valuables in a locked drawer.
- Do not open your door until you are certain of the identity of the person who is knocking

**PERSONAL SAFETY AWAY FROM HOME**

- Walk, exercise and park in well-lit areas
- Travel in numbers
- Avoid working or studying alone after hours
- Be aware of suspicious occurrences and behaviors around you
- Report anyone who behaves suspiciously

**Alcohol Policy**

The use of alcoholic beverages is prohibited at the Specs Howard School of Media Arts, Inc. Any student found to be in possession of or suspected to be under the influence while on school property or adjacent parking facilities may be subject to disciplinary action, up to and including suspension or immediate administrative withdrawal.

Specifically, it is illegal for any person under the age of 21 to possess alcoholic beverages; to give, serve or permit alcoholic beverages to be served to any person under 21; or to misrepresent or misstate his or her age or the age of another person for the purpose of inducing any licensee or his agent or his employees to sell, give, serve or deliver any alcoholic beverage to a person under 21. Any violation of this policy may be cause for disciplinary action and/or prosecution.

**Drug Policy**

The possession, use, sale, or distribution of narcotics or any controlled substance and /or drug paraphernalia is illegal under both federal and state laws and prohibited at the Specs Howard School of Media Arts, Inc. Any student found to be in possession of, or suspected to be under the influence of illegal drugs, while on school property or adjacent parking facilities may be subject to disciplinary action, up to and including suspension or immediate administrative withdrawal, criminal prosecution, fine and imprisonment.

A conviction for any offense, during the period of enrollment for which a student was receiving Title IV, HEA program funds, under federal or state law, involving the possession or sale of illegal drugs will result in the loss of eligibility for any Title IV, HEA grant, loan, or work-study assistance. The Specs Howard School will provide notice in a timely manner to each student who has lost eligibility for that assistance as a result of penalties under HEA Sec. 484 (r)(1). This will be a written notice and will advise of the ways in which a student may regain eligibility.

**Drug And Alcohol Counseling**

Programs are available to help students and staff who may be in need of counseling, treatment, or rehabilitation. The Student Services Department will provide a Student Services Emergency Help Resource List that contains the names, addresses and telephone numbers of organizations that can provide assistance to a person in need.

### **Campus Sexual Assault Program And Policy Statement**

The Specs Howard School of Media Arts, Inc. will not tolerate sexual assault in any form, including date/acquaintance rape. Any allegation of sexual assault will be taken seriously. Where there is reason to believe that the school's policies prohibiting sexual assault have been violated, the school will pursue disciplinary action. This action includes the possibility of suspension, dismissal, or expulsion from the school. Any person who has been sexually assaulted has several options: Criminal prosecution against the assailant, civil prosecution against the assailant, and school disciplinary action if the assailant is a student or employee.

The school presents information about its sexual assault policies and promotes awareness about sexual assault in the First Day Orientation for every class starting at the school. Additionally, all students are urged to become familiar with information about Rape Prevention and Education by visiting: [http://www.michigan.gov/mdch/0,4612,7-132-54783\\_54879-51184--00.html](http://www.michigan.gov/mdch/0,4612,7-132-54783_54879-51184--00.html), a website offered by the Michigan Department of Community Health.

In the event of a sex offense, the student should immediately call 9-1-1 and then notify a SHS Student Services Officer, faculty or staff member, who will escort that person to a private area (office or other area removed from public view). If the student has not notified any law enforcement authorities, the faculty or staff member who receives the report of the sex offense will immediately notify the appropriate police department. The staff member(s) will attempt to preserve evidence by not allowing the student to wash themselves, nor to change or destroy any clothes that they are wearing. Additionally, they will be asked if they can give a name and/or description of the person who assaulted them, including any characteristics about the assailant's appearance, speech, and mannerisms. Upon arrival of the police, the student and all relevant materials will be turned over to the police at that time. Further, all staff members will cooperate fully with the student and the police department in preserving evidence and investigating the alleged sex offense.

The SHS Student Services department will provide names, addresses and telephone numbers of counseling and mental health services for victims of sexual assault. This information is contained in the [Sexual Offenses, Forcible or Non-Forcible, Help Resource List](#) which is distributed during the First Day Orientation, and is available from the Student Services Department.

Any staff member who receives a report from a student of a sex offense will immediately notify the President of the school. The President, or such person as he/she may appoint, shall conduct an investigation of any report of a sexual offense. The investigation shall be conducted in a confidential manner to the greatest extent possible. At the investigator's sole discretion, he/she may obtain statements from the accused, the accuser and any other relevant witnesses and review documents and other physical evidence relating to the alleged sexual offense. The investigator shall make a determination as to whether a sexual offense occurred, and then make a recommendation to the President as to the appropriate discipline. The President shall review the investigator's findings and proposed discipline and may accept, modify or reject the investigator's recommendation. The President's decision shall be final and binding upon all parties.

The accuser and the accused are entitled to the same opportunities to have others present during the investigatory process and any disciplinary proceedings. Both the accuser and the accused will be informed of the outcome of any institutional disciplinary proceeding that is brought alleging a sex offense. The outcome of a disciplinary proceeding means only the institution's final determination with respect to the alleged sex offense and any sanction that is imposed against the accused.

Any student who is an alleged victim of a sexual offense will be given every opportunity to transfer to a different class or class schedule, if the changes are requested and reasonably available. The school does not provide housing for its students.

### **Sex Offender Registry**

Incarceration may remove a sex offender from the streets but it does nothing to prevent the offender from committing another crime when released. The federal Campus Sex Crimes Prevention Act, enacted on October 28, 2000, requires institutions of higher education to issue a statement advising the campus community where law enforcement agency information provided by a state concerning registered sex offenders may be obtained. It also requires sex offenders already required to register in a state to provide notice, as required under state law, of each institution of higher education in that state at which the person is employed, carries on a vocation, volunteers services, or is a student. In the state of Michigan, convicted sex offenders must register with Michigan

State Police. You can obtain information by visiting the Michigan Public Sex Offender Registry (PSOR) at [www.mispor.state.mi.us](http://www.mispor.state.mi.us).

**Policy For Reporting The Annual Disclosure Of Crime Statistics**

The Specs Howard School of Media Arts, Inc., prepares the Annual Security Report to comply with the disclosure of crime statistics as required by 34 CFR 668.46, Student Assistance General Provisions, Institutional Security Policies and Crime Statistics.

The School’s overall safety policy encourages accurate and prompt reporting of all crimes and emergencies. Criminal activity and emergencies should be reported, either in person or via the telephone, to the appropriate police agency and to the Student Services Department.

This report is prepared in cooperation with the local law enforcement agencies surrounding the school’s facilities and the Student Services Department. Each entity provides updated information on their efforts and programs to comply with the Act. Campus crime, arrest and referral statistics include those reported to the SHS Student Services Department and local law enforcement agencies. These statistics may also include crimes that have occurred adjacent to SHS properties. All students, staff and faculty are notified annually of the Annual Security Report.

<b>SPECS HOWARD SCHOOL OF MEDIA ARTS CRIME STATISTICS - SOUTHFIELD CAMPUS - 2010</b>									
<b>SOUTHFIELD CAMPUS</b>	<b>STUDENT SERVICE REPORTS</b>			<b>POLICE REPORTS AT LOCATION</b>			<b>PUBLIC PROPERTY WITHIN QUARTER MILE</b>		
<b>CRIME CLASSIFICATION</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
MURDER	0	0	0	0	0	0	0	0	0
SEX OFFENSES, FORCIBLE	0	0	0	0	0	0	0	1	0
SEX OFFENSES, NON-FORCIBLE	0	0	0	0	0	0	0	0	0
ROBBERY	0	1	0	0	1	1	1	1	0
AGGRAVATED ASSAULT	0	0	0	0	0	4	3	2	2
BURGLARY	1	0	0	0	0	1	9	5	6
MOTOR VEHICLE THEFT	1	0	0	3	0	0	2	10	3
ARSON	0	0	0	0	0	0	1	1	0
PREJUDICE CRIMES	0	0	0	0	0	0	0	0	0
<b>NUMBER OF ARRESTS FOR:</b>									
LIQUOR LAW VIOLATION	0	0	0	0	0	0	0	0	0
DRUG ABUSE VIOLATION	0	0	0	0	0	4	2	1	4
WEAPONS POSSESSION	0	0	0	0	0	0	0	2	1
LIQUOR LAW VIOLATION req. Disciplinary Action	0	0	0	0	0	0	0	0	0
DRUG ABUSE VIOLATION req. Disciplinary Action	0	0	0	0	0	0	0	0	0
WEAPONS POSSESSION req. Disciplinary Action	0	0	0	0	0	0	0	0	0

SPECS HOWARD SCHOOL OF MEDIA ARTS CRIME STATISTICS - FARMINGTON HILLS - 2010									
FARMINGTON HILLS LOCATION	STUDENT SERVICE REPORTS			POLICE REPORTS AT LOCATION			PUBLIC PROPERTY WITHIN QUARTER MILE		
	2008	2009	2010	2008	2009	2010	2008	2009	2010
MURDER	N/A	0	0	N/A	0	0	N/A	0	0
SEX OFFENSES, FORCIBLE	N/A	0	0	N/A	0	0	N/A	0	0
SEX OFFENSES, NON-FORCIBLE	N/A	0	0	N/A	0	0	N/A	0	0
ROBBERY	N/A	0	0	N/A	0	0	N/A	0	0
AGGRAVATED ASSAULT	N/A	0	0	N/A	0	0	N/A	0	0
BURGLARY	N/A	0	0	N/A	0	0	N/A	0	2
MOTOR VEHICLE THEFT	N/A	1	0	N/A	0	0	N/A	0	1
ARSON	N/A	0	0	N/A	0	0	N/A	0	0
PREJUDICE CRIMES	N/A	0	0	N/A	0	0	N/A	0	0
<b>NUMBER OF ARRESTS FOR:</b>									
LIQUOR LAW VIOLATION	N/A	0	0	N/A	0	0	N/A	0	0
DRUG ABUSE VIOLATION	N/A	0	0	N/A	0	0	N/A	0	0
WEAPONS POSSESSION	N/A	0	0	N/A	0	0	N/A	0	0
LIQUOR LAW VIOLATION req. Disciplinary Action	N/A	0	0	N/A	0	0	N/A	0	0
DRUG ABUSE VIOLATION req. Disciplinary Action	N/A	0	0	N/A	0	0	N/A	0	0
WEAPONS POSSESSION req. Disciplinary Action	N/A	0	0	N/A	0	0	N/A	0	0

**NOTE: None of the crime occurrences or arrests reported above manifests evidence or prejudice based on race, religion, sexual orientation, or ethnicity, as prescribed by the "Hate Crimes Statistics Act": (28 U.S.C. 534)**

## STUDENT CONDUCT

All students are expected to conduct themselves with decorum and dignity. Alcohol and drugs of an illegal nature are not permitted at Specs Howard School. Any student found to be in possession of or suspected of being under the influence of alcohol or illegal drugs on school property or adjacent parking facilities will be subject to disciplinary action, up to and including suspension or immediate administrative withdrawal.

Fighting, physically aggressive behavior, malicious destruction of property or harassment (sexual or otherwise, including but not limited to ethnic/racial intimidation or harassment) of students, school personnel or visitors may result in disciplinary action, up to and including suspension or immediate administrative withdrawal.

Foul language, loud disturbances, expressions of affection or displeasure inappropriate to a business environment, extremes in dress or grooming which draw undue attention or interfere with classroom decorum, academic cheating, inability to work with other students in laboratory sessions or other breaches of conduct will result in consequences which may include written warning, suspension from attending classes for a period of one to three days, and/or additional action up to and including administrative withdrawal.

Specs Howard School prohibits the use, possession, display or storage of firearms, ammunition, illegal knives, explosives (including fireworks), knuckles, clubs or nightsticks or other weapons on school grounds or in the SHS building. Peace officers certified by the State of Michigan and currently employed with a law enforcement agency are excluded but must declare the intent to carry a weapon in writing to the Registrar's Office upon their initial enrollment at Specs Howard School. Violation of this policy may result in administrative withdrawal from the institution.

## **SUSPENSION**

A "suspension" is an SHS-initiated interruption of training in the student's current class, not to exceed three days. Suspensions may be invoked for disciplinary, academic or financial reasons. Disciplinary Suspension is the result of a violation of the Student Conduct policies of Specs Howard School. Students should consult the Student Handbook for further information regarding student conduct.

Any student who is experiencing financial difficulties should arrange a meeting with the Business Office to discuss his or her payment schedule. If a student defaults on the payment schedule agreed to in the enrollment agreement, Specs Howard School reserves the right to suspend or administratively withdraw that student, withhold all tests, critiques, audition materials and other materials and revoke all internships until the account is made current or is paid in full. Any student whose balance is unpaid two weeks prior to completion of his or her program of study may be suspended. The student will only be readmitted to class if an acceptable payment arrangement is made with the Business Office.

## **SMOKING**

The Specs Howard main Southfield campus is smoke-free, except for the designated outdoor smoking area on the north side of the school's building. The Farmington Hills location is entirely smoke-free, inside and outside the building, including the parking lots.

## **STUDENT COMPLAINT/GRIEVANCE PROCEDURE**

Schools accredited by the Accrediting Commission of Career Schools and Colleges must have a procedure and operational plan for handling student complaints. A student wishing to voice concern about unfair treatment or other problems with the staff, faculty or any Specs Howard School procedure should submit his or her complaint, in writing, to the appropriate department director. If the student does not feel that the complaint is satisfactorily resolved, he or she may ask for a hearing by a panel consisting of no less than three members of the staff and/or faculty.

Every attempt will be made to resolve the problem favorably or to provide a satisfactory explanation for the circumstances. If a student does not feel that the school has adequately addressed a complaint or concern, the student may consider contacting the Accrediting Commission. All complaints considered by the Commission must be in written form, with permission from the complainant(s) for the Commission to forward a copy of the complaint to the school for response. The complainant(s) will be kept informed as to the status of the complaint, as well as the final resolution by the Commission.

Direct all inquiries to:

Accrediting Commission of Career Schools and Colleges  
2101 Wilson Boulevard, Suite 302, Arlington, VA 22201  
(703) 247-4212  
[www.accsc.org](http://www.accsc.org)

A copy of the Commission's Complaint Form is available at the school and may be obtained by contacting the school's President/COO.

Students who wish, may also file formal complaints with the State of Michigan Proprietary Schools at the following address:

Proprietary School Section  
Michigan Department of Energy, Labor & Economic Growth  
Victor Office Center, 2nd Floor  
201 North Washington Square, Lansing, MI 48913  
[www.michiganps.net](http://www.michiganps.net)

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## **VACCINATION POLICY**

Specs Howard School of Media Arts recommends that students come to school fully immunized to protect student health. Immunizations are one of the most effective public health measures in preventing communicable diseases.

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## **SCHOOL CLOSING INFORMATION**

In the event of inclement weather, Specs Howard School closing information will be announced on Detroit area radio and television stations. Notice is also typically posted on our web site, our official Facebook page ([www.facebook.com/specshoward](http://www.facebook.com/specshoward)), and within our online Learning Management System.

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## **CAMPUS SECURITY AND EMERGENCY POLICIES AND PROCEDURES FOR STUDENTS**

### **Campus Safety And Security**

Specs Howard School of Media Arts, Inc., is committed to providing a safe and secure environment for all members of the SHS community. We work together to prevent crime, fire and accidents.

The school's overall safety policy encourages accurate and prompt reporting of all crimes and emergencies to the Student Services Department, either in person or via a Incident Report Form which is available at the front desk of both campus locations, Southfield and Farmington Hills.

This manual is intended to provide our students with safety and security information and procedures. Reviewing the information will increase your awareness of the services and procedures followed at the school. We encourage our student body to use these to enhance their safety and security.

Specs Howard School is committed to providing a safe environment. However, each of us has a personal responsibility for our own safety. Working together, we can make SHS a safe learning environment.

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### **Photo ID**

All SHS students are issued a SHS Photo ID on their first day of class, and the ID must be displayed whenever the student is attendance at SHS.

If you have misplaced it or forgot it for the day, you will need to report to the Front Desk for a temporary or replacement badge. If you do not have your badge visible, an instructor or staff member may stop and ask you where it is.

If you are engaged in fieldwork off-campus it is imperative that you wear visible SHS identification to assist in avoiding an incident with legal authorities.

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### **Determination Of An Emergency**

In the event of a possible emergency situation that would require a campus-wide notification, i.e., bomb threat, explosion, fire, psychological crisis, shooting, tornado, utility failure, or violent criminal behavior, the determination of an emergency will be made in the following manner.

A consensus of opinion is to be reached by at least two of the following staff positions:

- School President/Chief Operating Officer
- Chief Financial Officer
- Director of Curriculum Development
- Director of Education
- Director of Student Services
- Director of Technical Operations
- Department Supervisors
  - Radio Department
  - Video Department
  - Graphics Department
  - Digital Media Arts Department

If none of the above are available or cannot be reached via telephone, a determination will be made by a consensus of opinion of the staff available at that time.

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### **Emergency Contacts**

**Student Services Department**

Contact: Michael Shiner  
Phone: (248) 358-9000, ext. 8983  
[mshiner@specshoward.edu](mailto:mshiner@specshoward.edu)

**Education Department**

Contact: Randy Zdrojewski  
Phone: (248) 358-9000, ext. 8960  
[randyz@specshoward.edu](mailto:randyz@specshoward.edu)

**Operations Department/Facility**

Contact: Tom Profit  
Phone: (248) 358-9000, ext. 8968  
[tprofit@specshoward.edu](mailto:tprofit@specshoward.edu)

**Media Inquiries**

Contact: Lisa Zahodne, President  
Phone: (248) 358-9000, ext. 8926  
[lzahodne@specshoward.edu](mailto:lzahodne@specshoward.edu)

**Southfield Police**

**Emergency: 911**  
Non-Emergency: (248) 796-5500

**Farmington Hills Police**

**Emergency: 911**  
Non-Emergency: (248) 871-2600

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**Emergency Notification**

If it is determined to be an emergency situation, notification to all students will take place immediately. Methods of communication will depend on the situation, using some of the methods listed below.

- **Campus-wide Email**  
Follow instructions in the email.
  - **Emergency Website**  
Update, announcements and cancellations would be posted on this web site.
  - **Telephones/Overhead Paging System**  
Emergency message broadcast over all campus telephone system. Follow the instructions in the message.
  - **Text Messages (SMS)**  
All students, faculty and staff can sign up to receive text messages (SMS) to their text messaging enabled mobile devices. Standard text messaging rates from the subscriber's mobile carrier will apply. Individuals should follow the instructions in the message.
  - **Verbal Messages**  
Spread by people in the buildings.
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**General Evacuation Information**

1. All building evacuations will occur following the determination of an emergency by the appropriate SHS staff.
  2. Know the marked exits for your building. Know the exit routes for your work area.
  3. Leave the building immediately with your personal possessions (purse, cell phone, laptop, etc.) when directed by SHS staff.
  4. Notify staff of persons with disabilities who are in the building and cannot evacuate.
  5. Notify other occupants, other than SHS staff and students, about the evacuation.
  6. Do not use the elevators in the case of a fire.
  7. (Southfield Campus) Once outside, move to the area on the east side of the parking lot near the brick wall. (Farmington Hills Campus) Once outside, move to the area in the middle of the parking lot adjacent to the school entrance.
  8. Keep driveways and sidewalks clear for emergency vehicles and personnel.
  9. Do not return to the evacuated building unless directed to do so by SHS staff. Notify someone if you leave the assembly area. Senior SHS Staff will determine if operations will resume, or if the building will be closed. Students will be notified of that decision.
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**Assault**

In the event of a person stating that they have been physically and/or sexually assaulted, **immediately call 911 for the Southfield Police Department or Farmington Hills Police Department**, and notify the front desk personnel and/or a SHS faculty or staff member. The purported victim will be escorted to a private area (office or other area removed from public view).

If possible, a staff member will stay with the person until the police arrive. The person will be asked if they can give a name and/or description of the person who they say assaulted them, including any characteristics about the assailant's appearance, speech, and mannerisms.

If the person claims to have been raped, they will not be allowed to wash themselves, nor change and/or destroy any clothes that they are wearing, prior to the arrival of the police.

Upon arrival of the police, the person and all relevant materials will be turned over to the police at that time.

Non-Emergency Police Phone Numbers:  
Southfield: (248) 796-5500  
Farmington Hills: (248) 871-2600

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### **Bomb Threat**

If you observe a suspicious object, which may be a potential bomb on campus, do not handle the object. Clear the area and immediately contact a SHS faculty or staff member.

Any student receiving a telephone call that a bomb or other explosive device has been placed on the campus should obtain as much information from the caller as possible.

1. Time of the call and the phone line on which the call was received.
2. Description and location of the bomb.
3. Perceived personal characteristics and gender of the caller.
4. Noticeable speech pattern, accent, etc.
5. Description of any background noise.
6. Reason the bomb was placed on the campus.

The appropriate police department, along with assigned SHS staff members, will conduct a detailed bomb search.

If an evacuation order is given, all students and staff will evacuate the building following the instructions in **General Evacuation Information**. Everyone is to leave the building via the nearest marked exit and should alert others to do the same. Assist persons with disabilities in exiting the building.

Do not use the elevators in case of a fire.

If there are persons with disabilities who are in the building and cannot evacuate, notify the police or emergency personnel.

Once outside, everyone should be moved away from the building as far as possible. Keep driveways and sidewalks clear for emergency vehicles and personnel. No one will be allowed to return to the evacuated building unless directed to do so by the police department and/or SHS staff.

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### **Explosion, Aircraft Crash Or Similar Incident**

Immediately seek cover under tables, desks or anything that will provide protection against falling glass or debris.

After the effects of the incident have subsided, call 911. Give your name and describe the location and nature of the emergency.

If the building should be evacuated, follow the instructions in **General Evacuation Information**.

Notify emergency personnel of persons with disabilities who are in the building and cannot evacuate.

Do not use the elevators in case of a fire.

Once outside, everyone should be moved away from the building as far as possible. Keep the driveways and sidewalks clear for emergency vehicles and personnel. No one will be allowed to return to the evacuated building unless directed to do so by the police department. Notify someone if you leave the area.

Do not return to the area. Do not pick up any debris. Do not light a match or smoke.

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## **Fire**

Immediately call 911 and report a fire giving address and location of the building. Notify the front desk and evacuation orders will be given throughout the building.

Evacuate the area immediately, closing doors as you leave, but do not lock the doors.

Evacuate the building using the most direct route and nearest exit, following the guidelines in **General Evacuation Information**.

Do not use elevators.

Staff and students will meet at the assembly area for accountability and in case information or assistance is needed.

Notify fire or other emergency personnel concerning any special circumstances, such as failure of staff to evacuate persons with disabilities. Notify emergency personnel of any other possibilities of any persons who may not have evacuated the building.

Should you become trapped in a location, call 911, if possible, to inform the fire department of your location. If near a window, place the largest and most visible piece of material in that window to indicate your location, and stay low on the floor.

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## **Lockdown**

Our school environment is intended to be open so that students, faculty and staff can freely communicate in a friendly environment. SHS has few restrictions on who can enter or leave the campus. However, given the times that we live in with threats of terrorism, other hostile events, or even natural disasters, the school must be prepared to deal with these situations in a proactive manner.

As the nation, state and community develop plans to cope with the various levels of threat, SHS is obligated to do its part to protect the safety of our students and plan for continuity of future operations. There are situations where a lockdown of facilities may be necessary to afford this protection or gain control over a given situation.

Although lockdown is not necessarily a preferred method of planned reaction to given situations, students should understand that it might be used in certain situations. Some examples may include:

- Chemical release from a local industry
- Sniper on campus
- Terrorist threat to the school or area near the school
- Police action

Notification of a lockdown situation may vary depending on the situation.

## **Lockdown Procedures**

The term "Lockdown" refers to a dangerous circumstance within or nearby the school facility that, for safety reasons, warrants every person in the building to immediately go to a room, lock the door(s), turn off the lights, and remain out of view of the door's window (if applicable).

Upon the determination of any emergency by the appropriate SHS staff members that warrants a Lockdown, the following steps will be taken:

1. Announcement will be made over the Telephone/Overhead Paging System and Verbal Messages. **"SCHOOL LOCKDOWN"** will be announced three times.
2. All classrooms will be notified using the same procedure.
3. Other tenants in the building and the appropriate building manager will be notified.

Employees who are near studios, labs, lobby areas, restrooms, and other areas where students may gather, will notify students of the school Lockdown and direct them to rooms that can be locked.

All employees will notify other employees who are in meetings that potentially have their phones blocked with DND (Do Not Disturb), and potentially did not hear the Lockdown announcements.

On the Southfield campus, employees who are on the 2<sup>nd</sup> floor will immediately notify students on the 2<sup>nd</sup> floor, including hallways and restrooms, of the school Lockdown. This notification should include the other building tenants on the 2<sup>nd</sup> floor, Rochester College and MJL.

Once a Lockdown announcement has been issued, everyone should remain in Lockdown until they receive a notification that the Lockdown has been deactivated.

The decision to deactivate a Lockdown will be made by the staff that made the determination to activate the Lockdown.

Notification of the deactivation of Lockdown will be given using the same notification procedures listed above.

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### **Shooting Incident**

The Specs Howard School of Media Arts, Inc., hopes it never experiences a shooting incident, but it is important that everyone should know what to do if it were to happen on our campus.

This type of incident is unpredictable, and your immediate response depends on the situation you may face. The following guidelines are based on the best practices established by law enforcement.

**If it possible to do so safely, exit the building immediately** when you become aware of the incident, moving away from the immediate path of danger, and take the following steps:

1. Notify anyone you may encounter to exit the building immediately.
2. Evacuate to a safe area away from the danger, and take protective cover. Stay there until assistance arrives.
3. Call 911, providing the dispatcher with the following information:
  - a. Your name
  - b. Location of the incident (be specific as possible)
  - c. Number of shooters (if known)
  - d. Identification or description of shooter. Number of persons who may be involved
  - e. Your exact location
  - f. Injuries to anyone, if known
4. Individuals not immediately impacted by the situation are to take protective cover, staying away from windows and doors until notified otherwise.

**If you are directly involved in an incident and exiting the building is not possible**, the following actions are recommended:

1. Go to the nearest room or office.
2. Close and lock the door
3. Turn off the lights
4. Seek protective cover
5. Keep quiet and act as if no one is in the room

6. Do not answer the door
7. Notify 911 if it is safe to do so, providing the dispatcher with the following information:
  - a. Your name
  - b. Your location (be specific as possible)
  - c. Number of shooters (if known)
  - d. Identification or description of shooter(s)
  - e. Number of persons who may be involved
  - f. Injuries if known
8. Wait for police to assist you out of the building

In either of the circumstances listed above, if you are able to call 911, you should then call the front desk of the school and inform them of the situation. If a campus-wide Lockdown would then issued, follow the procedures outlined in Lockdown Procedures.

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### **Psychological Crisis**

A psychological crisis exists when an individual is threatening harm to himself/herself or to others, or is out of touch with reality due to severe drug reactions or psychotic break. A psychotic break may be manifested by hallucinations; uncontrolled behavior or the person could be a run-away from a mental hospital.

If encountering a person who seems to be having a psychological crisis, call 911.

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### **Tornado**

If a Tornado Warning is issued by the National Weather Service for the area immediately adjacent to one of the campuses, and/or if a tornado is sighted near one of the campuses, take the following steps:

1. If indoors, students will go to the lowest level of the building. Interior hallways and rooms are preferable, away from glass windows. At the Southfield campus, people should gather in Video Studio A and Video Studio B. At the Farmington Hills campus, people should gather in hallway area near the Student Lounge and Staff Lounge area.
  2. If outdoors, go to the nearest ditch or depression, away from power lines, buildings and trees. Do not stay in a car or attempt to outrun a tornado.
  3. If a tornado occurs, and after it has passed, evaluate the situation and if emergency help is needed, call 911. Be aware of dangerous structural conditions. If a determination is made that the building should be evacuated, do so following the guidelines in **General Evacuation Information**. Report damaged facilities to the Operations Department and/or the Building Manager. Note: Gas leaks and power failures create special hazards. Do not light a match or smoke. Refer to the section entitled **Utility Failure**.
  4. Notify emergency personnel of persons with disabilities who might be in the building and cannot evacuate.
  5. Do not use elevator in case of fire.
  6. Once outside, everyone should move away from the building as far as possible. Keep the driveways and sidewalks clear for emergency vehicles and personnel. Do not return to the evacuated building unless directed to do so by emergency personnel.
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### **Weapons And/Or Violent Criminal Behavior**

Be alert for suspicious situations or persons and report them to the front desk personnel. Do not attempt to confront any individuals. Should a situation arise where you feel that you or someone else is in immediate danger, make every attempt to call 911. If safe, leave the building immediately. If such exit could expose you to further danger, lock yourself inside a room and barricade the door. Lie on the floor and await the arrival of police personnel. When the police arrive, stay on the floor and do not move until told to do so by the police.

If you are a victim or witness any on-campus violation of the law, such as assault, robberies or theft, contact 911 as soon as possible and give them the following information:

1. Nature of the incident

2. Location of the incident
3. Description of the person(s) involved
4. Description of the property involved

If you are a witness to a criminal act or notice a person acting suspiciously on campus, notify 911 and give them the information outlined above.

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### **Medical And First Aid**

If a serious injury or illness occurs, call 911 and/or tell a SHS faculty or staff member. If calling 911, give your name, description of the nature and severity of the medical problems and the location of the victim(s).

While waiting for emergency personnel, perform the following steps:

1. Keep victim still and comfortable. Do not move the victim
2. Ask victim, "Are you okay?" and "What is wrong?"
3. Monitor breathing and condition of victim
4. Control serious bleeding by direct pressure on the wound
5. Look for emergency medical I.D. Question witnesses and give all information to emergency personnel

In the case of a minor injury or illness, first aid materials are located in the building. At the Southfield campus, supplies are found at the front desk. At the Farmington Hill campus, supplies are found in the staff lunchroom.

**Note:** Professional medical care should be sought after first aid is given.

#### Poisoning and Overdose

1. Stay with the victim and assist as necessary
2. If choking, lower victim's head

#### Choking

1. Check victim's mouth and clear matter
2. Use abdominal thrusts if trained to do so

#### Fainting, Unconsciousness and Shock

1. Have victim lie down or sit down and rest

#### Heart attack

1. Place victim lying down on back
2. Give resuscitation or CPR, if trained to do so

#### Burns – Thermal and Chemical

1. Flood chemical burn with cool water
2. Cover burn with dry bandage
3. Keep victim quiet and comfortable

#### Fractures and Sprains

1. Keep victim still
2. Keep injured area immobile

#### Severe Bleeding and Wounds

1. Apply direct pressure on wound (until help arrives) using a clean cloth or hand

# Student Outcomes

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## OVERALL COMPLETION RATE

Also known as the "Student Right to Know" or IPEDS graduation rate, the overall graduation rate tracks the progress of students who began their studies as full-time, first-time degree- or certificate-seeking students to see if they complete a degree or other award such as a certificate within 150% of "normal time" for completing the program in which they are enrolled.

Some institutions also report a transfer-out rate, which is the percentage of the full-time, first-time students who transferred to another institution. Note that not all students at the institution are tracked for these rates. Students who have already attended another postsecondary institution, or who began their studies on a part-time basis, are not tracked for this rate.

### Overall Graduation and Transfer-Out Rates

Students who began their studies in 2007-08: 71%

*Percentage of full-time, first-time students who graduated or transferred out within 150% of "Normal Time" to completion for their program.*

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## GRADUATION RATES BY TIME TO COMPLETION

Graduation rates can be measured over different lengths of time. "Normal time" is the typical amount of time it takes full-time students to complete their program. For example, the "normal" amount of time for many associate's degree programs is 2 years. Not all students complete within the normal time, so graduation rates are measured by other lengths of time as well, including "150% of normal time" (e.g., 3 years for a 2-year program) and "200% of normal time," or twice as long as the normal time (e.g., 4 years for a 2-year program).

### Within "Normal Time" for the program:

Students who began in 2007-08: 73%

### Within 150% of "Normal Time" for the program:

Students who began in 2007-08: 82%

### Within twice as long as "Normal Time" for the program:

Students who began in 2007-08: 91%

*Percentage of full-time, first-time students who graduated in the specified amount of time.*

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## RETENTION RATE

Between August 1, 2011 and October 31, 2011, there was an estimated 422 students at Specs Howard School of Media Arts that were considered Full-time. Of that number, 355 were enrolled for the first time.

Between August 1, 2011 and October 31, 2011, there was an estimated 407 students at Specs Howard School of Media Arts that were considered Part-time. Of that number 388 were enrolled for the first time.

*These estimates were gathered as part of the IPEDS Estimated Fall Enrollment survey in September 2011.*

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## PLACEMENT RATES

The following percentages are determined by dividing the number of graduates who are employed in the field for which they were trained by the number of graduates available for job placement. Unavailable graduates are those who are unable to be placed due to one or more of the following reasons:

- Student is continuing his/her education
- Student is relocating out of state or pursuing work in unrelated fields

- Student is in active military deployment
- Student has medical condition that prevents employment
- Student is incarcerated
- Student is deceased
- SHS is unaware of student's whereabouts after attempted contacts (documentation on file)

**Radio, Video & Film Single Concentration Program: 71%**

*The above statistic reflects the status of available graduates from 15 RVF classes that started from April 2009 through March 2010, as of November 2011 (as reported to ACCSC in our Annual Report for 2011).*

Total Number of Students Graduated: 482

Total Number of Grads Available for Placement: 391

Total Number of Grads working in the field: 276

**Radio, Video & Film Dual Concentration Program: 100%**

*The above statistic reflects the status of available graduates from 16 RVF classes that started from October 2008 through September 2009, as of November 2011 (as reported to ACCSC in our Annual Report for 2011).*

Total Number of Students Graduated: 7

Total Number of Grads Available for Placement: 5

Total Number of Grads working in the field: 5

**Graphic Design Program: 70%**

*The above statistic reflects the status of available graduates from 9 GFX classes that started from October 2008 through September 2009, as of November 2011 (as reported to ACCSC in our Annual Report for 2011).*

Total Number of Students Graduated: 90

Total Number of Grads Available for Placement: 82

Total Number of Grads working in the field: 57

**Digital Media Arts Program: Not Currently Available**

*The Digital Media Arts Program started in May 2010. Data is not yet available.*

**EMPLOYMENT TRENDS**

**Broadcasting**

According to the **U.S. Department of Labor's Occupational Outlook Handbook 2010-2011 Edition**, the field of broadcasting is experiencing the following employment trends and career expectations:

**Employment change**

Employment in broadcasting is expected to increase by 7 percent over the 2008–18 period, less than the 11 percent increase projected for all industries combined. Factors contributing to the relatively slow rate of growth include industry consolidation, the introduction of new technologies, and competition from other media outlets. The slow growth will be tempered, however, by growth in the cable and subscription division of broadcasting.

**Occupations in the industry**

Occupations at large broadcast stations and networks fall into five general categories: Program production, news related, and technical, all of which in turn fall under professional and related, sales, and management occupations. At small stations, jobs are less specialized and employees often perform several functions. Although on-camera or on-air positions are the most familiar occupations in broadcasting, the majority of employment opportunities are behind the scenes.

**Program Production Occupations**

Most television programs are produced by the motion picture and video industry; actors, directors, and producers working on these prerecorded programs are not employed by the broadcasting industry. Employees in program production occupations at television and radio stations create programs such as news, talk, and music shows.

**Assistant producers** provide clerical support and background research; assist with the preparation of musical, written, and visual materials; and time productions to make sure that they do not run over schedule. Assistant producers also may operate cameras and other audio and video equipment.

**Video editors** select and assemble prerecorded video to create a finished program, applying sound and special effects as necessary. Conventional editing requires assembling pieces of videotape in a linear fashion to create a finished product. The editor first assembles the beginning of the program and then works sequentially towards the end. Newer computerized editing allows an editor to electronically cut and paste video segments. This electronic technique is known

as nonlinear editing, because the editor is no longer restricted to working sequentially. A segment may be moved at any time to any location in the program.

**Producers** plan and develop live or taped productions, determining how the show will look and sound. They select the script, talent, sets, props, lighting, and other production elements. Producers also coordinate the activities of on-air personalities, production staff, and other personnel. Web site or Internet producers, a relatively new occupation in the broadcasting industry, plan and develop Internet sites that provide news updates, program schedules, and information about popular shows. These producers decide what will appear on the Internet sites and design and maintain them.

**Announcers** read news items and provide other information, such as program schedules and station breaks for commercials or public-service information. Many radio announcers, referred to as disc jockeys, play recorded music on radio stations. Disc jockeys may take requests from listeners; interview guests; and comment on the music, weather, or traffic. Most stations now have placed all of their advertisements, sound bites, and music on a computer, which is used to select and play or edit the items. Technological advances have simplified the monitoring and adjusting of the transmitter, leaving disc jockeys responsible for most of the tasks associated with keeping a station on the air. Traditional tapes and CDs are used only as backups in case of a computer failure. Announcers and disc jockeys need a good speaking voice. Disc jockeys also need a significant knowledge of music.

**Program directors** are in charge of on-air programming in radio stations. They decide what type of music will be played, supervise on-air personnel, and often select the specific songs and the order in which they will be played. Considerable experience, usually as a disc jockey, is required, as is a thorough knowledge of music.

**News-related occupations.** News, weather, and sports reports are important to many television stations because these reports attract a large audience and account for a large proportion of revenue. Many radio stations depend on up-to-the-minute news for a major share of their programming. Program production staffs, such as producers and announcers, also work on the production of news programs.

**Reporters** gather information from various sources, analyze and prepare news stories, and present information on the air. Correspondents report on news occurring in U.S. and foreign cities in which they are stationed. News writers write and edit news stories from information collected by reporters and correspondents. News writers may advance to positions as reporters or correspondents.

**Broadcast news analysts**, also known as news anchors and newscasters, analyze, interpret, and broadcast news received from various sources. News anchors present news stories and introduce videotaped news or live transmissions from on-the-scene reporters. Newscasters at large stations may specialize in a particular field. Weathercasters, also called weather reporters, report current and forecasted weather conditions. They gather information from national satellite weather services, wire services, and local and regional weather bureaus. Some weathercasters are trained atmospheric scientists and can develop their own weather forecasts. Sportscasters, who are responsible for reporting sporting events, usually select, write, and deliver the sports news for each newscast.

**Assistant news directors** supervise the newsroom. They coordinate wire service reports, tape or film inserts, and stories from individual news writers and reporters. Assignment editors assign stories to news teams, sending the teams on location if necessary.

**News directors** have overall responsibility for the news team, made up of reporters, writers, editors, and newscasters, as well as responsibility for studio and mobile unit production crews. This senior administrative position carries with it duties that include determining what events to cover and how and when they will be presented in a news broadcast.

#### **Technical occupations**

Employees in these occupations operate and maintain the electronic equipment that records and transmits radio or television programs. The titles of some of these occupations use the terms "engineer," "technician," and "operator" interchangeably.

**Radio operators** manage equipment that regulates the strength and clarity of signals and the range of sounds of broadcasts. They also monitor and log the outgoing signals and operate transmitters. Audio and video equipment technicians operate equipment that regulates the volume, sound quality, brightness, contrast, and visual quality of a broadcast. Broadcast technicians set up and maintain electronic broadcasting equipment. Their work can extend outside the studio, as when they set up portable transmitting equipment or maintain stationary towers.

**Television and video camera operators** set up and operate studio cameras, which are used in the television studio, and electronic news-gathering cameras, which are mobile and used outside the studio when a news team is pursuing a story at another location. In both cases, cameras are evolving from tape to disc-based formats. Camera operators need training in video production, as well as some experience in television production.

**Master control engineers** ensure that all of the radio or television station's scheduled program elements, such as on-location feeds, prerecorded segments, and commercials, are transmitted smoothly. They also are responsible for ensuring that transmissions meet FCC requirements.

**Technical directors** direct the studio and control room technical staff during the production of a program. They need a thorough understanding of both the production and technical aspects of broadcasting. This knowledge often is acquired by working as a lighting director or camera operator or as another type of broadcast worker.

**Network and computer systems administrators** and network systems and data communications analysts design, set up, and maintain systems of computer servers. These servers store recorded programs, advertisements, and news clips.

**Assistant chief engineers** oversee the day-to-day technical operations of the station. Chief engineers, or directors of engineering, are responsible for all of the station's technical facilities and services. These workers need a bachelors' degree in electrical engineering, technical training in broadcast engineering, and years of broadcast engineering experience.

### **Sales and Related Occupations**

Most workers in this category are advertising sales agents, sometimes known as account executives. They sell advertising time to sponsors, advertising agencies, and other buyers. Sales representatives must have a thorough knowledge of the size and characteristics of their network's or station's audience, including income levels, gender distribution, age, and consumption patterns.

Sales work has expanded beyond the traditional role of simply selling advertising through a wide range of marketing efforts. For instance, stations earn additional revenue by broadcasting from a business, such as a dance club. Businesses also sponsor concerts or other promotions that are organized by a station. In return for sponsorship, the businesses usually are allowed to set up a booth or post large signs at the event.

Continuity directors schedule and produce commercials. In doing so, they take into account the timeslot in which a commercial is to be played, as well as competing advertisements. For example, two car dealership advertisements should not be played during the same commercial break. Continuity directors also create and produce advertisements for clients who do not produce their own.

Large stations and networks generally have several workers who spend all of their time handling sales. Sales worker supervisors, who may handle a few large accounts personally, supervise these workers. In small stations, part-time sales personnel or announcers often handle sales responsibilities during hours when they are not on the air.

### **Management Occupations**

General managers, or station managers, coordinate all radio and television station activities. In very small stations, the manager and a bookkeeper may handle all of the accounting, purchasing, hiring, and other routine office work. In larger stations, the general administrative staff includes business managers, accountants, lawyers, personnel workers, public relations workers, and others. These professionals are assisted by office and administrative support workers, such as secretaries, word processors, typists, and financial clerks.

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## **Video, Television & Film Camera Operators**

According to the **U.S. Department of Labor's Occupational Outlook Handbook 2010-2011 Edition**, field of television, video and motion picture camera operators is experiencing the following employment trends and career expectations:

### **Employment Change**

Employment of camera operators and editors is expected to grow 11 percent over the 2008–18 decade, which is as fast as the average for all occupations through 2018. As the motion picture industry expands, demand for camera operators and editors will expand also. Camera operators will be needed to film made-for-Internet broadcasts, such as music videos, digital movies, sports features, and general entertainment programming. As the market for professional Internet video grows, camera operators may see increases in employment. Growth will be tempered, however, by the increased offshore production of motion pictures. Job growth for studio camera operators in television broadcasting will be slowed by the use of automated cameras under the control of a single person working either on the studio floor or in a director's booth. For ENG camera operators and editors, growth may be tempered by the combination of roles and other cost-cutting measures at broadcast stations. For videographers, computer and Internet services will provide new outlets for interactive productions.

#### Nature of the Work

Television, video, and motion picture camera operators produce images that tell a story, inform or entertain an audience, or record an event. Film and video editors edit soundtracks, film, and video for the motion picture, cable, and broadcast television industries. Some camera operators do their own editing.

**Camera operators** use television, video, or motion picture cameras to shoot a wide range of material, including television series, studio programs, news and sporting events, music videos, motion pictures, documentaries, and training sessions. This material is constructed from many different shots by film and video editors. With the increase in digital technology, the editing work is now done on a computer. Many camera operators and editors are employed by independent television stations; local affiliate stations of television networks; large cable and television networks; or smaller, independent production companies.

Making commercial-quality movies and video programs requires technical expertise and creativity. Producing successful images requires choosing and presenting interesting material, selecting appropriate equipment, and applying a steady hand to ensure smooth, natural movement of the camera.

**Videographers** film or videotape private ceremonies and special events, such as weddings. Some record and post short videos on Web sites for businesses. Studio camera operators work in a broadcast studio and usually videotape their subjects from a fixed position. News camera operators, also called electronic news-gathering (ENG) operators, work as part of a reporting team, following newsworthy events as they unfold. To capture live events, they must anticipate the action and act quickly. ENG operators sometimes edit raw footage on the spot for relay to a television affiliate for broadcast.

Camera operators employed in the entertainment field use motion picture cameras to film movies, television programs, and commercials. Those who film motion pictures also are known as **cinematographers**. Some specialize in filming cartoons or special effects. Cinematographers may be an integral part of the action, using cameras in any of several different mounts. For example, the camera can be stationary and shoot whatever passes in front of the lens, or it can be mounted on a track, with the camera operator responsible for shooting the scene from different angles or directions. Wider use of digital cameras has enhanced the number of angles and the clarity that a camera operator can provide. Other camera operators sit on cranes and follow the action while crane operators move them into position. Steadicam operators mount a harness and carry the camera on their shoulders to provide a clear picture while they move about the action. Camera operators who work in the entertainment field often meet with a director of photography to discuss ways of filming, editing, and improving scenes.

#### Work Environment

ENG operators and those who cover major events, such as conventions or sporting events, frequently travel locally and stay overnight or travel to distant places for longer periods. Camera operators filming television programs or motion pictures may travel to film on location.

Some camera operators—especially ENG operators covering accidents, natural disasters, civil unrest, or military conflicts—work in uncomfortable or even dangerous surroundings; however the occupation as a whole does not tend to suffer more work related injuries than other occupations. Many camera operators must wait long hours in all kinds of weather for an event to take place and must stand or walk for long periods while carrying heavy equipment. ENG operators often work under strict deadlines.

Hours of work and working schedules for camera operators and editors vary considerably. Those employed by television and cable networks or advertising agencies may work long hours to meet production schedules. ENG operators often work long, irregular hours and must be available to work on short notice. Camera operators and editors working in motion picture production also may work long, irregular hours.

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### Graphic Design

According to the **U.S. Department of Labor's Occupational Outlook Handbook 2010-2011 Edition**, the field of graphic design is experiencing the following employment trends and career expectations:

#### Employment Change

Employment of graphic designers is expected to grow 13 percent, as fast as the average for all occupations from 2008 to 2018, as demand for graphic design continues to increase from advertisers and computer design firms. Moreover, graphic designers with Web site design and animation experience will especially be needed as demand increases for design projects for interactive media—Web sites, mobile phones, and other technology. Demand for graphic designers also will increase as advertising firms create print and Web marketing and promotional materials for a growing number of products and services. Growth in Internet advertising, in particular, is expected to increase the number of designers. However, growth may be tempered by reduced demand in the print publishing, where many graphic designers are employed.

### **Nature of the Work**

Graphic designers—or graphic artists—plan, analyze, and create visual solutions to communications problems. They find the most effective way to get messages across in print and electronic media using color, type, illustration, photography, animation, and various print and layout techniques. Graphic designers develop the overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications. They also produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems—called environmental graphics—for business and government. An increasing number of graphic designers also develop material for Internet Web pages, interactive media, and multimedia projects. Graphic designers also may produce the credits that appear before and after television programs and movies.

The first step in developing a new design is to determine the needs of the client, the message the design should portray, and its appeal to customers or users. Graphic designers consider cognitive, cultural, physical, and social factors in planning and executing designs for the target audience. Designers gather relevant information by meeting with clients, creative or art directors, and by performing their own research. Identifying the needs of consumers is becoming increasingly important for graphic designers as they continue to develop corporate communication strategies in addition to creating designs and layouts.

Graphic designers prepare sketches or layouts—by hand or with the aid of a computer—to illustrate their vision for the design. They select colors, sound, artwork, photography, animation, style of type, and other visual elements for the design. Designers also select the size and arrangement of the different elements on the page or screen. They may create graphs and charts from data for use in publications, and they often consult with copywriters on any text that accompanies the design. Designers then present the completed design to their clients or art or creative director for approval. In printing and publishing firms, graphic designers also may assist the printers by selecting the type of paper and ink for the publication and reviewing the mock-up design for errors before final publication.

Graphic designers use specialized computer software packages to help them create layouts and design elements and to program animated graphics.

Graphic designers sometimes supervise assistants who follow instructions to complete parts of the design process. Designers who run their own businesses also may devote a considerable time to developing new business contacts, choosing equipment, and performing administrative tasks, such as reviewing catalogues and ordering samples. The need for up-to-date computer and communications equipment is an ongoing consideration for graphic designers.

### **Work Environment**

Working conditions and places of employment vary. Graphic designers employed by large advertising, publishing, or design firms generally work regular hours in well-lit and comfortable settings. Designers in smaller design consulting firms and those who freelance generally work on a contract, or job, basis. They frequently adjust their workday to suit their clients' schedules and deadlines. Consultants and self-employed designers tend to work longer hours and in smaller, more congested, environments.

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## **Digital Media Arts**

According to the **U.S. Department of Labor's Occupational Outlook Handbook 2010-2011 Edition**, the field of Artist and Related Workers is experiencing the following employment trends and career expectations:

### **Employment Change**

Employment of artists and related workers is expected to grow 12 percent through 2018, about as fast as the average for all occupations. An increasing reliance on artists to create digital or multimedia artwork will drive growth. Art directors will see an increase in jobs in advertising due to demand for the overall vision they bring to a project. However, declining opportunities in publishing will hold down job growth. With many magazines moving to an online-only format, art directors are used less in this field.

Demand for illustrators who work on a computer will increase as media companies use more detailed images and backgrounds in their designs. However, illustrators and cartoonists who work in publishing may see job opportunities decline as newspapers continue to cut staffs. Many are instead opting to post their work on political Web sites and online publications. The small number of medical illustrators will also be in greater demand as medical research continues to grow.

Demand for multimedia artists and animators will increase as consumers continue to demand more realistic video games, movie and television special effects, and 3D animated movies. Additional job openings will arise from an increasing need for computer graphics in the growing number of mobile technologies. The demand for animators is also increasing in

alternative areas such as scientific research and design services. Some lower priority animation has been off shored, negatively affecting employment of animators.

**Nature of the Work**

Artists generally fall into one of four categories. Art directors formulate design concepts and presentation approaches for visual communications. Craft artists create or reproduce handmade objects for sale or exhibition. Fine artists, including painters, sculptors, and illustrators, create original artwork, using a variety of media and techniques. Multimedia artists and animators create special effects, animation, or other visual images on film, on video, or with computers or other electronic media.

Multimedia artists and animators work primarily in motion picture and video industries, advertising, and computer systems design services. They draw by hand and use computers to create the series of pictures that form the animated images or special effects seen in movies, television programs, and computer games. Some draw storyboards for television commercials, movies, and animated features. Storyboards present television commercials in a series of scenes similar to a comic strip and allow an advertising agency to evaluate commercials proposed by advertising companies. Storyboards also serve as guides to placing actors and cameras on the television or motion picture set and to other production details. Many multimedia artists model objects in three dimensions by computer and work with programmers to make the images move.

**Work Environment**

Artists employed by publishing companies, advertising agencies, and design firms generally work a standard work week. During busy periods, they may work overtime to meet deadlines. Self-employed artists can set their own hours. They may spend much time and effort selling their artwork to potential customers or clients and building a reputation.