

HILTON

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continue to focus on the fact that "higher education begins early." Just in August, I was on a panel that dealt with Self Esteem and African American Youths, sponsored by African American Caucus of the California Teachers Association.

A lot of what was covered at the conference was based on both research and true life's experiences. Most parents or teachers may not have the time or interest in conducting scientific research, however, they usually score pretty high when it comes to reality checks.

Oftentimes many students are having similar experiences that we had years ago. Although I was a pretty good high school student, "many times I did not have a clue..." Most parents know what I am saying, so you can fill in the blanks for your own "geniuses".

And when I graduated from high school, I wanted to go to college. I had no idea what I wanted to major in. I just wanted to go to college.

My sister, a big influence on me, had graduated from Norfolk

MEDICAL

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last semester, students are required to complete their training in an actual medical setting.

CCSN's Medical Assisting program is not a limited entry program. An application for admission is not required to begin course work.

Other open entry, one-year programs are Medical Coding (hospitals employ coders who go through patients' charts, determine the diagnosis and treatment and assign codes for insurance billing) and Medical Transcription (physicians and hospitals need transcriptions to type medical dictations).

Many certificate programs can be completed in one semester. Basic Emergency Medical Technician, Medical Office Billing, Nursing Assistant and Phlebotomy (drawing blood) require no preliminary coursework or prerequisite classes. A Pharmacy Technician certificate of achievement is awarded upon completion of only 30 credits. Ten credits of prerequisite courses are required to apply for the Pharmacy Technician program. This is a limited entry program; only 15 students are admitted each spring semester when the program begins.

Another medical career that offers immediate employment opportunities is the Medical Laboratory Technician (MLT) program.

MLTs are highly skilled health (See Medical, Page 21)

State College (university). I was fortunate to have her and others as models. But even with these models, I didn't know what the initials, A.A., B.A., M.A., etc. meant until I took my New Students Orientation Course. By the way, the initials stand for Associate of Arts, Bachelor of Arts, Masters of Art.

Today I still encounter undergraduate and graduate students who are not sure of some of the terminology that is used to "move then through" their collegiate studies.

It has been my observation that many students don't participate in orientations, however, by not participating, they consequently miss an opportunity to get a head start.

Also, today many colleges have introduced sessions on cultural awareness and sensitivity.

This year, as each year, we strongly encourage you to participate in your school's orientation. Get involved and let us know how it went. And perhaps next year, you will participate as an orientation guide or peer counselor. Stay involved and encourage others to also. Don't be intimidated; be assertive and confident.

HILTON HIGHER EDUCATION is a nationally syndicated column designed to dialogue with college and world readers. Education is ongoing and certainly not limited to classroom study. Let's talk. (909) 899-0650 bus. & fax.

Goodyear Commits To Quality Education

NEW YORK — The leading tire company in North America and a pacesetter for the world's highly competitive tire industry, The Goodyear Tire & Rubber Company, has contributed \$200,000 to the United Negro College Fund's (UNCF) "Campaign 2000: An Investment In America's Future."

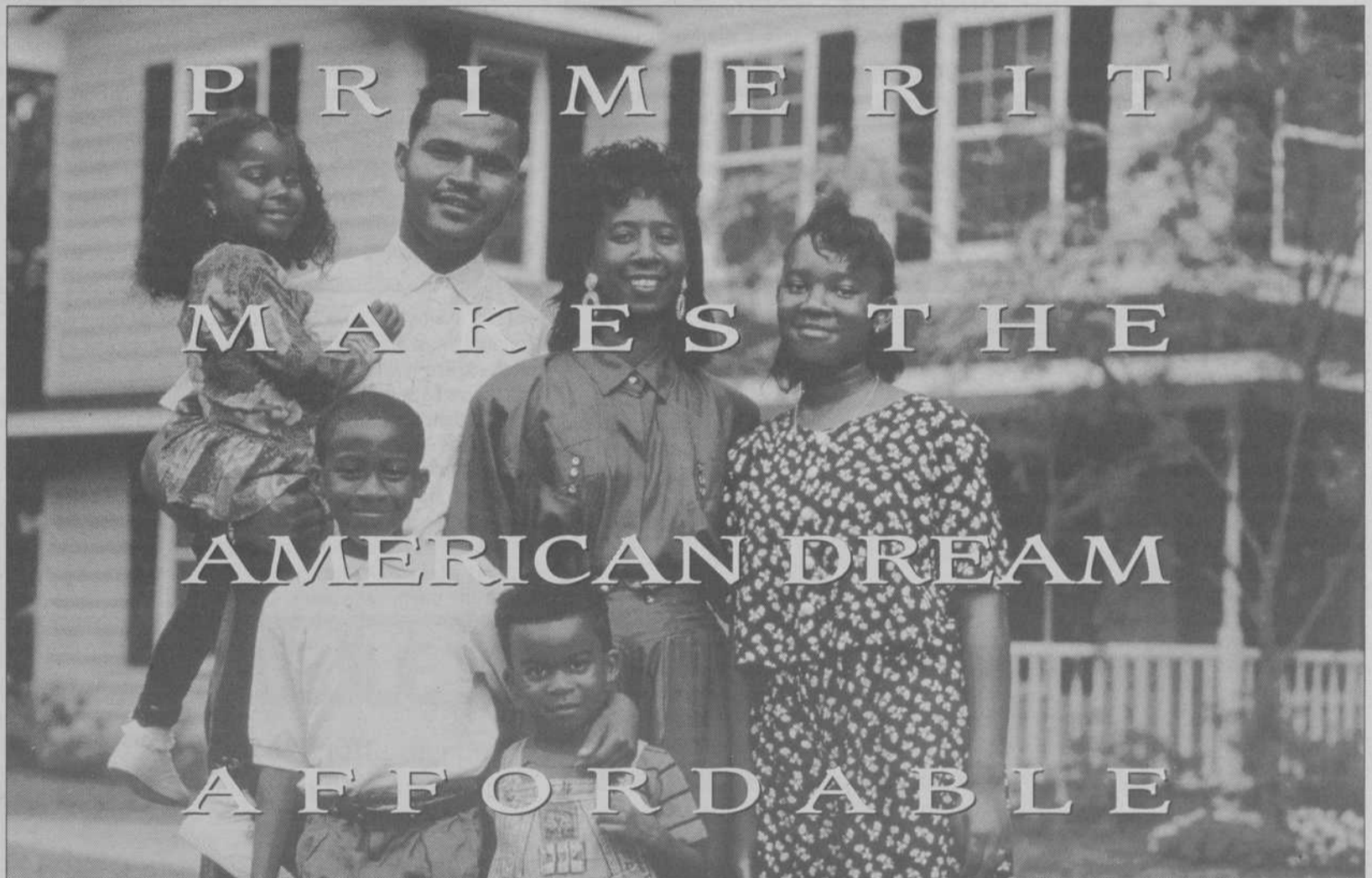
The Chairman and CEO of the Goodyear Tire & Rubber Company, Stanley C. Gault, said, "Our motto ("Protect Our Good Name") emphasizes the company's commitment to quality, customer satisfaction and high ethical standards. We consider it a responsibility and an honor to support non-profit organizations with the same values such as The College Fund. Its member colleges and universities have enabled thousands of African Americans and other minorities to accomplish higher education goals."

To which UNCF President and CEO, William H. Gray III, responded, "A study by the Southern Education Foundation reported that the kind of

financial aid most needed by low-income families is declining. This makes our mission more urgent than ever. The College Fund will maintain an aggressive commitment to provide affordable, quality education for all Americans. We consider The Goodyear Tire & Rubber Company an honorable partner in this endeavor."

The primary mission for The College Fund is to raise annual and capital funds, as well as provide educational programs and technical assistance, to its 41 member colleges and universities so they can maintain the highest academic standards and prepare graduates for leadership roles in their chosen professions and careers.

Campaign 200 is UNCF's most ambitious capital drive. The College Fund is one of the leading higher education service organizations in the country, having raised over \$1 billion in annual and capital funds since its inception 51 years ago.



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