

**Deadline for  
Ads is March 5 for  
Publication Date of  
March 11:  
An in-depth  
report  
about Rio  
Salado  
College,  
the largest public,  
non-profit, online, 2-year  
college in the country.**



**Title: “Providing Thorough and Effective Student Services to Community College Students: A Look Inside the History and Current Practices that Support Online Learners at Rio Salado College”**

**Abstract:** This freely downloadable report reveals how Rio Salado College has created and currently provides a wide variety of sophisticated and well-planned student services for its online learners. The SOURCE interviewed 22 high-level Rio Salado personnel and combed through much of the literature about Rio Salado College to produce this in-depth report. Any higher education institution that offers online courses and programs today will find this report both interesting and helpful because, in essence, Rio Salado College’s growth and development in online learning – with a 68 percent course retention rate (approximately 18 percent higher than average) – can be considered a model of excellence built on an historical, business-oriented approach that has continuously boosted enrollments.

## Special Invitation to Take Advantage of a Great Opportunity to Effectively Reach Community College Decision-Makers by Advertising with The SOURCE when we Publish our Next In-Depth Report on March 11, 2012

### Anticipated Readership:

This free report should be downloaded from the SOURCE website by a minimum of 2,000 educators. There will be several thousand additional readers through individuals who typically share our reports with colleagues through email communications. In addition, this report gets numerous additional visitors through our bi-weekly eNewsletter: Updates From The SOURCE, with a subscription base of 1,150 educators, and growing fast, primarily from the community college sector, as well as through our extensive promotional postings via LinkedIn groups.

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