

November 30, 2017

Michael G. Riley, President and Editor in Chief  
The Chronicle of Higher Education  
1255 Twenty-Third Street, N.W.  
Washington, DC 20037

Liz McMillen, Editor  
The Chronicle of Higher Education  
1255 Twenty-Third Street, N.W.  
Washington, DC 20037

Dear Mr. Riley and Ms. McMillen:

The recent Point of View by A. J. Angulo, “Selling Swampland: For-Profit Colleges in the Age of Trump”, in your December 1<sup>st</sup> edition requires me to finally write this letter expressing our deep concern over the bias, or at least the total lack of any sense of fairness and equity in the paper’s coverage and editorial policies. If *The Chronicle* has chosen to engage in an all-out campaign against the work of postsecondary career education, primarily offered by proprietary schools, you should at least have the courage to publicly state such intentions.

In recent weeks we have now seen two separate back page editorials expressing the ideological views of two individuals long engaged in pursuing the destruction of the sector. Nothing – absolutely nothing – in either article is news or even new analysis. Rather it reflects their continued emotional and ideological hostility towards the sector’s very existence.

Following Robert Shireman’s article, “To Lighten the Regulatory Load, Focus on For-Profits” on October 1, I crafted a thoughtful piece seeking equal time. We were told that decision would be made by the editorial leadership of *The Chronicle*, and it was soon rejected – even though I suggest it was equal to, if not better than, Shireman’s diatribe. Individuals in our sector were so disappointed they actually asked if we could purchase the back page and publish my response as a paid advertisement. We were again told that it would not be located on the back page.

We thought this was a “one-and-done” gift to Shireman until this week’s diatribe from Mr. Angulo. Today we can only conclude that your paper has made a conscious decision to give voice to those who detest proprietary education while silencing any coverage from those of us seeking to advance objective analysis of our work.

If one would follow my statements you would know that I have been very critical of the sector’s response to the last recession when we enrolled anyone entering our doors whether they were ready and able to complete the academic programs. I’ve also made clear that online liberal arts programs offered on a part-time basis to at-risk students is a business model that doesn’t work for the student, the school or the nation!

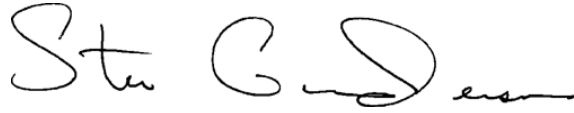
I’m willing to address our mistakes. So is our sector. Today, we have returned to a clear focus on postsecondary career education. Our outcomes show the proof of our work. We have lifted up the proper role of our sector in meeting the career skill demands of our nation. Our Campaign to Create 5 million Career Professionals over the decade is well underway, and we are monitoring and publishing the results on an annual basis. This is not a one-time gimmick!

In today’s world, the Higher Education Act has become the nation’s workforce investment strategy because most jobs require some level of postsecondary education. We are seeking to

advance this important strategy for our nation and the students who seek to build their futures through our schools. We ask that your paper give this important work the attention it merits.

We stand ready to visit with you and/or any of your staff at any time to seek to advance this important element of postsecondary education. Until then, all we ask is a bit of balance and fairness in your editorial work.

Sincerely,

A handwritten signature in black ink that reads "Steve Gunderson". The letters are cursive and connected, with a long horizontal flourish at the end of the name.

Steve Gunderson  
President & CEO  
Career Education Colleges & Universities