

# BUSINESS JOURNAL LISTS & LEADS

**LISTS**  
 Colleges and universities .....27  
 Career and trade schools .....28  
 MBA programs .....29

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**Next week's lists:** Downtown projects, Downtown development associations

## Calendar

**Gettysburg Adams chamber, Lunch & Learn:** 12:15-1 p.m. Friday, Aug. 23; Gettysburg; topic: Online/Offline Social Marketing Strategies for Small Businesses; cost: members free, nonmembers \$10; details: www.gettysburg-chamber.org.

**York County Economic Alliance Technology roundtable:** 7:30-9 a.m. Friday, Aug. 16; York; free; details: Aeman Bashir, 717-848-3000 or abashir@ycea-pa.org.

**Lancaster Young Professionals professional development committee meeting:** 6-7:30 p.m. Monday, Aug. 19; Lancaster; free; details: president@lyp.org.

**Harrisburg Young Professionals New Member Social:** 6-8 p.m. Monday, Aug. 19; Harrisburg; members free; details: membership@hlyp.org.

**Duke Street Business Center, Seminar:** 3-4:30 p.m. Tuesday, Aug. 20; Lancaster; topic: Targeted Business-to-Consumer Mailing Lists; cost: \$5; details: www.dsbc-lists-eorg.com; contact: rentbrite.com.

**Mechanicsburg chamber after hours mixer:** 5-7 p.m. Tuesday, Aug. 20; Hampden Township; free; details: info@mechanicsburgchamber.org or 717-796-0811.

**Hippensburg SBDC, workshop:** 11:11 a.m. Tuesday, Aug. 20; Hippensburg; topic: Social Media for Small Business: Is It Worth It; cost: \$15; details: 717-477-1935.

**Lebanon Valley chamber 2014 Marketing Planning Guide Workshop:** 11:30 a.m.-1 p.m. Wednesday, Aug. 21; Lebanon; cost: members \$20, nonmembers \$25; details: jstankovich@lvchamber.org or 717-273-3727.

**Gettysburg Adams chamber, Lunch & Learn:** 12:15-1 p.m. Wednesday, Aug. 21; Gettysburg; topic: Simplifying Your Business with Android Apps; cost: members free, nonmembers \$10; details: www.gettysburg-chamber.org.

**Lancaster chamber, mixer:** 5-7 p.m. Wednesday, Aug. 21; Lancaster; cost: members \$25; details: Michelle Landis, mlandis@lcci.com or 717-397-3531, ext. 172.

**Harrisburg Young Professionals Dinner with Frank:** 6:30 p.m. Wednesday, Aug. 21; Harrisburg; cost for dinner plus 20 percent gratuity; members free; details: dinner@hlyp.org.



Michael Marino is senior vice president of operations at YTI Career Institute.  
PHOTO: AMY SPANGLER

## BEHIND THE LIST WITH

# MICHAEL MARINO

senior vice president of operations at YTI Career Institute

**Q:** Tell us about the population on campus. Who is the typical student enrolling today at YTI Career Institute?

**A:** The interesting thing is there isn't a "typical" student. Our population varies by age, prior education and gender, and it is very dependent, quite honestly, on the program.

We attract high school seniors looking to go to the next step. Not everyone is interested in a four-year college. Some people want to go directly into a career, a trade. That's one segment. When you look at age demographic, 40 percent of our population is 18 to 22.

Our next highest population is 30 and older, so they're the career-changers we call nontraditional students. These are people who are underemployed, unemployed, unhappy with what they're doing, and they're looking for a career change.

**How has emerging technology changed not only the programs but**

**also the way information is delivered to students?**

We have always been considered the industry model. One thing we do, and schools like us do, is we have what are called advisory boards. Advisory boards are made up of local businesses in the specific industries. Every program has a different advisory board (that looks) at our curriculum, our facilities, our labs and our equipment. Our goal is to meet with them regularly to make sure we're keeping up with the technology and make sure we're teaching people with the proper tools and proper information. We can adjust our technology to the industry.

As far as how we deliver information to the students, YTI is a bricks-and-mortar school. We do not offer online learning. However, from a technology standpoint, we have a multitude of computer labs, and our facilities are all wireless. Our students can access their YTI student account from home, from their smartphone or

### ABOUT MICHAEL MARINO

Michael Marino was raised in York and returned to the area in 1997 after working in the Baltimore and Washington, D.C., region.

He and his wife, Kristine, have been married for 20 years. They have two sons and two yellow Labs.

Marino enjoys golf, old cars and cooking.

tablet. We do enlist a variety of technology in the classroom.

**How does YTI link its five campuses and ensure the same standards are being met at each one?**

We have a strong, well-organized corporate structure and structure overall. We have functional senior managers ... in education, financial aid, admissions and career services, which is obviously a major part of what we do. All are reporting to central managers. We also do internal audits.

**What are some of the challenges facing higher education?**

I think some of the biggest challenges are (within) the ever-changing, politically charged regulatory environment. With that comes what's going on with loans and loan rates.

In all the statistics that are out there, I believe by 2018, 63 percent of jobs are going to require some post-secondary education. We are lacking skilled labor in this country. That's where the largest growth is going to be moving forward.

Our programs are researched and designed specifically to fill job needs in our community. As the economy and market changes, we change.

**Describe the vision for YTI's future.**

We're focusing on the following: offering diverse programs that meet the needs and demands of our local employers, focusing on our students, focusing on jobs, focusing on solid outcomes like graduation and employment rates, and living up to our mission and values.

—Jennifer A. Fitch