



NEWS RELEASE

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COLLEGE ENROLLMENT UP IN A DOWN ECONOMY

Recession and economic downturn have compelled many to re-evaluate their future. Those who see the glass as half empty dwell on the pitfalls of a slumping economy. Those looking to the bright side approach this time as an opportunity not to be missed.

As enrollments soar at Northern Lakes College, it only makes sense that people are using this as a time to take classes, train in a new career and start down an undiscovered pathway. Programs experiencing the greatest growth range from business and office administration, nursing and university studies.

Nursing seems to always be a career with huge demand. Given the retiring boomers the need continues to rise across Alberta, ensuring positive career growth despite the dips and rises of the economy. Northern Lakes College practical nursing students are almost guaranteed the opportunity of working in their field upon graduation.

Interestingly enough, during a recession, many people become sparked to start their own business. The right business idea can certainly be successful during a downturn in the economy. As there are many more people looking for work, employers are offered the opportunity to hire better trained and educated people. This may be an indication as to the spike in enrollments in the business administration and office administration programs at Northern Lakes College.

Going back to university seems to be a key trend as well during hard economic times. University education can fuel several thirsts for people, including learning something they've always wanted to learn or training for a new career altogether. Attracting students to the University Studies classes at Northern Lakes College may be due to affordability; the cost difference between attending Northern Lakes College in a home town community versus going to a university in a larger centre for two years could be equated to the value of a brand new vehicle.

Northern Lakes College has campuses in over 30 communities across north-central Alberta. Programs range from upgrading to careers, from university to apprenticeship trades. Flexible learning opportunities include full time or part time options. As well many classes are offered to students online or using various technologies including video conferencing.

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