**2017**

**CSPEN Annual Conference**

**August 16-18, 2017**

**InterContinental Hotel Saint Paul Riverfront**

Our Mission

The Central States Private Education Network (CSPEN) is a unique, patron-subsidized organization, established to promote the interests of all private students and schools in the states of Illinois, Iowa, Michigan, Minnesota, and Wisconsin.

Joining forces with already established state associations, and instituting new ones where no such entity previously existed, CSPEN’s mission is to provide all for-profit and non-profit private postsecondary educational institutions with access to resources and information designed to assist them in meeting the legislative and regulatory challenges all institutions of higher education face, while promoting student access, completion, and successful entry into the occupational discipline and career of their choosing.

CSPEN helps to achieve this mission through an array of third-party tools including innovative webinars and videos, thought provoking blogs, as well as direct access to leading vendors in curriculum development, student support services, financial literacy, and many, many more.

History

CSPEN was initially established to promote the interests of students and private schools in the states of Illinois, Iowa, Michigan, Minnesota, and Wisconsin. Based on interest and need of institutions across the country, CSPEN took the necessary steps to become a 501(c)(3) charitable education organization and expanded our mission throughout the country.

**Wednesday, August 16th**

**Pre-conference sessions**

**Admissions Management Book Camp:** 10 am – 1 pm

Room: Kellogg #1

As an Admissions leader, you have a challenging job. You must drive numbers, recruit, and ensure reps operate on a high performance and ethical trajectory. Your current admissions playbook may be stale, your time to train is always limited, reps only absorb a tiny percentage of insights from training events and on it goes…

Join the leadership group at Enrollment Resources as they give an intensive three-hour workshop for Admissions Managers and owners with an interest in lead conversion.

**Meet Your Accreditor:** 1 – 2.30 pm

DEAC – Dr. Leah Matthews, Executive Director

ABHES - Dr. Florence Tate

ACCET – Dr. William Larkin

**Accreditor Panel on the State of Accreditation:** 3 - 4 pm

Moderated by Tom Netting, Public Policy Advisor, Akerman, LLP

Room: Great River Ballroom #2 & 3

**Workforce Innovation and Opportunity Act and What's to Come:** 4 – 5 pm

This update will cover the rules’ implementation and how they affect our sector. These rules aim to spur growth in local and regional economies; streamline and improve the coordination of employment and training services across federal agencies; and strengthen collaboration between the federal government, employers, states, and municipalities. The WIOA Final Rules include reforms that will affect more than a dozen programs receiving $10 billion in annual training and education funding and programs that serve approximately 20 million Americans each year.

Presenters: **Meredith Fergus**, Manager Financial Aid Research/Statewide Longitudinal Education Data Systems Coordinator, Minnesota Office of Higher Education, **Cameron Macht**, Regional Analysis and Outreach Manager, Minnesota Department of Employment and Economic Development

Invited:

* + Minnesota - **Anne Kilzer**, Director, Minnesota Governor's Workforce Development Council
	+ Wisconsin - **Ray Allen**, Wisconsin Department of Workforce Development Secretary

and **Scott Jansen**, Wisconsin Department of Workforce Development Administrator

* + Illinois – **Sean McCarthy**, Illinois Workforce Innovation Board Acting Director
	+ Iowa – **Diane Oak Goode**, Iowa Workforce Development Board, Board Administrator
	+ **Christine Quinn**, US Department of Labor Regional Administrator

Sponsored by Pearson Learning Solutions

**Cocktail Welcome Reception:** 5 – 7 pm Sponsored by Keypath Education

**Thursday, August 17th**

**Breakfast:** 7:30 – 8:30 am

**Opening Keynote:** 8:30 – 9.45 am

Welcome

**Jeri Prochaska** and **Tom Netting**, Co-Executive Directors, CSPEN

The Future of HEA and Reauthorization

What does the future of higher education policy in Washington looks like. Come participate in an interactive panel discussion with three folks who are fully immersed in the development of the policies that will shape your institution and your students’ future. Listen as they share their highly informed perspectives on what you need to know and what you should be preparing for as part of the 2017-2018 reauthorization of the Higher Education Act.

Presenters: **Dr. Robert Ritz**, Executive Director of Financial Aid, Liberty University and advisor to Liberty University President Jerry Falwell, Jr., a member of President Trump’s White House Higher Education Task Force. **Beth Akers**, Senior Fellow, Manhattan Institute, former President’s Council of Economic Advisors Staff Economist and recent House Education and Workforce Committee Witness. **Jason Delisle**, Resident Fellow, American Enterprise Institute as Leading Analyst on Higher Education Financing and Student Loan Programs and recent House Education and the Workforce Committee Witness.

Sponsored by Campus Management Corp.

**Break:** 9.45 – 10 am Sponsored by FA Davis Company

**Concurrent Sessions:** 10 – 11 am

Moving the Attainment Needle Through Prior Learning Assessment

Adult learners often bring college-level competencies to the classroom gained from other sources, such as workplace and military training, community experiences, and independent study. Prior learning assessment (PLA) is a critical component to raising adult learners’ postsecondary participation and attainment. Engaging academic leadership and faculty is a key element to increasing support of PLA. This workshop will provide an overview of prior learning assessment, focusing on the credit recommendation review of the American Council on Education (ACE) and strategies for building faculty engagement.

Presenter: **Dr. Christopher Johnson**, CUP Regional Liaison, Center for Education Attainment and Innovation, American Council on Education – College & University Partnerships

Financial Control Strengthened Through Cloud Computing

Maximizing your school’s internal controls help protect your resources of people, public perception/reputation, and monetary assets. By processing financial data through the cloud, schools can effectively streamline transactional workflows, segregate controls, and improve visibility for executive management. Learn how managing vendor payments, corporate credit card transactions and employee reimbursements from cloud processors create improved transparency and processing.

Presenter: **Rebecca Davee**, CPA, Partner, Salmon Sims Thomas

What is Going On in DC???

Gainful Employment. Borrower Defense to Repayment. Title IX. Clery Act. Audit Guidelines. Cash Management. State Authorization. The Obama Administration made major changes to each of these areas. The Trump Administration has indicated that it will make its own changes to these regulations and compliance requirements. This presentation is intended to provide attendees with an up-to-the-minute status of changes made and current developments affecting these critical school compliance issues.

Presenter: **Christopher DeLuca**, Owner, DeLuca Law LLC

No Such Thing as a Free Lead

What is the difference between the marketing buzzwords 'earned', 'owned' and 'paid' media and how do they fit your integrated marketing strategy? Understand how earned media complements paid media and how you can set your school up for long-term success by implementing proper earned strategies now.

Presenter: **Darryl Mattox**, COO/President, Gragg Advertising

Customer Service: Interacting with Difficult Students and Staff

Everyone who has worked in education has, at one time or another, dealt with difficult students and difficult faculty (potentially even co-workers). While these individuals present challenges, approaching them properly, professionally, and with understanding can help to make these interactions more successful.

Presenter: **David Grimes**, Curriculum and Instruction Manager, Cyanna Education Services

**Morning Break** 11 – 11.15pmSponsored by McGraw Hill Education

**Concurrent Sessions:** 11:15 – 12 pm

Alleviating Campus Issues Before They Become a Crisis

Security threats are no laughing matter. From helping PTSD students, to serving those from a troubled past, we deal with the full gamut of potentially volatile behaviors. This presentation goes through some very practical, tactical steps to prevent, deescalate, and alleviate situations before they require a crisis team. If you’ve ever left your institution at night worried about the safety and well-being of your students, employees, and yourself, this open-participatory session is for you. You will leave with some strategic action items to immediately implement at your school, so you can better equip your team to prevent safety threats and focus on the success of your students.

Presenter: **Kristen Torres**, Regional Director of Operations, Pima Medical Institute

Tips for Career Services to Engage Students from Enrollment to Alumni

Meeting placement expectations in the current regulatory environment can be challenging. From the difficulty of tracking down a student body that doesn't like to read or respond to email to matching a job lead with the right student skill sets, to placing students in qualified positions, it can be difficult. This presentation will provide specific tips each school can implement at their campus to improve placement, including; changing the culture of career services from a passive to an engaging process, using technology to communicate more effectively with students, graduates and employers and building an alumni association that supports the placement of future students.

Presenters: **Rebecca Marrs-Elgharib,** Career Advisor, SAE Institute and **Dr. Michele Ernst**, Dean, SAE Institute

10 Steps to Regaining Public Trust

Let’s face it. With consumers questioning the value of higher education, negative media coverage, political agendas and school closings, the career college sector has some work to do in regaining public trust. But where do you even start? Join us as we explore how others have successfully dealt with negative public perceptions and turned their organizations around to not just survive – but thrive once again!

Presenters: **Dr. Jean Norris** and **Vincent Norton**, Managing Partners, Norton Norris, Inc.

Evaluating Your Programs and Careers in Demand

In this session, we will look at the macro-economic impact of job demand and overall student interest.  We will review the open job info, unemployment rates, average salaries, as well couple it with an understanding of what programs consumers are more interested in.  We will help cast a vision for thinking about tactical execution for marketing your programs that will have a higher propensity for success based on these data points and how that can improve your overall results and efficiencies

Presenter: **Aaron Edwards**, Senior Vice President, Keypath Education

Top Digital Trends That Will Impact Your Marketing Strategy

In today's fast-paced world of digital marketing, it is so important to stay on top of what is trending. This session will explore the areas you should be focusing on in your digital and social campaigns. Join us as we review the top trends related to search engine optimization, social media and social ads, content marketing, and digital advertising.

Presenter: **JP Smith**, President, Celsius Marketing Interactive

**Lunch:** 12 – 1 pm Sponsored by MaxKnowledge

**General Session:** 1 – 2 pm Sponsored by Norton Norris

Identifying Workforce Development Needs Guarantees Strong Placement Outcomes

The 2016 Titans of Technology Award Recipient will moderate industry leaders in the traditional field of Heating/Air Conditioning to fast growth industries such as Cyber/IT and Robotics on the workforce shortages and what industry leaders need for future employees.

Moderator: **Eileen Manning**, President and CEO, The Event Group, Inc.

Panelists:

**Scott Simenson**, Professor (retired) Additive and Digital Manufacturing, Century College and Director, Century Engineering Digital Fab Lab

**Bryan Delmont**, General Manager, Bonfe’s Plumbing, Heating and Air Service, Inc.

**Jim Wolford**, CEO, Atomic Data and The Foundation

**Concurrent Sessions:** 2.15 – 3.15 pm

Winding Down Efficiently: Best Practices for Teaching Out Programs and Campuses

It’s more important than ever to continuously assess program and campus viability.  This presentation discusses using data driven decision-making, proactive student notifications, transfer incentives, articulations agreements, and master schedule planning to increase student satisfaction through programmatic and campus teach-outs.

Presenter: **Jennifer Sorenson**, President, The Art Institutes International Minnesota, and The Art Institute of Wisconsin

Intrapreneurship: What Career Schools Can Do Now to Build Sustainability

Career Schools and Colleges are uniquely positioned to leverage innovation throughout their institution by cultivating an intrapreneurial environment. Many career school and college professors are contemporary entrepreneurs and these institutions can realize this benefit by enabling innovation through intrapreneurship. The practice of intrapreneurship within the workplace disrupts stagnant patterns and promotes sustainability. This session will provide actionable tools for institutions to identify and implement their intrapreneurial opportunities.

Presenter: **Dr. Rhondra Willis**, Senior Doctoral Adjunct, College of Doctoral Studies, Grand Canyon University

**Change the Game!  Reinventing the For-profit Education Reputation**

We’ve all heard the definition of crazy is doing the same thing and expecting different results.  Well, when it comes to changing a reputation that is based on years of misinformation and political agendas, you have to get creative!  We have a tremendous amount of data that supports the fact that MOST for-profit institutions are high-performing, offer quality training and education, and are essential to many parts of our economy.  This session takes a hard look at how we use this information to transform the reputations of our schools to be consistent with what the data shows.

Presenter: **Dr. Mary-Lyn Hammer**, President and CEO, Champion College Services, Inc.

Creating, Leveraging and Managing Institutional Loan Programs

Could you use a boost in cash flow? How about an enhancement to your funding ladder? Payment plans, deferred payments, and/or institutional loans offer an alternative to funded loan programs.  A combination of funded and unfunded programs can meet varying student demographics and promote repayment experience. Compliant origination, PCI-DSS payment processing, due diligence, reminders, and courtesy contact is key. Strategic liquidation or placement with third party collection agencies can further enhance cash flow. Visit this interactive session highlighting best practices in implementing and administering an institutional loan program as a means to enhance packaging, retention and liquidity.

Presenter: **Matt Chinn**, Chief Operating Officer, UNISA

Room: Great River Ballroom #1

The Realities of Today in Education

Presenter: **Audrey Kaplan**, and **Dennis Cariello**, Shareholder, Hogan Marren Babbo & Rose, Ltd

**Break:** 3.15 – 3.45 pm

**Concurrent Sessions:** 3.45 – 4.45 pm

Partnering with Your Community and Leveraging Positive Press Coverage for Your Campus

We have all asked ourselves, *why is the press always there to print the bad news, but never the good?* Becoming more involved with the local communities we serve will increase the likelihood of the press taking an interest in the positive aspects of the way we serve students. When schools are yoked together with the municipalities in which they reside, a powerful synergy can be built, where the passion of the school provides solutions for community needs.

Presenter: **Dr. Joel A. English**, Vice President of Operations, Aviation Institute of Maintenance and Centura College and President, CSPEN Board of Directors

Room: Great River Ballroom #4

Improving Student Retention Through Study and Analysis

How do you design strategies to improve student retention? You first must understand your students and their reasons for persisting or leaving. In a recent study, Dr. Reed investigated causes for persistent and attrition at a small, private institution. In this session, we will first discuss the rationale, methods, and analysis behind the study in order to help administrators or faculty conduct similar studies at their institutions. Second, we will discuss the benefits this study had on the institution to help administrators and faculty identify ways similar studies can positively impact student retention at their institutions. Finally, results and findings of the study will be presented and discussed. Primary among those findings was strong correlation between retention and positive student peer groups. This provides some critical insight into the minds of this generation of students. The session will involve robust discussion of retention strategies for today's student populations.

Presenter: **Dr. Aaron Reed**, Chief Academic Officer, Neumont University

Starting Them Out Right – Life Skills Needed in the Workforce

Sponsored by Pearson Learning Solutions

Today's employers are expressing concern that many of their new hires coming out of colleges are not presenting themselves as the most desirable candidates for open positions.  They want new hires who not only have the skills and knowledge they acquired during their college programs but also have the personal and social capabilities to come into these organizations and work collaboratively, productively, and effectively right away. At the same time, many students struggle deciding what might be the best career for them, how to intentionally pursue the right kind of career path and needed skills, and how to showcase their capabilities and accomplishments in a way that will impress employers and set them apart from other candidates.  Last, colleges wish to ensure that their students are finding the kind of jobs they want so they will feel their education provided true value and set them up for success.  This kind of student satisfaction naturally helps the colleges enhance their brands for providing not just a good education but a good start on the students' careers.

Presenter: Chris Czarnick, Manager of Employment Connections, Fox Valley Technical College, CEO of Career (RE)Search Group

Using Your Library as a Vehicle for Student Success

In an information driven society, research skills are essential for both personal and professional success.  Employers report that many college graduates enter the job market with only basic research skills, tending to opt for quick searches over comprehensive research strategies. In this session learn about low-stakes assignments and how your faculty can leverage them to equip your students with fundamental information literacy skills from the start to the finish of your programs. And, find out how you can support and encourage the development your faculty’s information literacy skills through ongoing professional development

Presenter: **Dr. Andrew Anderson**, President and CEO, Library Information Resources Network (LIRN)

Career Advancement Certifications – Helping Your Students in Today’s Job Market

Certification has become a valuable tool to evaluate a candidate’s skill set. While most of us are familiar with primary certification for short term non-degree programs, there is an upcoming need for secondary certification. This level of certification can be used for career advancement, enhancing resumes, higher earnings and more. This workshop is designed to broaden a school’s perspective on how secondary certification can fit into their current course curriculum and increase enrollment and job placement. Students need to be provided with as many tools as possible to guide them on a career path for success.

Presenters: **Danielle Sadighi**, Vice President of Sales and Marketing, American Medical Certification Assoc. and **John White**, Sales Manager, Champion College Services

**Cocktail reception:** 4.45 – 7:00 pm Sponsored by Norton Norris

**Paisley Park, The VIP Prince experience – ticket required**

**Friday, August 18th**

**Breakfast:** 7:30 – 8:30 am

**Keynote General Session:** 8:30 – 10 am Sponsored by Hogan Marren Babbo & Rose

The Honorable Virginia Foxx (R-NC), Chair. House Education and the Workforce Committee

Congresswoman Virginia Foxx represents North Carolina’s 5th District in the U.S. House of Representatives. In December 2016, she was selected by her colleagues to serve as chairwoman of the Committee on Education and the Workforce. She has served on the committee since coming to Congress in 2005. She is the first Republican from North Carolina to chair a standing committee of the House of Representatives in more than 65 years.

Prior to serving as chair of the full committee, Foxx served as chair of the subcommittee with jurisdiction over higher education and workforce development. Under her leadership as subcommittee chair, in 2014, Congress passed the first comprehensive overhaul of the nation’s workforce development system in more than a decade. The law, known as the *Workforce Innovation and Opportunity Act*, is helping Americans workers succeed through more efficient, effective, and accountable workforce development policies.

Before serving on Capitol Hill, Foxx spent 10 years in the North Carolina State Senate.  An educator by trade, she spent most of her career as a teacher and administrator in North Carolina’s higher education system, holding positions including assistant dean of Appalachian State University’s General College and president of Mayland Community College. Her first foray into public office was service on her local school board.

**Break:** 10 – 10:30 am

**Concurrent Sessions:** 10:30 – 11:30 am

Connecting Through Partnerships and Articulation Agreements

Hodges University, a private non-profit, regionally accredited university, has been working with nationally accredited and career training institutes throughout our region by establishing institutional partnerships and articulation agreements. This endeavor has been mutually beneficial for institutions with students seeking academic advancement opportunities at all degree program levels.  This session will guide career colleges and nationally accredited institutions in the process of setting up articulation agreements to help their graduates advance to a bachelors or master’s degree.

Presenters: **Dr. Donald Wortham**, President and **Brent Passey**, Vice President of Strategic Implementation at Hodges University, Hodges University

Creating a High-Trust Campus Culture

Trust is hard, real, and quantifiable. It measurably affects both speed and cost. A function of character and competence, trust can be created and destroyed, effectively taught, and learned. In most cases, lost trust can even be restored. This fast-paced and engaging presentation dramatically reveals Trust as the hidden variable driving all individual and organizational performance.

**Marianne Phillips**, General Manager, Franklin Covey

New Proprietary School Audit Guide and Program Review Guide: What You Need to Know

The U.S. Department of Education recently issued a long-awaited update to the financial aid audit guide for proprietary schools and third-party servicers, as well as a new program review guide for institutions. The new audit guide includes significantly expanded requirements covering areas of regulatory compliance not typically reviewed except during program reviews, including gainful employment, student outcomes measurements, campus crime and safety requirements, and more. The program review guide is intended to assist institutions prepare for such reviews, and details the scope of the Department’s program review authority, the various types of reviews and their respective procedures, and the documents that an institution is expected to maintain and make available for program reviewers. With the experience and perspective of both an independent auditor and outside regulatory counsel, this session will provide attendees with insight on these important materials and steps that schools should take with respect to each.

Presenters: **Michael Wherry**, CPA, Director, McClintock and Associates**, Jonathan Tarnow**, Esq., Partner, Drinker Biddle and Reath LLP, and **Eileen Keller**, Partner, Salmon Sims Thomas and Associates

**Keynote Closing Session:** 11:45 – 12:45 pm

Where Do We Go From Here?

**Tom Netting**, Co-Executive Director, CSPEN

**Our Sponsors**

**Diamond Sponsors**

Ackerman LLP

750 9th Street NW, Suite 750

Washington, District of Columbia 20001

Contact: Tom E. Netting

Email: tom.netting@akerman.com

Website: www.akerman.com

Akerman LLP is a leading transactions & trial law firm and federal and state public policy - government relations firm. With more than 650 lawyers and government affairs professionals and a network of 24 offices, Akerman is ranked among the top 100 law firms in the United States by The American Lawyer (2016). Akerman also is ranked among the top 60 law firms for diversity in The American Lawyer's Diversity Scorecard (2016).

Campus Management Corp.

5201 Congress Avenue

Boca Raton, FL 33487

Contact: Carol Ronk

Email: cronk@campusmgmt.com

Website: [www.campusmanagement.com](http://www.campusmanagement.com)

Campus Management is a leading provider of cloud solutions and services that transform higher education institutions. Its next-generation suite, CampusNexus, includes enterprise-wide Student, CRM, and Finance, HR & Payroll solutions. Today, more than 2,000 campuses in 20 countries partner with Campus Management to transform academic delivery, student success and operational efficiency.

TextAim

Text us at 480-428-2506

Contact: Jeri Prochaska

Email: Jeri@textaim.com

Website: www.textaim.com

Now your business can reach out using the most popular form of communication, texting. Talk to customers who don’t respond to traditional communication methods. Connect to potential clients. Boost returns on the money you're already spending on advertising and lead buys. Textaim helps you reach your new goals. Using TextAim's service you can stay in contact. We make your message actually connect to current and potential clients.

**Platinum Sponsors**

Pearson

221 River Street

Hoboken, New Jersey 07030

Phone: 201-561-4403

Contact: Scott Nickerson

Email: scott.nickerson@pearson.com

Website: www.pearsoned.com

Pearson is the world’s learning company, with 36,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning.

Salmon Sims Thomas

12720 Hillcrest Road, Suite 500

Dallas, Texas 75230

Phone: 972-739-1265

Contact: Eileen Keller

Email: ekeller@sstcpa.com

Website: www.sstcpa.com

Career schools and colleges operate in a highly complex and regulated market. Dealing with all of the regulations, accrediting requirements, the IRS and more may seem like an impossible task. The professionals at Salmon Sims Thomas know what it’s like to sit in your chair.

**Gold Sponsor**

MDT Marketing

708 NE 2nd Avenue

Fort Lauderdale, Florida 33308

Contact: Alex Guerino

Email: alex@mdtmarketing.com

Website: www.mdtmarketing.com

MDT Marketing: marketing challenges end here. MDT Marketing is a Digital Advertising, Marketing Technology, and Production agency delivering advanced marketing solutions exclusively to institutes of higher education.  Our most popular solutions focus on: student recruitment, data tracking & management, automated reporting, and nurture marketing.

**Silver Sponsors**

Amazon Education

2021 7th Avenue

Seattle, Washington 98121

Phone: 206-335-1171

Contact: Rebecca Janairo

Email: rjanairo@amazon.com

Website: www.amazon.com/education

Amazon Education enables educators to publish, discover, and distribute digital materials so students can learn for less on any device. Contact us at kindleeducation@amazon.com for more information about our digital services.

Ambassador Education Solutions

445 Broad Hollow Road, Suite 206

Melville, New York 11747

Contact: Stuart Grinell

Email: sgrinell@ambassadored.com

Website: www.ambassadored.com

Ambassador creates and manages customized content integration programs that connect students with course materials, driving down costs and improving outcomes. Integrated with leading SIS, LMS and Digital Content Platforms, we simplify the adoption, management and delivery of textbooks, eBooks, digital resources, custom content, OER, access codes, online testing, supplies, kits, devices and more. We deliver an exceptional student experience, lower your operational and financial risk, and provide key intelligence to measure and enhance programs.

AMCA

American Medication Certification Association

194 Route 46 East

Fairfield, NJ 07004

Contact: Danielle Sadighi

Email: danielle@amcaexams.com

Website: [www.AMCAexams.com](http://www.AMCAexams.com)

American Medical Certification Association (AMCA) is headquartered in Fairfield, New Jersey. AMCA was established with the vision of enhancing the allied healthcare industry by providing national certification exams that validate the knowledge and expertise of professionals in this field.

Burmax, Inc.

28 Barretts Ave.

Holtsville, NY 11742

Phone: 800-645-5118

Contact: Marc Centomini

Email: m.centomini@burmax.com

Website: [www.burmax.com](http://www.burmax.com)

The Burmax Company has been serving the Professional Beauty Industry since 1948, catering to wholesale beauty supply distributors and beauty schools. This family-owned and operated company has grown from a small office in New York City to our current 115,000 square foot State-of-the-Art facility in Holtsville, New York. We are one of the leading manufacturers, importers and distributors of professional beauty and spa supplies. Burmax offers over 9,000 different items from the top brands in the industry. With our vast array of products, we provide our customers with an easy, one-stop shopping experience. Whether you are looking for everyday supplies, student kits or the latest new products, Burmax can quickly provide you with everything you need.

Career Education Review

2221 S. Webster Ave., Suite A-255

Green Bay, WI 54301

Phone: 920-264-0199

Contact: Jenny Faubert

Email: jfaubert@careereducationreview.net

Website: [www.careereducationreview.net](http://www.careereducationreview.net)

The *original* Career College Information Source, Career Education Review (CER) is dedicated to providing top management, owners, sector leaders, and suppliers with the in-depth information required to operate a successful educational institution. With over 90 years in circulation, CER is a trusted ally in the admission, retention, placement, and education of millions of prospective students every year. We serve as the daily pulse of the career education community – bringing a snapshot of the news, trends, research, and upcoming events.

Celsius Marketing Interactive

13379 McGregor Blvd. Suite 1

Fort Myers, FL 33919

Phone: 239-245-8674

Contact: Nancy Monteith

Email: nmonteith@celsiusmarketing.com

Website: [www.celsiusmarketing.com](http://www.celsiusmarketing.com)

Celsius Marketing is a complete marketing and advertising agency focused on the branding and direct response needs of our clients. Our business philosophy can be summarized in 5 simple words: A DIFFERENT DEGREE OF THINKING**.** We understand what needs to be done to accomplish your goals by supplying you with an array of invaluable tools such as: Digital Marketing, SEO & Website Design, Social Media, Creative Design, Media Planning & Buying, and more.

Champion College Services

7776 S. Pointe Parkway West, Suite 250

Phoenix, Arizona 85044

Phone: 480-947-7375

Contact: John White

Email: john.white@championcollegeservices.com

Website: www.championcollegeservices.com

CHAMPION COLLEGE SERVICES, respected advocate for higher education since 1989 assists schools in decreasing their CDR rates by combining strategically developed benefits like life skill classes and financial literacy with time-proven default prevention strategies resulting in exceptional CDR rates, a deeper and more holistic understanding of default prevention and a positive impact on student lives.

Elsevier

1600 John F. Kennedy Blvd., Suite 1800

Philadelphia, PA 19103

Contact: Lori Sypher

Email: l.sypher@elsevier.com

Website: [www.elsevier.com](http://www.elsevier.com)

Elsevier is a global information analytics company that helps institutions and professionals progress science, advance healthcare and improve performance for the benefit of humanity.

Enrollment Resources Inc.

611 Brookside Road Suite 216

Victoria, BC V9C 0C3

Phone: 250-391-9494

Contact: Suzanne Moss

Email: suzanne@enrollmentresources.com

Website: [www.enrollmentresources.com.com](http://www.enrollmentresources.com.com)

Enrollment Resources is the leading innovator in the proprietary Career Education Sector, dedicated to helping our clients increase student enrollment and profitability. In operation since 2003, we have outpaced the competition with proven and reproducible marketing systems – iMarketing Services, Admissions Performance Institute and Virtual Admissions Adviser – that represent the very best practices the industry has to offer.

FA Davis Company

1915 Arch St.

Philadephia, PA 19103

Phone: 763-498-0017

Contact: Sally Daluge

Email: sjd@fadavis.com

Website: [www.fadavis.com](http://www.fadavis.com)

Founded in1879 F.A. Davis Company is the oldest independent, family managed health science publisher in America. Our success comes from listening intently and producing ground-breaking solutions for healthcare training.  We are exceptionally known for quality content, digital learning and excellent service.   Our focus and commitment to student and educator needs in turn produces industry ready employees.  Being agile and responsive firmly establishes us as a true partner in healthcare education.  We are a top leader in Healthcare Mastery.

Gragg Advertising

450 E. 4th Street

Kansas City, Missouri 64106

Phone: 816-931-0050

Contact: Lisa Olmeda

Email: lolmedo@graggadv.com

Website: www.graggadv.com

Gragg Advertising is a full service, direct response agency focused in marketing technology. We create a fluid and compliant admission process, develop integrated marketing strategies and provide a quantifiable ROI for our clients. Traditional branding strategy with proven direct response tactics creates advertising that makes the most efficient use of your budget.

Hogan Marren Babbo & Rose, LTD

321 North Clark Street Suite 1301

Chicago, IL 60654

Phone: 312-946-1800

Contact: Dennis Cariello

Email: dennis.cariello@hmbr.com

Website: www.hmbr.com

HMBR’s multi-disciplinary approach is oriented toward helping clients design and implement strategies to achieve their education and business goals within the complex and rapidly evolving education sector. The attorneys in our Education Practice combine an exceptional depth of experience, with broad expertise in the many substantive areas of the law that characterize the demands of our education clients.

Keypath Education

15500 W. 113th Street, Suite 200

Lenexa, Kansas 66219

Phone: 913-254-6000

Contact: Aaron Edwards

Email: Aaron.edwards@keypathedu.com

Website: www.keypathedu.com

Keypath Education has been changing lives through education for more than 26 years. Keypath partners with higher education institutions to identify the right prospective students and build integrated marketing strategies to effectively grow enrollment.  We help individuals unlock their potential by connecting them with right schools and pathways. Keypath Education is a national marketing services is headquartered in Kansas City.

Lirn

Library and Information Resources Network

25400 US Hwy 19 N. Suite 220

Clearwater, FL 33763

Phone: 727-536-0214 x106

Contact: Sue Anderson

Email: sue@lirn.net

Website: www.lirn.net

The Library and Information Resources Network is a consortium that provides access to e-books, journals, and videos. LIRN members enjoy group purchasing savings, a centrally managed portal, hosted proxy services for on and off campus access to online resources, a powerful federated search solution, and our consortia librarian service.

MaxKnowledge, Inc.

3943 Irvine Blvd. Suite #262

Irvine, CA 92602

Contact: Theresa Colby

Email: info@maxknowledge.com

Website: [www.maxknowledge.com](http://www.maxknowledge.com)

MaxKnowledge is the leading provider of online employee training solutions for career-oriented, higher education institutions. From faculty development to management and staff training, MaxKnowledge has become the continuing education hub for college and university personnel, with over 2,000 higher education institutions using MaxKnowledge to meet the professional development needs of their academic and administrative staff.

McGraw Hill Education

2 Pennsylvania Plaza

Phone: 312-505-9279

Contact: Kala Barrero

Email: kala.barrero@mheducation.com

Website: www.mhhe.com

Education is changing. So are we. Teaching and learning are part art, part science. Every day, educators bring a wealth of passion, dedication and expertise to help students achieve success. At McGraw-Hill Education, we help them drive results by delivering technology that harnesses an understanding of how the mind works to make each learning moment more engaging, efficient and effective. Learning has the power to change the world. We inspire that change, one person at a time, by making the science of learning work for you. Simply.

Medline Industries

One Medline Place

Mundelein, IL 60060

Phone: 917-284-1081

Contact: Gale Brauchie

Email: gbrauchie@medline.com

Website: [www.medline.com](http://www.medline.com)

Medline is a market leading manufacturer and distribution of medical supplies and equipment. The majority of our business is with clinical sites such as hospitals, clinics. But with over 250,000 items and 40 distribution centers Medline has become a major supplier to Colleges and Universities utilizing medical supplies, equipment and uniforms in their healthcare programs. Programs Medline can impact are Nursing, Medical Assisting, Surgical Tech, Phlebotomy, Medical Lab tech, Pharmacy tech, Radiological tech, Central supply tech and more.

National Center for Competency Testing

7007 College Blvd.

Overland Park, KS 66211

Phone: 866-828-5873

Contact: Wendy Hurst

Email: wendy@ncctinc.com

Website: [www.ncctinc.com](http://www.ncctinc.com)

NCCT is an independent certification organization that has tested more than 450,000 candidates throughout the United States. Our certifications include, medical assisting, medical office assisting, ECG technician, surgical technology, phlebotomy, insurance billing & coding, and patient care technician. NCCT offers both academic and experiential routes of qualification for certification.

National HealthCareer Association

1161 Overbrook Road

Leawood, KS 66211

Phone: 913-661-5516

Contact: Suzanne Shaw

Email: suzanne.shaw@nhanow.com

Website: [www.nhanow.com](http://www.nhanow.com)

Since 1989, NHA has partnered with allied health education programs, organizations and employers across the nation to award more than 600,000 allied health certifications and credentials. We offer eight nationally accredited exams, certification preparation and study materials; industry-leading outcomes based data analytics, as well as ongoing professional development and continuing education for our certification holders.

Norton Norris, Inc.

55 E. Jackson Blvd., Suite 960

Chicago, IL 60604

Phone: 312-262-7402

Contact: Dr. Jean Norris

Email: jean@nortonnorris.com

Website: [www.nortonnorris.com](http://www.nortonnorris.com)

Norton|Norris, Inc. (Nn) is a full-service agency dedicated to the higher education vertical. Founded in 1998, Nn provides consulting and innovative approaches in all facets of enrollment, including media production and placement, mystery shopping, training (featuring EnrollMatch®), and an innovative student recruitment software solution – My Guidance Coach® (MGC). Our team of dedicated professionals brings decades of experience working in schools and colleges across the United States and Canada. As strong advocates for the sector, our goal is simple: We strive to be the premier provider of innovative solutions and superior service to our client-partners.

The Pittman Group

1150 Grand Blvd Suite 300

Kansas City, MO 64106

Phone: 816-888-7603

Contact: Monte Schaich

Email: montes@thepittgroup.com

Website: www.thepittgroup.com

The Pittman Group is a performance based full service marketing agency. We are performance driven, hard charging, innovative marketers with a long history of success. Our capabilities include affiliate management, analytics and optimization, content development, web development, Pay per click, remarketing, traditional media, paid social, live transfer, video, search engine optimization, lead nurturing, inquiry generation, and retargeting display.

Unisa, Inc.

7400 E. Arapahoe Road, Suite 10

Englewood, CO 80112-1279

Phone: 800-875-8910

Contact: Matt Chinn

Email: matt.chinn@unisainc.com

Website: [www.unisainc.com](http://www.unisainc.com)

Campus based loan receivables including the Federal Perkins Loan Program have been UNISA’s primary business since 1976. However, as the needs of their customers have expanded they have met that demand by designing and servicing Private Education Loans, Institutional Loan Programs, Tuition Payment Plans, and Managing Student Account Receivables. UNISA is honored to utilize a federal student loan servicing model to assist schools with the origination and servicing of tuition payment plans and institutional loans.