**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

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AMCA

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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.

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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

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National Center for Competency Testing

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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

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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.

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