

CSPEN 2020 Conference Agenda

Ritz-Carlton, St. Louis

Tuesday, October 27th

Wine Tasting Reception: 5 - 7 pm

Room: Plaza

Come join us!

Wednesday, October 28th

Golf Outing : 8 am - Noon

Tapawingo National Golf Club

Format: 4 person scramble

Sponsored by EdwardsSchoen



Special Session: 10 am – Noon

Developing Soft Skills and a Growth Mindset: A Collaboration between American Career College and Pearson Career Success

Room: Amphitheater

Presenters: Kim Cook, Regional Director of Clinical and Career Success, American Career College and Paul Smith, Acquisitions Editor, Pearson Education

To aid students in completing their academic programs and positioning themselves better for the job market, American Career College revamped its entire curriculum, integrating focused instruction and practice in Learning and Soft Skills and Mindset (GRIT) across the curriculum. To achieve this, ACC instituted a rigorous curriculum revision and a wide-ranging instructor training effort. Pearson Career Success, a digital program of career development assets and tools was adopted to provide the content for students' work. This Workshop will review what

ACC did to incorporate these new emphases into their courses and to bring faculty on board to effectively implement these innovative concepts.

Sponsored by Pearson Education

Noon - 1:30 pm Lunch on your own

Special Sessions: 1:30 – 2:30 pm

**Protecting Those Who Have Served to
Protect Us**

Room: Amphitheater

Presenters: John Carreon, General Counsel &
Chief Compliance Officer, Concorde Career
Colleges, Daniel Elkins, Founder, Veterans
Education Project

Pearson

Our nation's military service members, reservists, veterans and their families have earned the right to seek out the form of education that best meets their needs -- and many times they choose the quality education our community provides. Unfortunately, there are those in Washington who want to take away that choice and our ability to educate those who served our country. Join us as we discuss how, through collaboration with outside entities, we must, and will continue to fight for those who have fought for us.

Calling All Brand Ambassadors! Are You Top Talent or an MVP?

Room: Plaza

Presenter: Micaela Alpers, President Education Division, Career Team, LLC

What separates institutions that survive from those that thrive? Join Micaela Alpers, President of Career TEAM's Education division for a thought-provoking discussion about creating a "Brand Ambassador" mindset at every level of your organization. During this session you will learn tangible strategies to improve brand awareness in the communities we serve. All with the ultimate goal of improving student outcomes, driving employer engagement and building a positive campus culture.

Concurrent Sessions: 2:30 - 3:30 pm

Attorney Roundtable Discussion

Room: Amphitheater

Presenters: Aaron Lacey, Partner, Thompson Coburn LLP, Roger Swartzwelder, Shareholder, Maynard Cooper & Gale PC, and Ronald Holt, Attorney, Rouse Frets White Goss Gentile Rhodes PC

Back by popular demand is the third Attorney Roundtable panel discussion! On average, over 400 CSPEN subscribers have participated in two CSPEN: CARES Act webinars in which legal experts from within the community have shared their view on the key issues of the day. Now, you will have the chance to share in discussions with these knowledgeable individuals in person as several of CSPEN's Attorney Roundtable members share their latest interpretations and guidance with our community.

Two Guys and Some Solid Marketing Advice – Round II

Room: Plaza

Presenters: Greg Gragg, CEO and Darryl Mattox, President of Gragg Advertising

Analysis, Attribution, Branding, Messaging, Strategy...Do you ever wonder what it takes to get your marketing to the next level? In this session you will get the opportunity to engage with a couple of guys that have been successfully marketing in the EDU Sector since the 1990's. Greg Gragg, CEO and Darryl Mattox, President of Gragg Advertising will share insights, answer questions, and give you some advice on what works and why. They will even share tips on how you can avoid some of the pitfalls popping up in this ever changing digital world.

Sponsored by Gragg Advertising



Break: 3:30 – 4 pm

Room: Plaza Foyer



Concurrent Sessions: 4 – 5:00 pm

The Anatomy of a School System's Survival through the Pandemic

Room: Amphitheater

Presenter: Joel English, Vice President of Operations, Centura College/Aviation Institute of Maintenance

It's been crazy, right! But, through planning, coordination and a high level of cooperation of staff and students, Centura College is moving steadily through this pandemic. Follow the visual timeline of progression planning that Centura went through each week to survive. Centered around the "Three Constituents" - 1) Students, 2) Staff and Faculty, and 3) Business, Centura focused on a different level of responsibility each week. Though we are still amid the pandemic the plan has worked in supporting online training and in slowly bringing back students into the lab for technical coursework.

Stupid Simple.

Room: Plaza

Presenters: Mike O'Brien, CEO and Nick Jimenez, COO of Conex

We guarantee your staff hates the repetitive processes. Make them fall in love with their job again by digitizing a smarter workflow from inquiry to alumni. Imagine if you could:

- Cut all fees and labor associated with documents.
- Simplify collecting extern hours.
- Accept and distribute funds through Paypal or Venmo.
- Automate background checks.
- Have real-time, complete visibility of all activities campus wide.
- Ease the burdens of Career Services while increasing placements.

You will leave this session with a better understanding of best practices and the latest technology available that will keep your employees happy, and you safe and compliant.

Sponsored by Conex



Cocktail Welcome Reception: 5:00 – 7:00 pm

Room: Exhibition Hall

Sponsored by Elsevier



Thursday, October 29th

Breakfast: 7 – 8 am

Room: Exhibition Hall

Opening Keynote: 8 – 9:15 am

“No Need for a Magic 8 Ball When You Can Go Straight to the Source”

Room: Exhibition Hall

Presenter: Principal Deputy Under Secretary Diane Auer Jones, U.S. Department of Education

CSPEN is honored to have Principal Deputy Under Secretary Diane Auer Jones once again provide our community with an update on the latest regulatory developments impacting our students and schools.

Concurrent Sessions: 9:15 – 10:15 am

Best Practices in Non-Title IV: Now More Than Ever

Room: Consulate

Presenter: Jim Tolbert, CEO, Vista College

Given the current debate in Congress of excluding military education funding from non-TIV sources of 90-10 calculations, proprietary schools, now more than ever, need to explore ways to generate cash. We will present best practices in: cash collection; accessing sources of non-TIV funding such as Department of Labor (e.g., WIOA), Bureau of Indian Affairs and prison funding; corporate training and apprenticeships; setting up and funding scholarship IRS approved 501 c(3) foundations; corporate reimbursements and scholarships; third party loans; short term training; and clinics. A framework for budgeting, planning and executing these strategies will also be provided. In addition to presenting the wide array of strategies being utilized by Vista College, the presenter will lead a discussion by the participants in strategies they are using for the benefit of the participants in the session.

The Clery Act and the Concept of Administrative Capability: Best Practices and Lessons Learned from Recent Enforcement Cases

Room: Amphitheater

Presenter: James Moore, Senior Advisor for Clery Act Compliance/Campus Safety Operations, U.S. Department of Education

Building on the “Day with the Department” presentation in August, this session will cover the latest information on campus safety and crime prevention requirements that apply to all Title IV schools. Best practices for career schools and lessons learned and other takeaways from recent enforcement cases will also be covered. This session will also explain the sexual violence prevention and response provisions and key connections between the Violence Against Women Act and the new Title IX rules.

Hot Topics in Employment Law in 2020

Room: Plaza

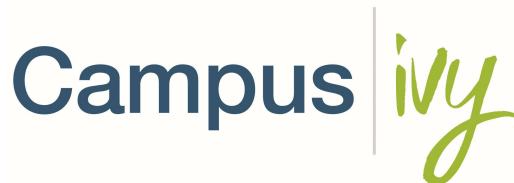
Presenters: Ben DeGweck, Shareholder and Tres Cleveland, Shareholder and Chair, Higher Education Group, Maynard Cooper & Gale PC

The world of employment law is always evolving and 2020 is no different. This presentation is tailored to address issues that are frequently encountered by campus administrators and operators and will discuss best practices to manage change and stay compliant. This session will cover several timely and relevant topics including: COVID-19 related workplace legislation (FFCRA, FMLA and ADA); the #MeToo movement and its continued impact on the workplace; rapidly evolving state marijuana laws and their intersection with federal policy; Title VII and LGBTQ issues; anti-harassment legislation; new parental and paid leave laws; wage and hour changes that impact instructor pay and classification; as well as developments in employee alternative dispute resolution, including the use of arbitration agreements and class action waivers in the workforce.

Break: 10:15 – 10:45 am

Room: Exhibition Hall

Sponsored by Campus Ivy



Concurrent Sessions: 10:45 am – 12 pm

Setting Up Students for Success: Remediation and Intervention Solutions

Room: Plaza

Presenters: Tammy Noel, Executive Director, EYC Academy and Lou Reuss, Head of School, EYC Academy

Moderator: Aaron Lacey, Partner, Thompson Coburn. LLP

During this presentation, the panelists will explore the most effective, contemporary solutions for enhancing the remedial learning process with the quality, flexibility, interactivity, and online access that are vital to prepare adult learners for the next step in college and career.

The Future of Course Materials - What Do the Next 5 Years Look Like?

Room: Consulate

Presenters: Bruce Schneider, Vice President of Business Engineering, Ambassador Education Solutions

Dynamics between educators and publishers continue to change, and while change keeps the industry moving forward, this shift is impacting the adoption, management and delivery of course materials. Today, traditional forms of content are still in demand, yet will the same hold true five years from now? Questions and uncertainties are plenty!

Where are the publishers going to focus their efforts? How will everything be integrated? What burden will IT, faculty, administration and students carry? Are print textbooks and stand-alone eBooks here to stay, or is more content going to be bundled with courseware? What options will students have? How will affordability weigh in? What impact will content integration have on your students' experiences, as well as your school's processes and publisher relationships? How will schools and publishers work together? What role will analytics play? Join us for a glimpse into the future of course materials - the content, the delivery and the outcomes.

World Class Partnerships that Change the Math: $1 + 1 = 7$ Highly Effective Habits

Room: Amphitheater

Presenters: Tara Dailey, Campus Director, Pima Medical Institute, Jean Vanderzee, Assistant Director of Education, Pima Medical Institute, Mary-Jo Kovach, Client Partner, Franklin Covey

Frequently school-wide initiatives are aimed at either improving student or staff performance. It is the rare occasion when an initiative improves the performance of the entire campus inside and out. Pima Medical Institute and FranklinCovey are both well respected organizations who share a foundational goal of transforming the lives of people. Students, staff and faculty are immersed in a common purpose of achievement. This partnership has given Pima Medical Institute the world class FranklinCovey content with its focus on productivity, leadership, respect, and appreciation. The availability of time tested content to all staff and students has provided a shared language resulting in improved communication, satisfaction, and success from top to bottom. The partnership has also provided new opportunities to increase

enrollments and student outcomes. This session will detail the multi-faceted incorporation of the content and the documented impact of this partnership.

Lessons Learned from COVID-19 Lawsuits Against Schools

Room: Pavilion

Presenters: Bill Bay, Partner, Thompson Coburn and Jeff Fink, Partner, Thompson Coburn

This session will examine the unprecedented impact of COVID-19 on campus operations in Spring 2020, and the litigation that followed. The panelists will discuss class actions brought by students, breach of contract claims, and other lawsuits tied directly to the pandemic. The session also will specifically consider and discuss recommendations for best practices on a go-forward basis.

Lunch - Noon – 1:15 pm

Room: Exhibition Hall

Sponsored by: Pearson

Pearson

Keynote Address: 2020 Elections:

What Are the Predictions for Our Future

Room: Exhibition Hall

Presenter: Tom Netting, CEO, TEN Government Strategies

Come and listen to an up to the minute summary of the prognosticators' and pundits' predictions for the 2020 Presidential, U.S. Senate, and U.S. House of Representatives elections and what their educated guesses may mean for our community's future. This session will include discussions on the Presidential candidates key Higher Education Policy planks, what the climate looks like under a Democratic-controlled Senate, and a focus on key House and Senate races.

Sponsored by TEN Government Strategies



General Session: 1:30 – 2:30 pm

Social Justice Standards Panel

Room: Exhibition Hall

Presenters: Laura Plummer, Accounting Controller, Steve Plummer, both of Western Technical, Reggie Moore, CEO, Blue Cliff College, Todd Jakub, Medquest College, Campus Director, Eric Langness, Rasmussen College, Corporate Work-Study Specialist, Cheryl Stakowsk, Pearson, Strategic Account Executive, Jane Parker, Schiller International, Director of Accreditation and Compliance, Justin Harper, Bryan University, Program Director and Marlo Robinson, Concorde College, Dean of Nursing

Moderator: Jeri Prochaska, Conext, Vice President of Business Development

Racial Diversity and Workplace Inclusion are key principles of your company's HR strategies. But, is human nature's propensity to exclude permeating your company's culture? Is there a silent, unwritten practice among your employees that you do not see? How do you counter this? We believe our schools are in a position to cultivate change and have put together a task force that has been discussing what this might look like. Join a panel of school leaders, legal advisors and Workforce professionals in a frank discussion on the hidden culture of racial indifference and what we can do.

Break: 2:30 – 3 pm

Room: Exhibition Hall

Sponsored by EdwardsSchoen



Concurrent Sessions: 3 – 4 pm

Millennial Myths and Gen X,Y, Z Gibberish

Room: Pavilion

Presenters: Mike Lanouette, Regional Director of Operations, Centura College/Aviation Institute of Maintenance

We all learn differently through our unique filters and generational differences. This presentation explores the common facts and myths of Millennials and Gen X,Y,Z traits and how addressing these traits can increase or reduce overall instructional effectiveness. We examine how educators can “morph” these myths to more effectively understand and relate to all learners.

Next Gen Admissions and Leadership

Room: Plaza

Presenters: Eric Evans, President, Bryan University Online/DeXL and Aaron Edwards, Founder, EdwardsSchoen

For decades, admissions and leadership training have been deployed to help individuals obtain skills to benefit themselves and the organizations they serve. But far too often, individuals leave a seminar, finish an online training, or wrap up with a coach to find themselves shortly thereafter having forgotten what they have learned and no apparent tangible skill improvement. It is time for a Better Way to Learn.

Core skills such as emotional intelligence, crucial conversations, active listening, overcoming objections, and managing change are a few key skills that make the difference between a good and advanced team in admissions, management, faculty and staff.

Join us as we share the Better Way to Learn formula as well as early adopter performance data from various organizations.

An Apprenticeship to Enhance the Healthcare Workforce of Tomorrow

Room: Amphitheater

Presenter: Barbara Wallace, Senior Director University Relations, Kindred Healthcare

Kindred Healthcare's Career Accelerator (KCA) Registered Apprenticeship Program supports our hospitals and local communities with Nurse Assistant Apprentice development. The program is registered nationally with the Department of Labor/Office of Apprenticeship. During this one-year experience, apprentices will develop their skills and knowledge through on-the-job training and curriculum instruction. This training will prepare an apprentice to care for patients in our unique hospital settings and aims to enhance patient care, support recruitment efforts, increase retention and promote Kindred Healthcare's core values. The three phased approach will provide entry level career pathways, foster professional development, and promote the advancement of quality patient care.

Concurrent Sessions: 4 – 5 pm

Federal Regulatory Update

Room: Amphitheater

Presenters: Annemarie Weisman, Senior Director, Policy Development, Analysis, and Accreditation Services, U.S. Department of Education, Gregory Martin, Director, Policy Development Group, U.S. Department of Education

Building on the “Day with the Department” presentation in August, Annmarie and Greg have once again agreed to provide our community with an updated summary of the status and interpretation of many of the key regulatory revisions that have been implemented over the past year and what is yet to come later this year. Attendees will learn about the latest guidance on regulatory policy issues such as the July 1, 2020 disclosure requirements, CARES Act policy revisions – including R2T4, SAP, Financial Responsibility, et. al.

Changing Control When Things Seem Out of Control: Running a School During Uncertain Times

Room: Pavilion

Presenters: LeeAnn Rohmann, Chief Executive Officer Legacy Education LLC, dba, Central Coast College, High Desert Medical College and Managing Integrity College of Health and Ron Holt, Rouse Frets DeLuca Law Firm

A school executive and an education sector lawyer experienced in school acquisitions will address the extent to which school deals are occurring during our COVID and enrollment challenged environment, how motivated buyers select target schools, seller preparation for market, seller management of school operations during the deal process, deal term negotiation factors and structure, buyer due diligence, and current regulatory approval requirements and timetable.

How to Effectively Attract and Enroll Students in an Ever-changing Environment

Room: Plaza

Presenter: Joel Espinoza, Director, Advance 360

Uncertainty in today’s social and economic landscape represents a unique opportunity for vocational schools to engage new audiences. ADVANCE 360 presents an informative session covering six critical factors from experts in educational marketing on how to grow enrollment.

1. The Setup: foundation for success
2. Platforms: from CRM to virtual learning and more
3. Reporting and analytics: optimization and ROI
4. Website and landing pages: designing to convert
5. Creative: that attracts the right audience
6. Digital strategies: data, technology and channels

Cocktail Reception: 5 – 7:00 pm

Room: Exhibition Hall

Sponsored by Career Conext



Friday, October 30th

Breakfast: 7 – 8 am

Room: Exhibition Hall

Sponsored by FA Davis



Keynote General Session: 8 – 9 am

Room: Amphitheater

HEERF Compliance from A to Z

Presenter: Christopher McCaghren, Deputy Assistant Secretary, Higher Education Programs, U.S. Department of Education

Our final day begins with a comprehensive review and update on all of the Department's guidance on compliance with the Higher Education Emergency Relief Fund requirements. Building upon both CSPEN's "Day with the Department of Education" in August, and our early October webinar providing the community with the ability to learn more about the Institutional Grant requirements; this session will provide updates and answers to the questions that still need clarification and more!

Break: 9 – 9:30 am

Room: Exhibition Hall

Sponsored by: Advance360



Special Session: 9:30 – 10:30 am

Cybersecurity Compliance

Room: Amphitheater

Presenters: Brandon Sherman, Senior Counsel and Steven Hernandez, Chief Information Security Officer for U.S. Department of Education

Expanding upon the taped presentation shared as part of CSPEN's "Day with the Department of Education" Brandon Sherman and Steven Hernandez will provide a live presentation focused on the cybersecurity challenges facing institutions of higher education. This session will focus on cybersecurity compliance requirements, potential policy changes, threats to Institutions, and best practices for safeguarding information used in the administration of Title IV. Additionally, the session will define what constitutes a breach, discuss common and not so common examples of breaches, describe how to report a breach to FSA, and the FSA process to manage breach reports.

Keynote Closing: 10:45 – 11:45 am

A Look Towards Our Future

Room: Amphitheater

CSPEN will conclude with a summary of a number of the key takeaways from the two and half days of intense discussions and a discussion on next steps for our community's future.