

Agenda

Monday, August 16th

Aviation Institute of Maintenance Chicago Campus

Bringing together our community of students, schools, corporate partners (our student employers), high school principals and guidance counselors as well as local and national policy makers, CSPEN invites you to spend time networking, enjoying demonstrations of student skills, exploring the brand-new AIM campus (including big airplanes!) and sampling renowned chef prepared dishes.

1 - 5 pm Workforce *Forward CSPEN*

5 - 7 pm *Reception*

7 – 9 pm *VIP Farm to Table Dinner Experience (advance ticket required)*

Tuesday, August 17th

8 am - 2 pm *Golf Tournament (separate registration required)*

Cog Hill Country Club

10 am - 12 pm *Free Workshop (open to all)*

A Technology Invasion – Will AI Replace You Before the Hackers Get Your Data?

Take a deep dive into what scares us most about technology and the opportunity it provides for organization improvement through automation. This session will focus on two themes:

- Improving organizational efficiencies through AI and automation while reducing employees fears of being completely replaced.
- Identifying, managing and mitigating technology threats associated with internal staff and external hackers.

You will walk away with a clear understanding of how technology can be used to reduce repetitive tasks, improve enrollment and graduation rates and create a much happier workforce that spends more time talking to students. Additionally, this session will help you understand the real-life daily threats that exist by simply being online and having employees who see student's personally identifiable information (PII).

Presenters: Douglas Smith, Director of Operational Improvement, Ultimate Medical Academy, Mike O'Brien CEO, Conext, LLC and Daniel Marashlian, CTO, Drata, Inc.

Sponsored by Conext



12 - 1:30 pm *Lunch on your own*

1:30 – 2:30 pm *Concurrent Sessions*

Supporting Our Students During an Unprecedented Time – Lessons Learned

What we know to be true is that there are many obstacles that keep our students from being successful...and then the entire world faces a global pandemic that impacts not just all areas of school operations, but all areas of our daily lives. This panel of career college administrators will discuss lessons learned and strategies implemented to address the challenge of helping students reach their goals while struggling with the challenges presented by COVID.

Presenters: Christopher Lambert, Executive Director, ACCET, Dr. Michele Ernst, Chief Academic and Compliance Officer, SAE Institute Group, Robin Boughey, Executive Director, Medquest College, Tracy Lorenz, President, Auguste Escoffier School of Culinary Arts, Carey White, Vice President, Arizona Academy of Beauty

The Art, Science and Technology That Drive Your Marketing and Business Strategy

You will leave this session understanding the value of various data sources, internal and external. We will examine technology platforms and the power of data analytics. You will grasp the power of bringing data together to gain insights that can lead to the most strategic marketing and business decisions for your school.

Presenter: Anthony Espinoza, Vice President of Digital Strategy, Advance 360 Education

[Sponsored by Advance 360](#)



2:30 – 3:30 pm *Concurrent Sessions*

Game Changing Leadership

Guy Bell, author of *Unlearning Leadership* and Wallace Pond, author of *Leadership in the Real World*, will co-host a discussion on how old styles of leadership are generally producing mediocre results at best and compromising success at worst. In today's hyper-change, ambiguous, and even volatile, environment, leaders must develop human capital as an organization's greatest asset and competitive advantage, while building the capacity for transformative change. Guy and Wallace will share specific and practical examples of the kinds of leadership thinking and behavior necessary to not only drive success but make a positive difference in the world.

Presenters: Dr. Wallace Pond, author of *Leadership in the Real World: Hard Won Lessons from Twenty Years as a Chief Executive in Turbulent Time*, founder and CEO of Idea Pathway, LLC and Guy P. Bell, author of *Unlearning Leadership - Know Yourself and Grow Your Business*.

Passports and Protocols - Regulating COVID

Addressing the use of covid vaccination “passports” and other safety protocols to return to campus as we proceed back toward a semblance of normal college life: including regulatory requirements at the federal level from the DOE, examples of state and IHE specific policies, and an analysis of ongoing medical guidance from the CDC and other medical task forces.

Presenters: Lisa Leote, CEO, SunCoast College of Health, Audrey Kaplan, Partner, Hogan Marren Babbo and Rose, Ltd.

3:30 - 4 pm Break

Sponsored by McClintock & Associates



4 - 5 pm Keynote

When you are not sure whether it is the light of an oncoming locomotive or the bright sunshine at the end of the tunnel it makes sense to slow down and assess what's ahead and how you are going to face it when there is no ability or desire to turn back!

It is certainly clear, given the first seven months of 2021, that our community has more than its fair share of challenges moving towards us and there is little room to evade them. President Biden and Congresses' revision to the definition of revenue under the 90/10 Rule contained within the American Rescue Plan is unfortunately just one of many initiatives focused on reforming our community's eligibility to remain a full and equal sector within the higher education community. But as our collective community showed in working with the Senate to develop language which was added in order to provide adequate time for a transition to the new definition...there are things we can and must do to prepare to address them head on.

During this critical opening session, CSPEN will provide a comprehensive summary of the current “lights” within the legislative and regulatory tunnel, discuss with the attendees what our options are, what preparation and planning is already underway to address the challenges, what more needs to be done, and how together – through communication and compromise – we can and will endure!

Presenter: Tom Netting, Co-Executive Director, CSPEN

5 - 7 pm Reception

Sponsored by Advance360



Wednesday, August 18th

7 - 8 am *Breakfast*

8 - 9:15 am

Keynote: MENTAL HEALTH FIRST-AID FOR LEADERSHIP AND SUPERVISORS

Presenter: Joyce Marter, Licensed Psychotherapist, Mental Health Expert, National Speaker & Author

Behavioral health issues in the workplace cost American employers over \$500 billion a year. In this dynamic and interactive workshop, supervisors and leadership will be inspired and equipped with tools to reduce absenteeism and healthcare costs and increase employee wellness, retention, productivity, and morale. Attendees will learn about the current trends in mental health and addiction and learn tools for prevention, early detection, and referral for appropriate levels of care. Participants will define the boundaries of their roles and learn how to respond to mental health issues in the workplace in a collaborative way that is kind, compassionate, effective, and legally sound. The intention of this workshop is to empower attendees to become instruments of change during any mental health crisis.

9:15 - 10:15 am *Concurrent Sessions*

Campus Cybersecurity—A Practical Approach to Implementation

The U.S. Department of Education and other regulators continue to increase scrutiny over compliance with cybersecurity standards, including, the requirements under GLBA, NIST SP 800-171, and state privacy laws. Not only can the failure to adequately safeguard data be costly and result in reputational damage, it can also place an institution's eligibility to participate in Title IV in jeopardy. This session will discuss the unique cybersecurity challenges facing career colleges. Highlights of this session will include a discussion of compliance requirements, the impact of noncompliance, and compliance solutions. Additional topics include risk assessments, governance, and cybersecurity best practices.

Presenters: Sarah Glover, Shareholder and Brandon Sherman, Of Counsel, Maynard Cooper & Gale

Taking the Emotions Out of Marketing Decisions

In today's rapidly changing world, there are more channels than ever for marketers to reach potential students. So how does a school navigate these channels and make marketing decisions that help control their margins while increasing top line revenue? How can they tell if the historical campaign strategies they used to build their schools are still working as well as they used to or if there is a better use for this budget? Do the marketing goals that are in place help support the organization's overall goals? This presentation will outline what it takes for schools to standardize their data practices and make sure reporting is aligned with their goals. Attendees will learn what it takes to become a Data-First Organization that focuses on accurate reporting to solve problems and make educated decisions which help increase revenue and efficiency.

Presenters: Charlie Parker, Vice President Marketing/Enrollment, CENTURA College, Aviation Institute of Maintenance, Tidewater Tech/Trades and Ted Greeley, Account Services Director, MDT Marketing

Improving Student Financial Literacy

Today, so many students are saddled with student loan debt, and many find themselves in challenging situations when repayment begins. Personalized entrance and exit counseling can promote non-default and ideally student loan borrowers have financial literacy education and repayment experience, however this commonly is not the case. Typically, commitments and loan provisions are not fully understood, and default can easily occur. Tuition payment plans and institutional loans with in-school payments can promote real-time experience while enrolled promoting out of school repayment. This interactive session promotes improving financial literacy for prospective, current and alumni students promoting budgeting 101, peer mentors, reality town, on-campus promotional events, and other best practices currently in use across the country.

Presenter: Matt Chinn, COO, UNISA, Inc.

Partnerships – Make Them Built to Last

Supply and Demand is simply not enough. Real partnerships require more than graduating trained professionals and matching them to organizations with employment vacancies to fill. Partnerships that transcend the basics generate business opportunities and solve workforce challenges that engage on various levels and last years.

Kindred Healthcare/Dignity Health and Pima Medical Institute will share their approach to building a stronger workforce, filling employment vacancies and benefiting students with a creative alliance. Presenters will walk you through an employer partnership from three distinct perspectives: The Employer – The College’s Partnership Team – The Executive Leadership.

Presenters: Barbara Wallace, FASAHP, Senior Director, University Relations Kindred Healthcare, Fred Freedman, President and CEO, Pima Medical Institute, Jen Spurlin, Director of Academic Affairs, Pima Medical Institute

10:15 - 10:45 am Break

Sponsored by Career Team



10:45 - 11:45 am Concurrent Sessions

Alternative Credentials – Current Trends, Industry Reception, and Validating “Soft” Skills

It is no secret that the demand for workplace skills has increased dramatically. Today, transferable competencies like communication, teamwork, complex thinking, problem-solving, and leadership are valued more than ever by employers. Regardless of how these human skills are developed, there is need for verifiable evidence to help employers make better hiring decisions. But how can institutions with limited time and resources develop a robust program that offers enough credibility to develop these career readiness skills? In this session, you will learn how Charter College partnered with FranklinCovey to establish an alternative certificate to

meet the needs of prospective employers and how FranklinCovey partnered with Credly, an expert in alternative credentials, to offer globally recognized verification. As a result, students develop career readiness skills and add a professional certificate to their resume—all while working on their degree / diploma.

Presenters: Josh Swayne, President/CEO, Prospect Education, LLC., Josh Covey, Vice President, FranklinCovey Education, Katie Sievers, Customer Success Manager, Credly

Improving Title IV Efficiency & Compliance Through Technology

This session will focus on how technology can assist schools, in particular Career Colleges with the ever-changing Title IV Regulations. We will have an interactive presentation that will look at how automation is used to solve some of the common difficulties within the Aid Office. Explore how automation can drive performance in the Aid Office, increase compliance & efficiency and help your students.

Presenters: Siana Stewart, COO, Campus Ivy and Cid Yousefi, CEO, Campus Ivy

Jumping Through Hoops: Bricks and Mortar to Online Coursework In a Flash

Learn how Midwest Technical Institute quickly pivoted from brick and mortar campuses covering trades certificate and degree programs and allied health and degree programs to online and hybrid when the pandemic hit. Mary Link, Director of Educational Leadership, will outline the resources Midwest Technical Institute used, the plans and services they put into place to provide the students educational and support services, and the plans they are implementing now to have a contingency plan if another disaster hits.

Presenters: Mary Link, Director of Educational Leadership, Midwest Technical Institute and Cheryl Stakowski, Executive Director, Pearson

What's New In Accreditation?

With so much happening these days at the Federal and State levels it is sometimes hard to keep track of it all. But keep track of it all we must! SO, let's learn from key representatives of several of the accrediting agencies what's new in their world, what that means for our world, and talk a bit about our collective futures ahead.

Christopher Lambert, Executive Director, ACCET, Dr. Leah Matthews, Executive Director, DEAC, Darin Wallace, Director, Government Relations and Legal Department, NACCAS

11:45 am - 1:15 pm Lunch

Keynote: Career Education Transformation: the Path Forward

Presenter: Wallace Pond, founder and CEO of Idea Pathway, LLC

The entire higher ed/post-secondary ed space is in turmoil. The reality is that the significant decline over the last decade is not slowing down and the entire market will

likely be another 20% smaller in ten years, thus about 40% smaller in total since 2010. The fundamentals are getting worse, not better. The future of career colleges will depend on building a completely new model for higher education designed to dramatically increase the likelihood that a given school will be on the side of the ledger of “survive and thrive” rather than become a “zombie” institution or fail outright. This is NOT about improving lead conversion rates or discreet retention plans, etc. This is about TRANSFORMATIONAL change. The reality is that most institutions are simply not ready or capable of doing what is necessary, and many will die slow deaths (over the last 11 years roughly 1,300 failed rather than change), but there is a path to the next normal for those that are up to the challenge.

1:30 - 2:30 pm *Special Report*

CSPEN Commission on DEI Matters in Higher Education

DEI Commissioners:

Dr. Justin Harper, Program Director, Bryan University

Todd Jakub, Campus Director, Medquest College

Eric Langness, Corporate Senior Work-Study Specialist, Rasmussen University

Julie Miceli, Education Attorney, Husch Blackwell

Reggie Moore, President & CEO, Blue Cliff College

Jane Parker, Director Accreditation & Compliance, Schiller International University

Laura Plummer, Controller, Western Technical College

Jeri Prochaska, Co-Executive Director, CSPEN

Marlo Robinson, National Dean of Nursing, Concorde Career Colleges

2:30 - 3 pm *Break*



Salmon Sims Thomas
ACCOUNTANTS & CONSULTANTS

Sponsored by SST CPAs

3 - 4 pm *Concurrent Sessions*

Tracking New Title IX Regulations

The past year brought important changes to Title IX and a school’s obligation to respond to reports of sexual misconduct. The new Administration has indicated that additional changes to Title IX are likely in the future. This presentation will highlight an institution’s obligations under the new Title IX regulations and discuss what future changes might be coming.

Presenter: Chris DeLuca, founder of DeLuca Law LLC

Marketing and Admissions– Yesterday, Today and Tomorrow

Three vice presidents of admissions discuss how the past 18 months have impacted them, what today looks like and how they are preparing for the future.

Moderator: Aaron Edwards, Cofounder, EdwardsSchoen

Presenters: Daron Rodriguez, Senior Vice President of Marketing and Admissions, Rocky Mountain College of Art and Design, Charlie Parker, Vice President Marketing and Enrollment Operations, Centura/AIM, and Dimitrios Kriaras, Executive Vice President, Bryan University

The Winning Digital Student Experience

Experts in developing online learning discuss the important role of *Design and AI in* creating a successful student learning experience. Learn more about how a well-designed digital encounter impacts the user's ability to navigate, learn, and retain content. Hear how and why AI makes a drastic difference in the ultimate student engagement and profound student success.

Presenter: Leigh Wells, Vice President Business Development, F.A. Davis Company

CPA Roundup - What You Need to Know Now

4 - 5 pm Concurrent Sessions

Mergers and Acquisitions: Post-COVID Reality

A panel discussion with a regulatory attorney, private school investor / operator, and a CPA moderated by a regulatory attorney all who have significant experience managing and structuring postsecondary transactions. This presentation will examine recent merger and acquisition activity in the for-profit and nonprofit sectors. The presenters will discuss the types of transactions they have seen recently, nonprofit transaction challenges faced and unusual letters of credit assessed by the U.S. Department of Education. They also will consider the regulatory and political developments on the horizon, and the potential impact on M&A activity for the coming year.

Presenters: David Mohr, President and Co-founder, Salud Education, Michael Wherry, Director, McClintock & Associates and Aaron Lacey, Partner, Thompson Coburn

Keeping Our Administrative Staff

Effective administrative professionals are vital to smooth functioning at schools and corporate offices of all sizes. They are the lifeblood of the organization. Retention isn't just about students – keeping your administrative team members is key to the success of a college. If your employees are content, this can pave the way to strong student satisfaction and completion rates. Staff retention can also save on spending that occurs when replacing departing employees. So, how do you keep them once you find and train them? Our panel of senior level college administrators share their strategies and insights into these vital positions within your organization.

Panelists: Dr. Michele Ernst, Chief Academic and Compliance Officer, SAE Institute Group, Jeremiah Scarbrough, Regional Director, Aviation Institute of Maintenance, Traci Lee, President, Sonoran Desert Institute, Jim Tolbert, CEO, Vista College and Kevin Prehn, Vice President Campus Operations, Concorde Career Colleges

Admissions Talent Acquisition: Accelerate Performance

Confident in your admissions staffing strategy? Can you navigate the right hire in person or remotely? Bryan University in partnership with Dynamic Experiential Learning (DeXL) has developed a way to hire better, faster. We have discovered not only how quickly benchmark demonstrated core behaviors of active listing, strategic questioning, and overcoming objections but also how to predict the speed of skill development before you ever make the job offer. "In God we trust, all others must bring data" - W. Edwards Deming.

Presenter: Eric Evans, CEO, Bryan University

Politically Incorrect Retention

This presentation summarizes over twenty years of research to explore the major reasons why students dropout of school. The research can be used to identify specific areas and reasons for high drop rates which are often contradictory to more traditional research. The results of the research can be used to make adjustments at classroom level and administration procedural level to minimize poor student retention.

Presenter: Dr. Michael Lanouette, Vice President, Administration, CENTURA College, Aviation Institute of Maintenance, Tidewater Tech/Trades

5 - 7 pm Reception

Sponsored by Sikich 

Thursday, August 19th

Pearson

7 - 8 am Breakfast

Sponsored by Pearson

8 - 9 am Keynote

Safe House Project - Eliminating Human Trafficking in America, and Other Responsibilities of the Community Career College

Too long have career schools been institutionally focused, concentrating simply on the employers they serve, the consumers who become their students, and the business unit that is their institution. Employers, students, and institutions may be the three core constituencies of a career school, but when we fail to contextualize our institutions within the communities we serve, we minimize our civic role within the community and, by default, choose not to become a solution to the needs of the community around us. Dr. Joel English will discuss the evolution that Centura College, Aviation Institute of Maintenance, and Tidewater Tech has made over the past six years, focusing on community outreach, student service learning, and a mission toward becoming solutions to the needs of the dozens of communities the schools serve. He will introduce Dr. Kenneth Cooper Alexander, the Mayor of Norfolk, Virginia, and the new Chancellor of the institutions, and discuss how community service has led to a consummation between community and career school. And together, they will introduce Kristi Wells, the CEO of The Safe House Project, a non-profit institution dedicated to eradicating human trafficking and sexual exploitation within the United States. The three will discuss the mission of the Safe House Project and announce how both the City of Norfolk and the Family of Career Schools have committed to training employees, civil servants, students, and community members throughout the country to be aware of the signs of human trafficking through the OnWatch Program. The three presenters will challenge all career schools to become agents of social change within their communities, and they will provide an opportunity for all schools to join the fight against sex trafficking by adopting the OnWatch Program within their own institutions.

Presenters: Kristi Wells, Chief Executive Officer, The Safe House Project, Dr. Joel A. English, Executive Vice President, Centura College, Aviation Institute of Maintenance, Tidewater Tech and Chairman of the Board, The Safe House Project and Dr. Kenneth Cooper Alexander, Mayor of Norfolk, Virginia, Chancellor, Centura College, Aviation Institute of Maintenance and Tidewater Tech

9 - 9: 30 am Break



Sponsored by Campus Ivy

9:30 - 10:30 Concurrent Sessions

Covid and Career Services – Lessons Learned

While the pandemic challenged every function of our operations, there have been lessons learned in efficiency and optimization that we should never forget. Join Micaela Alpers, President of Career TEAM's education division as we share innovations for centralized career services models and how to employ a high touch and high tech approach for optimal student support and employer engagement.

Presenters: Kim Cook, Regional Director of Clinical and Career Success, American Career College and Micaela Alpers, President, Education Division, Career Team

Gambling with Admissions and Compliance

At the start of the session each attendee will get \$20,000 in Admissions Moola Throughout the presentation we will be discussing best practices and not so great practices. Each time the attendee feels that their team may not be utilizing best practices they have to give up the cost of the start. For example, letting the phone go to voicemail during office hours...can cost you a start. At the end of the session everyone can see how many starts they have left. This is a fun interactive way to discover things you are doing right and things that could use a little tweaking to gain additional starts.

Lisa Olmedo, Vice President of Business Development, Gragg Advertising and Jason Vernier, Director of New Business Development, Integrishield

Current Legal and Regulatory Issues

The Biden Administration is undertaking new rulemaking on subjects of keen interest to career schools. Experienced higher education lawyers will discuss the current landscape regarding critical issues such as borrower defense to repayment, distance education, and Title IX and what they expect from the rulemaking exercise.

Presenters: Roger Swartzwelder, Shareholder, Maynard Cooper & Gale and Tres Cleveland, Shareholder and Education Practice Group Leader, Maynard Cooper & Gale

10:45 - 11:45 am Keynote

CSPEN Forward

Whew! In the last four days CSPEN has given you:

- Unprecedented new forms of POSITIVE promotion of our community's value in educating our nation's future workforce;
- Thoughtful discussions on how important our community's role is in helping to address HUMANITARIAN issues for our students, employees, and community as a whole;
- Multiple sessions on the required changes we must undertake to remain fully compliant with statutory and legislative requirements, as well as new revisions to be negotiated throughout the remainder of 2021 and into 2022; and
- Even more sessions on creative and innovative ways to enhance your school's administration, curriculum, infrastructure and more.

To conclude our 7th Annual Conference, CSPEN will provide an up to the minute Federal Legislative and Regulatory Update complete with new "Calls to Action", recommendations, and an open dialogue with you to determine how we build upon the momentum from our time together. We know it is the last session, but you cannot afford to miss this!

Presenter: Tom Netting, Co-Executive Director, CSPEN

