



8th Annual Conference Preliminary Agenda

Reimagining Higher Education

Sunday, August 14th

5 – 8 pm Networking Rooftop Party – Sponsored by Advance 360

Join us at the Assembly Food Hall and gather with your colleagues while enjoying food from around the globe, libations and live music. You do not want to miss this!



Monday, August 15th

8 am – 1 pm Hermitage Golf Course – Advance Registration Required

9:30 am – 12:30 pm Free Workshop – Sponsored by Elsevier

Back to the Future – Teaching & Learning after Covid

The world collectively paused for over a year during the pandemic while virtual learning and flexible remote models became a reality. Now that classrooms and clinics are open, how do we best reengage students, support faculty's blending of online and in-person resources, and ensure that we are again focused on the future of learning so we can prepare tomorrow's healthcare workers? Join a panel of college leaders as they discuss lessons, challenges, and motivations for keeping faculty and staff moving forward in the new, post-covid world of education. Our discussion will include:

- Strategies for facing the challenge of re-integration on campus
- Addressing NGN, the new ACEN standards, simulations for clinical practice (Nursing track)
- Reducing anxiety in health professions students and faculty development to support retention and increase satisfaction. (Health Professions track)

For workshop participants there will be a light brunch served.

Presenters: Helen Murphy, BS, RDMS, CHTS-TR, Health Professions Educator and Implementation Specialist and Tammy Pleasant, MSN, RN, CNE, Senior Nursing Education Specialist, both with Elsevier

12:30 – 2 pm Lunch on your own



2 – 3 pm Concurrent Sessions

- **Campus Cybersecurity and Data Privacy – The Way Forward**

As the challenges of securing an institutions data and systems increase each year, so too does the importance of leadership in this area beyond just the information technology department. This session, geared to all institution leaders, will discuss the ever-changing cyber risk landscape, ways to mitigate those risks, and the evolving regulatory requirements imposed by the federal government as a condition of continued access to federal systems key to student aid management.

Presenters: Roger Swartzwelder, Shareholder, Tres Cleveland, Shareholder and Adam Griffin, Shareholder, all of Maynard Cooper & Gale

- **Communication Through Colors**

Do you want to develop a strategic retention initiative that impacts your faculty and students throughout key stages of the college life cycle? This session will demonstrate how to create unity to improve staff and student retention through enhancing the classroom experience. Learn a fun and interactive approach for your instructors to manage the classroom and bond with their students. Utilize new teaching strategies that bridge diversity and connect with students at a personal level, whether it's online or in person.

Presenters: Kim Cook, Regional Director of Career Success, American Career College and Chandra Deveroux, Student Experience Manager, American Career College

- **The Supreme Court's 2022 Term and Its Impact on Your institution**

Have you heard that the Supreme Court issued a decision that could limit the U.S. Department of Education's regulatory agenda including gainful employment? One of the most consequential Supreme Court terms in modern history has produced monumental decisions that will not only affect Americans and their progeny for generations but will also influence higher education policy in profound ways.

Presenter: Yolanda Gallegos, Founder, Gallegos Legal Group

3 – 4 pm Concurrent Sessions

- **Want to Put Away the Scotch Tape and Glue That's Holding Things Together?**

In this session, Laura Plummer, Controller with Western Technical College will share where they were using tape and glue on their CRM, Admissions Process, Financial Aid Process, Student Accounts, Career Service, Faculty, and Background checks. Laura and Dave will be sharing the issues and the solutions they have fixed and ones in progress. Bring your process and system issues and let's see what we can solve...

Presenters: Laura Plummer, Controller, Western Technical College and David Fowler, Vice President, Training and Implementation, Conext

- **Corporate Social Responsibility Creating Community Impact**

Human trafficking is an increasing area of concern for both local and federal law enforcement, as well as healthcare workers that has historically been overlooked or misidentified by frontline professionals. Yet its high volume and non-discriminating victimization of a cross-section of the American population, including adults and children, merits a well formulated plan for identification and response to support victims. This presentation will seek to educate school leadership on how they can help advance their corporate social responsibility initiatives and invest in their community by training their healthcare students on the identification of victims of human trafficking and proper response to suspected cases of trafficking.

Presenter: Kristi Wells, CEO and Co-founder, Safe House Project

- **Let's Get Trivial!**

Test your knowledge with a round of Trivia at CSPEN! Bring your own team or meet up with other attendees at the session and make new friends! Trivia categories will include Admissions, Marketing, Retention and Compliance. Discover best practices, industry averages and pitfalls to avoid during this fun filled breakout. Join Lisa Olmedo and Darryl Mattox from Gragg Advertising as they host this friendly competition and see how much you know! The winning Team will receive special gifts. (Limit 4 attendees per team).

Presenters: Lisa Olmedo, VP of Business Development and Darryl Mattox, President and COO of Gragg Advertising

4 – 4:15 pm Short Break

4:15 – 5:30 pm General Session – CEO's Perspective of *Higher* Education Reimagined

We all get so bogged down dealing with the burdens and challenges of compliance that we do not often talk about, or find time/ways to promote, our daily pursuits of delivering a quality education to our students. Nor does there seem to be time to share with each other the unique and innovative concepts and trends that we are pursuing to further improve the educational experience of our graduates – and how equipped they are in meeting employers' expectations. During the forward-thinking panel discussion, we are going to focus on *Education* and how our ability to be nimbler and employer reactive, among many other unique characteristics, is helping to enhance our educational delivery across a myriad of different disciplines.

Panelists: Traci Lee, President, Sonoran Desert Institute, Josh Swayne, President/CEO Charter College, Sharon C. Rhoads, Vice President, Academic Operations, West Virginia Junior College, Scott Shaw, President/CEO, Lincoln Technical Institute and Bobbi Powell, Co-owner, Tennessee School of Beauty

Moderator: Fred Freedman, former President and CEO, Pima Medical Institute

5:30 – 7:30 pm Reception in Exhibition Hall – Sponsored by Sikich



Tuesday, August 16th

7:30 – 8:30 am Breakfast in Exhibition Hall – Sponsored by Conext



8:30 – 9:30 am General Session – Reimagining Higher Education from the Department of Education's Perspective

For the second time this year, CSPEN is honored to have Deputy Under Secretary Ben Miller accept our community's invitation to provide a comprehensive update on the Biden Administration's Higher Education policy goals and objectives. During a one-on-one conversation with CSPEN's Tom Netting, Mr. Miller will provide an up to the minute summary of the Biden Administration's efforts to date and share

latest information on what the Administration/Department hope to achieve over the remaining two years of President Biden's first term.

Presenters: Ben Miller, Deputy Under Secretary, Office of the Under Secretary, U.S. Department of Education and Tom Netting, Co-Executive Director, CSPEN

9:45 – 10: 45 am Concurrent Sessions

- **A Look Into Our Crystal Ball: Advance_360 Education's Insights Into Opportunities For Student Recruitment**

This presentation centers on growth in the American economy and how the proprietary higher-education sector can benefit. Our in-house experts analyze government and private data to forecast job demand over the next decade. Advance 360 Education builds on this information by quantitatively identifying pockets of opportunity for student recruitment and laying out strategies to proactively capitalize on these trends. This compelling hour provides genuine insight for leaders at schools offering specialized career specific training degree- and certificate-granting programs as they allocate resources and logistically scope out their future programs.

Presenters: Anthony Espinoza, Vice President, Advance 360 Education and William Hajjar, Executive Director, Analytics, Advance Insights

- **Proprietary School FSA & HEERF Audit Guides Update**

Specific changes made to both the Federal Student Aid and Higher Education Emergency Relief Fund Audit Guides impacting our community will be reviewed and explained to help institutions prevent future audit findings. As part of the presentation, we will also review former deficiencies that have resulted in findings and what institutions can proactively do to avoid them prior to your next audit.

Presenter: Mark Priebe, Director Non-Federal Audit Team, U.S. Department of Education, Office of Inspector General

- **Enhance Your Student's FA Experience and Title IV Compliance**

This session will focus on how technology can assist schools with removing complexities of the financial aid process from the student experience. We will have an interactive presentation that will look at how automation is used to solve some of the common roadblocks our students face. By solving these difficulties, you will see a direct effect on the quality of your institution's Title IV compliance and efficiency. The student has changed along with technology changes, schools need to be in step with those changes. We will look at real live scenarios. By utilizing polls, we will better understand our audience and apply relevant examples when sharing ideas. The focus will be to leave the audience with a strategy on how to keep it simple and easy for their students.

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

- **The Future of Career Training**

Every day, tens of thousands of skilled workers report to the job site. Their jobs are often highly technical and come with great risks. One wrong move and the outcome could be catastrophic. Given the nature of their work, one would expect the training in these workplaces is extensive and hands-on. Think again. There is a major disconnect between the industries in greatest need of new recruits and the post-secondary career training landscape. This presentation will expand on the ways in which vocational and technical training can better collaborate with industry and higher education partners

by incorporating modern instructional and classroom technologies, including hybrid in-person, online, and remote-led instruction paired with interactive and industry-specific virtual reality simulations.

Presenters: Lorenzo Gallo, CEO, Nextwave Safety Solutions and CiCi Reidy, President, NextWave Academy

10:45 – 11:15 am Break in Exhibition Hall – Sponsored by Coursekey



11:15 am – 12:15 pm Concurrent Sessions

- **Developing Your Skilled Trades Program – a Panel Discussion**

Discussion of job labor market data and needs for skilled trades, the high salaries the students can make after completing program, how to start a trade program, how to grow your trade programs, and working with your local employers and community to help them fill the job demand for trades people. Suggestions on how to market to attract diversity into the trade programs.

Panelists: Greg Greene, Executive Director, @HomePrep, Andrea Merisotis Snow, Esq, Senior Vice President Academics and Career Services, Ancora Education and Scott Shaw, President/CEO, Lincoln Tech Institute

Narrator: Cheryl Stakowski, Executive Director and Manny Washington, Director of Enterprise and Career, both of Pearson

- **Quick Start Guide to Establishing and Maintaining Attorney Client Privilege**

Communication is key to effective management. However, the key to preserving attorney client privilege in legal communications rests with your institution's practices. This session will provide a refresher on the elements of establishing and maintaining privilege in various scenarios from the campus to the board room. Participate in this interactive session for an opportunity to learn and reimagine the how to better structure communication to preserve attorney client privilege.

Presenters: Audrey B Kaplan, Partner, George P. Sellis, Partner, Linh T. Nguyen, Associate Attorney, all of Hogan Marren Babbo & Rose, Ltd

- **Trying Times; How to Ensure That Your Institution Is in Compliance**

COVID, Neg Reg, Title IX, 90/10 are all top priorities so how does the Owner/Director of the institution ensure that nothing else hasn't fallen through the cracks? This session is designed to provide important compliance reminders and provide tips on how to quickly spot any areas of noncompliance on the website, COD, audits, R2T4's, student account cards & files, etc. A compliance checklist will be provided to assist with the evaluation process.

Presenter: Sally Samuels, Director of Compliance, FAME

- **Boosting Critical Numbers Through a Culture of Ownership**

In this session, we will discuss how to get your team on board to work towards common goals. Attendees will have tangible takeaways on how to increase metrics, such as improving retention, by creating a culture of ownership.

Presenter: Tara Dailey, Regional Director of Operations, Pima Medical Institute

12:30 – 2:30 pm Lunch – **Sponsored by Edwards Schoen**



2:30 – 3:30 pm Concurrent Sessions

- **School Mergers & Acquisitions Done Right**

A discussion with a corporate attorney, private school investor / operator, and a CPA, all who have extensive experience managing and structuring postsecondary transactions. This presentation will examine recent merger and acquisition activity. The presenters will discuss latest trends in transaction structures, challenges faced by institutions (partially due to COVID), letter of credits assessed by the U.S. Department of Education, and opening balance sheet requirements. 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 of Salud, Michael Wherry, Director, McClintock and Associates and Aaron D. Lacey, Partner & Chair, Higher Education Practice, Thompson Coburn

- **The Medium is the Message**

The medium you choose to communicate with students, enquires, faculty and staff is more important than the message itself. This is true in all parts of the student journey, from application to graduation and beyond. “If you are still using the phone to talk with your voice, you are letting students know that you do not value their time. The only people who call them are trying to sell them something,” states Mr. O’Brien. Post-Secondary schools can increase communication rates, provide more value to students and improve employee job satisfaction through new strategies Mike will share.

Presenter: Mike O’Brien, CEO, Conext.me

- **Integrating Digital Course Materials? Here are Five Things You Should Know**

Digital course materials that complement print textbooks and support curriculum are an increasingly important part of the education experience, supporting in-person, remote and hybrid learning programs. As more schools embrace digital materials, they are realizing just how much is at stake. There are more digital content options to choose from, more licensing models to decipher, and more systems to navigate. Plus, there are numerous back-end requirements that must be in place to protect a school’s bottom line, especially as overpayment for digital materials poses concerns. Based on decades of implementing digital course materials programs, join us as we share key insights into the behind-the-scenes technology, controls and processes that keep everything in check.

Presenters: Laura Cavanaugh, VP Sales and Bruce Schneider, VP Business Engineering, both of Ambassador

3:30 – 4 pm Break in Exhibition Hall - **Sponsored by F.A. Davis**



4 – 5 pm Concurrent Sessions

- **Turning Growing Pains into Growing Gains: Practical Strategies on Maximizing Your Resources**

Growth may feel like an impossible feat in today's environment. Many schools are battling contraction in a post-pandemic era. If you are faced with uncertainty about how to grow effectively while maintaining quality and compliance, this session is for you! We will break down some of the key areas school operators should dissect when faced with growing pains, and solutions for maximizing your resources. This session will review practical strategies to achieving quality growth and apply tactical scaling practices to tackle today's obstacles.

Presenters: Kristen Torres, President, Arizona College of Allied Health and Texas County Technical College and Tatsiana Tuchinsky, Esq., Founder, EduCompliance Strategies, LLC

- **How Politics Influence Compliance**

During this interactive session Pam Trandahl and Tom Netting will review a number of examples of how politics, and political organizations, are heavily involved in influencing the establishment and interpretation of what it means to be compliant with state and federal laws and regulations. Who are today's and tomorrow's political influencers? What are the agendas of various groups? What do their goals and objectives foreshadow of our community's future? Let us address these questions together!

Presenters: Pam Trandahl, Vice President, Compliance, Auguste Escoffier School of Culinary Arts and Tom Netting, CEO, TEN Government Strategies

- **In-House Financing Best Practices: Creative ways to enhance enrollment and reduce out-of-school balances**

Today many schools are faced with providing internal financing and payment plans to stay competitive in terms of enrollment, packaging and cash flow. Private for-profit schools receiving payments, applying payments, maintaining records and communicating with students regarding their private education loan(s) are required to become licensed in applicable states where their students reside or partner with a licensed third-party servicer. Learn innovative and best practices within this informative and interactive session hosted by a multi campus institution and third-party servicer.

Presenters: Kylie Pruitt, Director of Student Financial Services, Josh Winskie, Financial Analyst, Trevecca Nazarene University and Matt Chinn, COO, UNISA

- **Identify Your Biggest Opportunities in Digital Marketing Strategy**

In this session target specific areas to review in your marketing execution. Learn paid and organic best practices and optimizations for ensuring your campaigns are aligned with latest industry and channel updates and expectations.

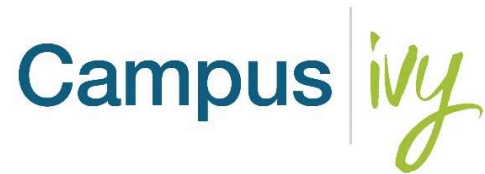
Presenters: Aaron Edwards, Co-Founder, Jeremy Schoen, Co-Founder and John Carmichael, VP Media, EdwardsSchoen

5 – 7 pm Reception in Exhibition Hall – **Sponsored by AIM/Centura College/Tidewater Technical**



Wednesday, August 17th

7:30 – 8:30 am Breakfast in Exhibition Hall - Sponsored by Campus Ivy



8:30 – 9:30 am General Session - Reimagining Higher Education from Capitol Hill Perspective

During this final Keynote, attendees will hear a legislative update directly from a member of the House Committee on Education & Labor's Committee staff on the latest higher education policy deliberations taking place on Capitol Hill and projections from the minority (Republican) perspective on what higher education policy discussions may be looking into the future. Join us for a must attend presentation on where key legislation (e.g. reauthorization of the Higher Education Act and Workforce Innovation and Opportunity Act) and key policy discussions (i.e. short-term Pell program eligibility) stand heading into the midterm elections and beyond.

Presenter: Chance Russell, Professional Staff Member, Committee on Education & Labor (Minority Office)

9:30 – 10:30 am Concurrent Sessions

- **Setting Your Marketing and Admissions Team Up for Success**

Calling all School Operators, Admission/Enrollment Leaders and Marketing/Advertising Buyers! How do you make sure you have the right marketing budget, inquiry mix, and staffing levels in place to achieve your goal of year-over-year revenue growth? Learn the data and key metrics needed to create optimal targeting paid advertising campaigns, inquiry quantity per location and what category/source mix per location is optimal. And learn what data and information is necessary to realize per location year-over-year income growth, all in cost-per-start efficiency and year-over-year new student/revenue growth.

Presenter: Charlie Parker, Vice President Marketing and Enrollment, Centura College

- **Eligible Career Pathway Program an Effective Tool for Diversity and Inclusion**

Ability to Benefit is a federal financial aid provision that allows a student without a high school diploma or equivalency to receive Title IV funds to pay for a postsecondary education if they are enrolled in an Eligible Career Pathway program. This informative session will guide you through the design and delivery of an Eligible Career Pathway program that focuses on serving the student throughout the program, focusing on regulatory

Presenters: Joshua Swayne, President/CEO Charter College and Darlene Foret, Subject Matter Expert

- **Change in Ownership & Financial Responsibility – The Curtain Comes Down**

ED has been applying various and often-unwritten rules and policies over the last two decades related to changes in ownership and financial responsibility. Through the recent rulemaking process, the "curtain has been brought down" to formalize the change of ownership financial standards which should provide greater transparency. In addition, the rule-making process has revised the Borrower Defense to Repayment financial triggers and has added additional requirements in both areas. The result of these changes is increased financial scrutiny and oversight by ED.

Presenters: Michael Wherry, Director, McClintock and Associates and Jonathan Tarnow, Partner, Faegre Drinker Biddle & Reath LLP

10:30 – 11 am Break in Exhibition Hall – **Sponsored by Alvarez Mendoza**



11 am - Noon pm Concurrent Sessions

- **Innovations in Employer Engagement and Placement**

While the pandemic challenged every function of campus operations, innovative education leaders embraced this chapter as an opportunity to create increased accessibility, standardization of service delivery, and staff capacity building. Join Andrea and as they share how innovative institutions have implemented a high-tech/high touch career services delivery model to meet the ever-evolving needs of the students and employers we serve.

Presenters: Andrea Merisotis Snow, SVP of Academics and Career Services, Ancora Education and Micaela Alpers, Chief Business Officer of Career EDGE LLC

- **The Hidden Motivations of Career School Prospects**

In this session we will share our proprietary research findings from a pool of over 200,000 school prospect surveys. This will cover the dominant personality characteristics of the typical career school prospect, including how different motivations drive program choice. We discovered prospect motivations for choosing a career path, as well as the personal goals inspiring them to change their lives. Marketing and admissions teams can use these insights to have more meaningful conversations, better connect to the 'hidden motivations' of prospective students to improve contact rates, applications, and starts. Attendees will learn:

- The dominant personality traits, motivations, and goals of today's explorers
- The hidden motivations that drive prospective students' behavior and decisions
- And ways to improve Admissions & Marketing performance

Presenter: Shane Sparks, President and CEO, Enrollment Resources

- **Federal Negotiated Rulemaking Now & Next**

CSPEN concludes our conference with a comprehensive review of the current status of 2021-2022 Federal Negotiated Rulemaking. Our pane of regulatory experts will provide the most up to date summation of the current regulatory environment, including the status of the two published Notices of Proposed Rulemaking packages, timeline and expectations for Department consideration and publication of proposed rules on the remaining Negotiated Rulemaking topics, and other timely and topical regulatory issues. Come engage in discussions that will answer questions like: Where do things stand with the two Notices of Proposed Rulemaking based upon the Committee I & II topics? What is the timeline for the complete of the two packages that have been published? What should we, as a community, be doing with the additional time provided to prepare of the publication of the remaining issues? And more!

Presenters: Aaron D. Lacey, Partner & Chair, Higher Education Practice, Thompson Coburn, Jonathan Tarnow, Partner, Faegre Drinker Biddle & Reath LLP, Roger Swartzwelder, Shareholder, Maynard Cooper & Gale, Ronald L. Holt, Rouse, Attorney, Frets White Goss Gentile Rhodes, P.C., Chris DeLuca, CEO, DeLuca Law

Moderator: Tom Netting, CEO TEN Government Strategies

Noon to 3 pm – Special Session with Lunch

Bite-Sized Beauty School Hot Topics: For Cosmetology School Owners

With Esthetics booming nationwide, how do you get your cosmetology enrollments up? How do you stay up with evolving marketing trends? What benchmarks in admissions should your team be measuring? What is the biggest compliance red flags? How do we enroll students without paper contracts? Join us for this lively lunch and learn, where we'll have back-to-back mini sessions designed exclusively for beauty and wellness schools. Ask your burning questions to our panel of experts and hear from top industry leaders in marketing, admissions, and operations.

These hot topics and best practices will leave you energized, ready to go back home and implement new things immediately!

- **Get More Organic Leads** (12:20pm – 12:40pm)
Shane Sparks, Enrollment Resources
- **Compliance Red Flags** (12:40pm – 1pm)
Carla Jones, The Beauty School Group
- **Trends in Beauty School Search Results You Need to Know About** (1pm – 1:20pm)
Jenn Lyles, Beauty Schools Marketing Group
- **Paperless Enrollment for Your Students** (1:20pm – 1:40pm)
Mike O'Brian, Conext
- **Benchmarks for Today's Admissions Rep** (1:40pm – 2pm)
Sarah Holmes, Advance360 Education
- **Leveraging your Contacts to Fight Legislation with Collective Strength** (2pm – 2:20pm)
Anthony Civitano, Beauty School Consultant
- **Panel Q&A from audience** (2:20pm – 2:50pm)
- **Invite to be involved with CSPEN** (2:50pm – 3pm)

Coordinator: Jenn Lyles, Executive Director, Beauty Schools Marketing Group