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8th Annual Conference
August 14 - 17, 2022



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WELCOME to CSPEN's 8th Annual Conference!

Dear Family,

That's right, each and every one of you who are participating in CSPEN's 8th Annual Conference are part of our family – and we are proud and honored that you have taken the time to join us in Nashville!

Our theme for this year's conference is "Reimagination", more specifically **"Higher Education Reimagined"**.

As we began to discuss this year's event and reflect upon last year's *Humanitarian* focus in the wake of our nation's issues regarding racial equity, diversity, political polarization and the targeted efforts to severely restrict or eliminate our family's ability to provide a quality postsecondary education, Jeri started humming "Imagine" by John Lennon.

Conversation ensued about how much higher education has, and will continue to change, as we return to whatever a post-pandemic "normal" is. Will it be the status quo or extensive change – and more directly what does/could that mean for our community? Out of that came, *let's reimagine what it could look like and how we get there!*

The quote we found sums up what we aspire to provide you with in our short time together over the next four days:

"Re-imagination is the birthplace for vision and change. Your imagination is one of the most valuable talents you have and deserves your full attention. Imagining how you want to live your life is one thing but connecting your imagination to a visual representation will give you exactly the traction you need to make it a reality." *Susan C. Young*

Based upon this theme, we began having conversations with the vendors, the presenters of the overwhelming number of presentation submissions we received, and our community, and together we developed the program that you have before you.

Present as always are the necessary compliance updates, but we have made a point of looking once again at so many other aspects of our roles as educational providers and supporters of our students and graduates. There is a focus on growing educational disciplines. Growth and innovation in the administration of FSA. Advances and changes in technology that change the way students both enroll and persist in our educational environments. And more!

The one thing that has not changed, nor will it ever, is CSPEN's focus on our family. You share with us your needs for help/assistance, your ideas, and unbelievable new ideas and recommendations on how we can reimagine our community's future, gaining the traction necessary to make it a reality!

Thank you so much for joining us. Whether this is your first conference, or you have been with us since the beginning, we are glad you are part of our growing family!



If you believe that there is value in the services that CSPEN provides and want to see them continue, we ask that you consider making a tax deductible contribution to our organization to help us defray the costs associated with sharing information with you and our community! In return, CSPEN will commit to you that we will do our very best to provide you with access to the information, resources, and/or connections we possess with our community – seeking to collaborate with other interested institutions, associations, and third-party servicers towards the promotion of shared interests of our community. If you are interested in helping support CSPEN do stop by the registration desk for instructions on how to make your contribution.

Schedule

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 don't want to miss this!



Monday, August 15th

9:30 am - 12:30 pm **Free Workshop - Open to All**

Back to the Future – Teaching & Learning After Covid

Grand Ballroom 3

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 us as we 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 AACEN Essentials, simulations for clinical practice (Nursing track)
- Reducing anxiety in health professions students and faculty development to support retention and increase satisfaction. (Health Professions track)

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

For workshop participants there will be a light brunch served.



12:30 - 2 pm **Lunch on your own**

2- 3 pm Concurrent Sessions

Campus Cybersecurity and Data Privacy – The Way Forward

Sylvan Park

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 with Maynard Cooper & Gale

Communication Through Colors

Edgehill

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.

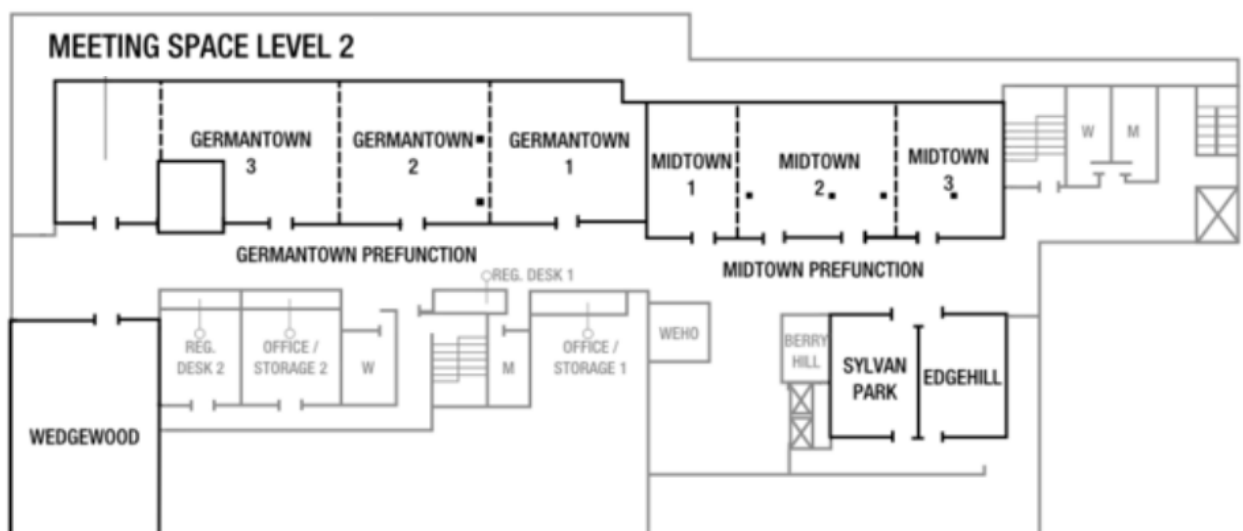
Presenters: Kim Cook, Regional Director of Career Success and Chandra Deveroux, Student Experience Manager, both with American Career College

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

Midtown 1

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



Monday, August 15th

3- 4 pm Concurrent Sessions

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

Sylvan Park

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

Midtown 1

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!

Midtown 3

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 get super prizes. (Limit 4 attendees per team).

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





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4:15 - 5:30 pm General Session

CEO's Perspective of *Higher Education Reimagined*

Grand Ballroom 3

We all get so bogged down dealing with the burdens and challenges of compliance that we do not as 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



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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

Grand Ballroom 3

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 current 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

Sylvan Park

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



Tuesday, August 16th

9:45 - 10:45 am **Concurrent Sessions - Continued**

Proprietary School FSA & HEERF Audit Guides Update

Edgehill

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

Midtown 1

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 and Cid Yousefi, CEO, both with Campus Ivy

The Future of Career Training

Midtown 3

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

Sylvan Park

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

Narrators: 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

Edgehill

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 with Hogan Marren Babbo & Rose, Ltd

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

Midtown 1

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

Midtown 3

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

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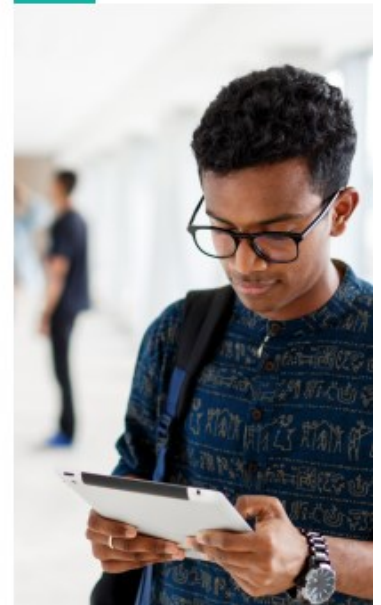
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Tuesday, August 16th

12:30 - 2:30 pm **Lunch in Wedgewood Ballroom - Sponsored by EdwardsSchoen**



2:30 - 3:30 pm **Concurrent Sessions**

The Medium is the Message

Sylvan Park

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

School Mergers & Acquisitions Done Right

Edgehill

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

Tuesday, August 16th

2:30 - 3:30 pm **Concurrent Sessions - Continued**

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

Midtown 1

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 with Ambassador

3:30 - 4 pm **Break - Sponsored by F.A. Davis**



4 - 5 pm **Concurrent Sessions**

How Politics Influence Compliance

Sylvan Park

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

Identify Your Biggest Opportunities in Digital Marketing Strategy

Edgehill

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, all with EdwardsSchoen

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

Midtown 1

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

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

Midtown 3

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, both with Trevecca Nazarene University and Matt Chinn, COO, UNISA

5 - 7 pm Reception in Exhibition Hall - Sponsored by AIM/Centura/Tidewater



Wednesday, August 17th

7:30 - 8:30 am **Breakfast - Sponsored by Campus Ivy**



8:30 - 9:30 am **General Session**

Reimagining Higher Education from Capitol Hill Perspective

Grand Ballroom 3

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 look like in 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

Sylvan Park

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

Edgehill

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

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Wednesday, August 17th

9:30 - 10:30 am **Concurrent Sessions - Continued**

Change in Ownership & Financial Responsibility – The Curtain Comes Down Midtown 1

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 - 11am **Break - Sponsored by Alvarez & Mendoza, PA**



11 am - Noon **Concurrent Sessions**

Innovations in Employer Engagement and Placement

Sylvan Park

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 Micaela 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

Edgehill

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.

Presenter: Shane Sparks, President and CEO, Enrollment Resources

Federal Negotiated Rulemaking Now & Next

Midtown 3

CSPEN concludes our conference with a comprehensive review of the current status of 2021-2022 Federal Negotiated Rulemaking. Our panel 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 completion of the two packages that have been published? What should we, as a community, be doing with the additional time provided to prepare for 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



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Schedule

Wednesday, August 17th

Noon - 3 pm **Special Session with Lunch**

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

Wedgewood Ballroom

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 flag? 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, Advance_360 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



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26463 Rancho Parkway South
Lake Forest, CA 92630
Phone: 949-600-7550
Contact: Ryan Malouf
Email: ryan@almichcpa.com
Website: almichcpa.com

Almich & Associates is a Certified Public Accounting and Business Services firm headquartered in Southern California and focused on the specific financial and compliance needs of organizations involved in postsecondary education. Founded in 1992, the Firm currently provides services to both for-profit and non-profit institutions operating in more than 25 states nationwide. Our Firm's services include annual financial statement and SFA compliance audits, Single Audits, special attestations as required by the U.S. Department of Education and other regulatory bodies, merger and acquisition diligence and advisement, and tax structuring, planning and compliance. Let us know how we can help!!

Alvarez & Mendoza, PA, CPA

1981 NW 88 Court
Doral, FL 33172
Phone: 305-275-3011
Contact: Domingo Alvarez, CPA
Email: domingo
@alvarezandmendoza.com
Website: alvarezandmendoza.com

Alvarez & Mendoza, PA, CPA is a full-service firm dedicated to the higher education industry. We perform financial and compliance audits under generally accepted government auditing standards throughout the U.S., attestations in support of program reviews, bookkeeping, tax returns, acquisition due diligence and we are always available to answer your questions year-round. Our firm is managed and staffed by experienced individuals. Our principals have over twenty years of experience in accounting, auditing, and business advisory services in the education industry. Our firm is peer reviewed, quality control reviewed by the Non-Federal OIG team and a member of the AICPA's governmental quality audit center.

Ambassador Education Solutions

445 Broad Hollow Road, Suite 206
Melville, NY 11747
Phone 631-770-1010
Contact: Bruce Schneider
Email: bschneider
@ambassadorsed.com
Website: ambassadorsed.com

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American Medical Certification Association

194 U.S. Highway 46E
Fairfield, NJ 07004
Phone: 888-960-2622
Contact: Danielle Sadighi
Email: danielle@amcaexams.com
Website: amcaexams.com

American Medical Certification Association (AMCA) is proud to provide national certification exams affording candidates the opportunity to excel in the allied healthcare industry. It is AMCA's mission to deliver high-quality certifications combined with superior customer service. AMCA has partnered with over 1,300 test sites in 48 states and 13 countries. Last year alone, the AMCA supported over 11,000 healthcare facilities with verification of certifications leading to healthcare jobs. AMCA continues to provide study materials, practice tests, job placement assistance, and *instructor testing, along with comprehensive reporting and our top-quality customer service.*

Beauty School Marketing Group

Phone: 256-431-7532
Contact: Jenn Lyles
Email: jenn.lyles@beautyschools.com
Website: beautyschoolmarketing-group.com

We're digital media experts who have been partnering with beauty schools for nearly 30 years. As a team, Beauty Schools Marketing Group has you covered on everything from digital media buying to conversion optimization to SEO. We'd love to talk about how we can grow your business.

Becker Media

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Novato, CA 94945
Phone: 510-465-6200 ext. 105
Contact: Jackie Cauley
Email: jcauley@beckermedia.net
Website: beckermedia.net

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Campus Ivy

7771 W. Oakland Park #108
Sunrise, FL 33351
Phone: 954-281-7003
Contact: Cid Yousefi
Email: cidy@campusivy.com
Website: campusivy.com

Campus Ivy is a financial aid product and service company, providing cloud-based automation tools and outsourcing services to the higher education market. We combine 50+ years of financial aid experience with mobile enabled financial aid technology to make financial aid easy and student friendly.

CampusLogin & Great Exposure

840 King Street W
Toronto, ON M5V1P5
Phone: 416-930-9275
Contact: Saj Butt
Email: saj@greatexposure.com
Website: campuslogin.com

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Career TEAM, LLC

250 State Street
North Haven, CT 06473
Phone: 619-559-8134
Contact: Micaela Alpers
Email: micaela@careerteam.com
Website: careerteam.com

Career TEAM exists to accelerate the human condition. The Career Edge platform provides content and tools that enhance the student experience from admission to job placement resulting in increased retention, graduation and placement rates. Our solutions provide faculty and career services staff with scalable resources that improve professional development and employer partnerships.

CBRE

400 S. Hope Street, 25th Floor
Los Angeles, CA 90071
Phone: 949-433-8896
Contact: Ashley Madrid
Email: ashley.madrid@cbre.com
Website: cbre.com

The CBRE Private Sector Colleges and Universities (PSCU) practice group draws on the talented professionals and resources of the world's largest commercial real estate services provider. PSCU supports educational institutions in making informed, strategic real estate decisions based on a range of tools and resources, including in-house mapping and research services, labor and econometric analysis, LEED certification capabilities and numerous other resources found only in commercial real estate's most robust and diverse services platform. CBRE was named a Fortune 500 company, a BusinessWeek 50 "best-in-class" company, and an EPA "Energy Star Partner of the Year."

Celsius Marketing/Interactive

8191 College Parkway, Suite 202
Fort Myers, FL 33910
Phone: 813-416-7063
Contact: JP (Jon Paul) Smith
Email: jpsmith@celsiusmarketing.com
Website: celsiusmarketing.com

Celsius Marketing | Interactive is an advertising & marketing firm comprised of a talented team of dedicated professionals specializing in marketing, advertising, design and production. We strive to exceed our clients' expectations through collaboration by accurately assessing needs and facilitating a different degree of thinking, while providing the highest standards of service. The team that defines Celsius Marketing perform with a high degree of expression through creativity and marketing expertise. We come together with a strong focus on improving all forms of public representation through advertising and adopting our client's business goals as our own.

Cobbs Allen

115 Office Park Drive
Birmingham, AL 35223
Phone: 913-832-8878
Contact: Andy Davenport
Email: adavenport@cobbsallen.com
Website: cobbsallen.com

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Conext

4117 Hillsboro Pike
Suite 103-720
Nashville, TN 37215
Phone: 952-277-9966
Contact: Jeri Prochaska
Email: jeri@conext.me
Website: conext.me

Conext.me is an all-in-one communications platform build for the Career and

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CourseKey, Inc.

2150 W. Washington Street, Suite 113
San Diego, CA 92110
Phone: 610-592-7780
Contact: Adam Figueira
Email: adam@coursekey.com
Website: coursekey.com

CourseKey is the world's leading provider of vocational intelligence. Career and technical colleges nationwide use CourseKey's suite of tools to increase engagement, support compliance, and drive student success. The CourseKey platform is key to enabling the most successful vocational workforces on Earth.

Cyanna Education Services

PO Box 177
Granville, OH 43023
Phone: 817-770-2803
Contact: Mark Sullivan
Email: mark.sullivan@cyanna.com
Website: cyanna.com

Cyanna Education Services was founded in 2008 with the goal of uniting compliance and technology for the education sector, and today supports institutions of higher education, post-secondary schools and corporations to achieve their goals. From online education, instructional media and technology to state licensure, accreditation and operational consulting--Cyanna provides an array of education services to clients around the globe. Cyanna's online education platform,

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DJA Financial Aid Services, Inc.

3000 W. Kellogg Drive
Wichita, KS 67213
Phone: 800-242-0977
Contact: Kristi Cole
Email: kcole@gotodja.com
Website: gotodja.com

DJA Financial Aid Services, Inc. offers comprehensive financial aid servicing and consulting to Title IV institutions nationwide. We provide our clients a stream-lined approach to administering the Title IV aid programs through our web-based software platform, New Leaf. Developed in house by capitalizing on the knowledge and expertise of DJA's 33 years in the industry, our program automates financial aid administration, meets compliance standards and provides real-time updates of expected cash flow. Additionally, DJA provides unparalleled customer service, detailed updates on industry announcements and a monthly webinar training program to keep your team up to date on current regulations.

EdwardsSchoen

7500 College Boulevard, 5th floor
Overland Park, KS 66210
Phone: 785-550-0610
Contact: Aaron Edwards
Email: aarone@edwardsstrategies.com
Website: edwardsstrategies.com

EdwardsSchoen a higher education company that focuses on enrollment strategies and consulting services. Our team has decades of experience in higher education and we understand that each of our partners, and their respective student population, is unique. Building an internal structure and service model with appropriate resources, analytics, tactical execution and strategic oversight are core to our approach in building successful partnerships. We start by understanding our partners unique position in the

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Philadelphia, PA 19103
Phone: 314-447-8250
Contact: Jeremiah Hood
Email: j.hood@elsevier.com
Website: evolve.elsevier.com/education/

Elsevier Education empowers higher learning institutions and educators with exceptional content, learning technology, and assessment tools that help transform today's students into tomorrow's healthcare professionals.

Enrollment Resources

216-611 Brookside Road
Victoria, BC V9C0C3
Phone: 250-391-9494
Contact: Shane Sparks
Email: shane@enrollmentresources.com
Website: enrollmentresources.com

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F.A. Davis Company

1915 Arch Street
Philadelphia, PA 19103
Phone: 612-669-9861
Contact: Sally Daluge
Email: sjd@fadavis.com
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1200 SW 145th Avenue
Pembroke Pines, FL 33027
Phone: 800-327-5772 ext 105
Contact: Julia Brown
Email: jbrown@fameinc.com
Website: fameinc.com

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Global Financial Aid Services, Inc.

10467 Corporate Drive
Gulfport, MS 39503
Phone: 228-523-1020
Contact: James Addison
Email: james.addison@globalfas.com
Website: globalfas.com

Global Financial Aid Services provides full scope financial aid administration and an array of consulting services for higher education institutions. As a strategic operating partner, our financial aid solutions ensure federal compliance, process efficiency, regulatory expertise and service accountability in a close relationship where client needs come first. Global has offered strategic financial aid solutions and excellence in customer service since 1996.

Gragg Advertising

450 East 4th Street Suite 100
Kansas City, MO 64106
Phone: 913-406-0654
Contact: Lisa Olmedo
Email: lolmedo@graggadv.com
Website: graggadv.com

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232 North Almon Street
Moscow, ID 83843
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Contact: Trina Poe
Email: trina.poe@lightcast.io
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2032 Barrington Pointe Drive
League City, TX 77573
Phone: 214-794-2756
Contact: Meredith Dela Rosa
Email: meredith.delarosa@macmillan.com
Website: macmillanlearning.com/college/us

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**McClintock & Associates, PC**

1370 Washington Pike
Bridgeville, PA 15017
Phone: 412-257-5980
Contact: Michael Wherry
Email: mwherry@mcclintockcpa.com
Website: mcclintockcpa.com

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**MDT Marketing**

15471 SW 12th Street, Suite 203
Sunrise, FL 33326
Phone: 561-324-2006
Contact: Alex Guerino
Email: alex@mdtmarketing.com
Website: mdtmarketing.com

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NextWave Safety

123 William Street, Suite 901
New York, NY 10038
Phone: 612-816-3226
Contact: CiCi Reidy
Email: creidy@nextwavesafety.com
Website: nextwavesafety.com

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Orbund LLC

9727 Antioch Road. #12626
Overland Park, KS 66282
Phone: 717-314-8338
Contact: Paul Rutledge
Email: paul.rutledge@orbund.com
Website: orbund.com

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221 River Street
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Sikich

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Phone: 877-279-1900
Contact: John Mazurek
Email: john.mazurek@sikich.com
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SST Accountants and Consultants

12720 Hillcrest Road, Suite 500
Dallas, TX 75230
Phone: 972-739-1265
Contact: Eileen Keller
Email: ekeller@sst.cpa.com
Website: sst.cpa.com

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Phone: 202-680-9455
Contact: Tom Netting
Email: tom@tengovtstrategies.com

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Beaverton, OR 97006
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Contact: Nathalie Mateer
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Phone: 803-546-1257
Contact: Rachel Buchanan
Email: Rachel.buchanan@visiblebody.com
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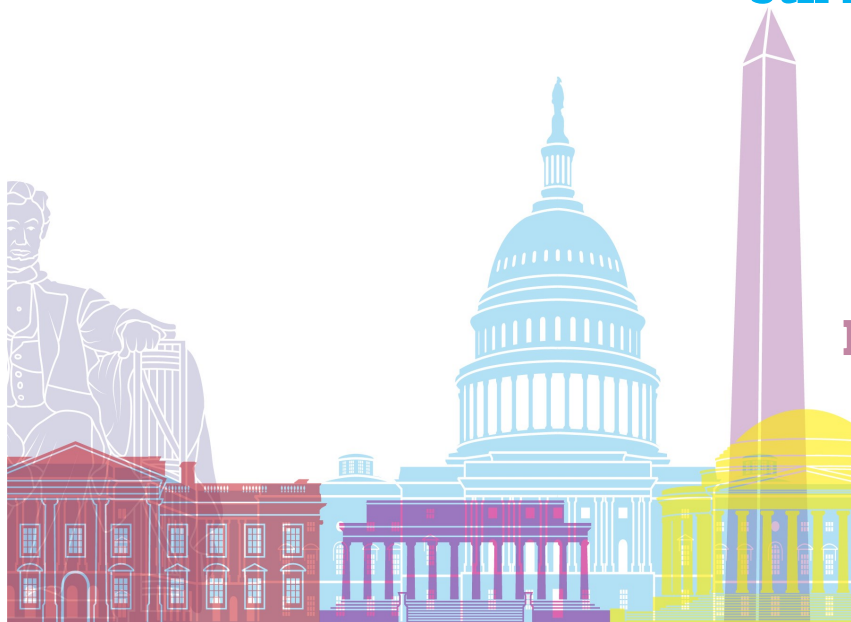
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