

CSPEN

New Orleans





BETTER TOGETHER.





August 14, 2023

Dear CSPEN Registrants,

Welcome to the 9th Annual Career Schools Private Education Network's Conference!

I know that every year I begin with a sentence or two about how excited CSPEN is for all of you to attend our conference, and that it may sound so passe, but the truth is we really sincerely mean it!

We are a family and we are truly so appreciative that you continue to support the efforts of the solely donation drive 501 (c)(3) charitable education organization. This year we are excited to bring to you what is quite literally the most packed agenda we have ever had!

Our opening General Session is not a single presentation, but a first of its kind "Keynote Trifecta" providing you with the ability to explore the connectivity between our community and the U.S. Department of Homeland Security's Office of Partnership and Engagement. Want to learn more about grant assistance for your institution and students? That's option one. Want to learn more about the support for protection of our students against human trafficking? That's option two. Want to learn more about both protection and prevention from cybersecurity and support for apprenticeship and other opportunities for students to gain additional skills? That's option three. And that is literally just the opening hour!

Add to this over twenty breakout sessions, a federal regulatory update from Deputy Under Secretary of Education Ben Miller, who is back for the third year in a row, and amazing panel discussions on topics including: the latest issues impacting women in higher education; top issues impacting our community at the state level; a comprehensive review of the entire regulatory landscape; and so much more!

Speaking of more, how about the LARGEST Exhibit Hall EVER! Many of these vendors will share the latest information and innovations with you during breakout sessions, but the reality is, nothing beats Jeri's opportunity for the institutions and the vendors to share time together in a fun and engaging environment!

Can you tell we are excited?

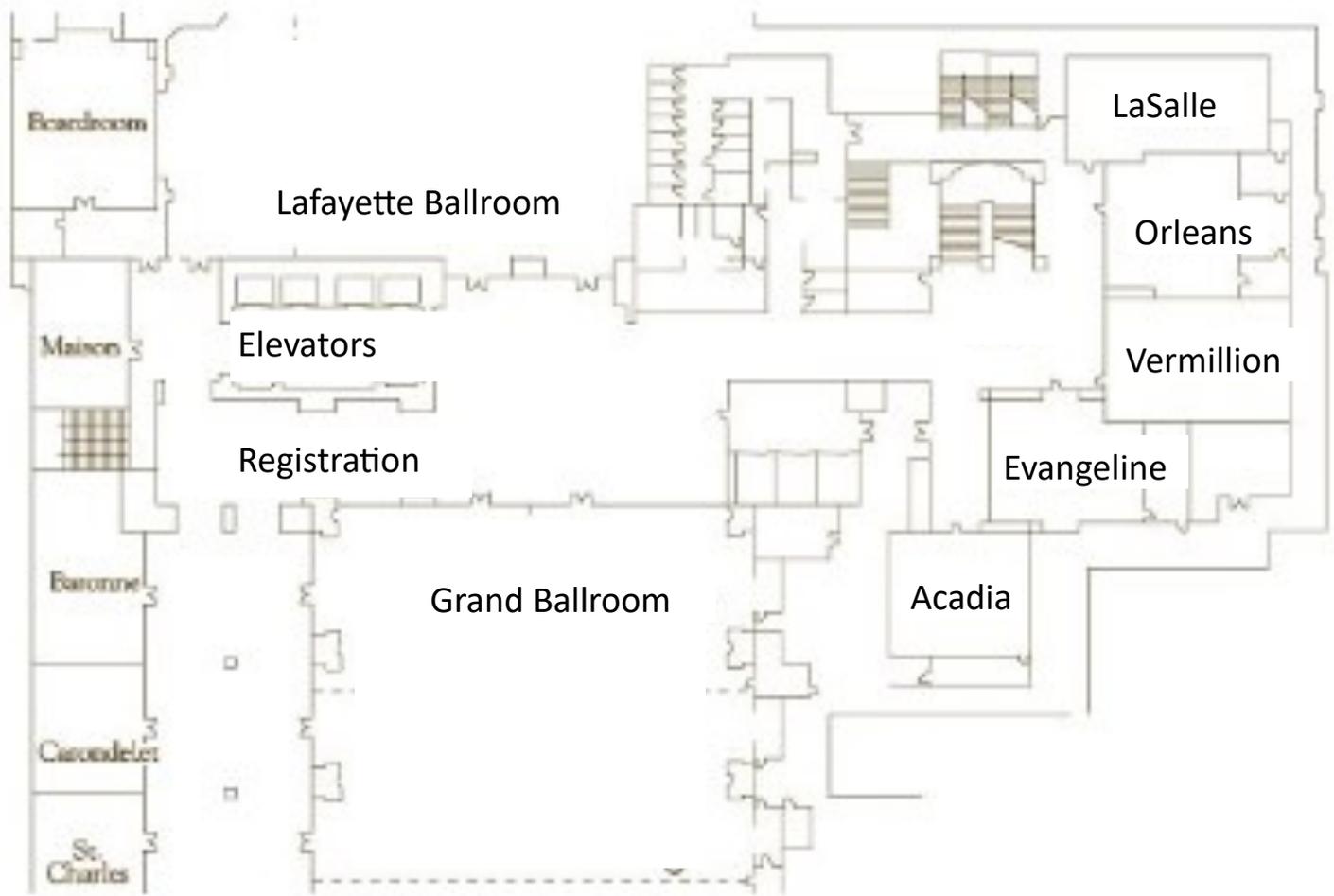
We hope that you are too, and as a special gift for the first two individuals who read this welcome all the way through, and come to Jeri or I, we will recognize you with a special gift – one free registration to next February's Higher Education Policy Meeting in Washington, DC.

Sincerely,

Tom Netting and Jeri Prochaska

CSPEN Co-Executive Directors

Ritz-Carlton Floorplan



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.

SOLVING ENROLLMENT MARKETING CHALLENGES

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Agenda

Monday, August 14th

1 - 4 pm Workshops

Reimagining Admissions: How Gen Z is Different

Vermillion

Join other owners and staff in a lively discussion of how Gen Z is different and why we need to tweak our admissions and marketing strategy to capture their interest in our schools. We will take you from lead to start. You'll learn:

- The buying cycle
- Marketing sources for Gen Z
- Building rapport with texts
- The worst texts to send
- Re-engaging older leads
- Becoming a Master at Admissions
- Collateral to help your school grow enrollment
- Improving your enrolled to start rates

Presented by Jenn Lyles, Executive Director of Beauty Schools Marketing Group

Gainful Employment Workshop

Evangeline

Given the extraordinary importance of the Gainful Employment rule and its newest version for career schools, CSPEN has arranged for a special workshop conducted by Thompson Coburn LLP's Higher Education Practice. Join us as the Thompson Coburn Team

- walks you through the proposed rule in a methodical manner, highlighting key differences from the 2014 rule
- explains the new "earnings premium" metric for program eligibility
- teaches you how to project performance under the proposed measures with the help of the free desk guide, "How to Project Gainful Employment Rates"
- allows time for exploring and answering your questions

Presented by Aaron Lacey, Practice Chair at Thompson Coburn LLP's Higher Education Practice



Special Sessions

3:30 – 5 pm State Association Executive Meeting (invitation only)

Orleans

4 – 5 pm Meet Your Accreditors

Acadia

- Accrediting Bureau of Health Education Schools (**ABHES**) Executive Director India Tips
- Accrediting Council for Continuing Education and Training (**ACCET**) Senior Accreditation Coordinator Scott Faulstick
- Accrediting Council for Independent Colleges and Schools (**ACICS**) President Michelle Edwards
- Council on Occupational Education (**COE**) Executive Director Kirk Nooks
- Distance Education Accrediting Commission (**DEAC**) Executive Director Leah Matthews
- The Southern Association of Colleges and Schools/Commission on Colleges (**SACSCOC**), Chief of Staff Dr. Sandra Jordan

5 - 7 pm Opening Reception

French Quarter Balcony

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Featuring the Rachelle Romeo Quartet



Rachelle Romeo is a Phoenix area based saxophonist and respected veteran of the Los Angeles Blues and Jazz scene. She has performed with Peter Cetera, Flora Purim, Airtio Moreira, Harlis Sweetwater (Alpine Blues Festival) and is a 2nd place winner of the International Blues Challenge 2022. Her warm, distinctive tone and unerring musicality lends wonderful soul to every note she plays.

Sponsored by

An advertisement for SST Accountants & Consultants. The top left features the SST logo, which consists of a stylized green and white graphic followed by the letters "SST" in a bold, green, sans-serif font, with "ACCOUNTANTS & CONSULTANTS" in a smaller font below it. The background of the ad shows a man and a woman in business attire looking at a tablet together in an office setting. In the bottom left, there is a text block: "Focused on your success. SST Accountants & Consultants has a national reputation for serving higher education institutions with auditing, strategic planning and tax services." In the bottom right, there is a circular graphic containing a QR code and the text "Connect with the experts at SST today!".

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Focused on your success.
SST Accountants & Consultants has a national reputation for serving higher education institutions with auditing, strategic planning and tax services.

Connect with the experts at SST today!

Tuesday, August 15th

Networking Time!

(Separate registrations required)

7:30 am - 1 pm Golf Tournament at Stonebridge Golf Course

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9am - 12:30 pm Exclusive Chauffeured Tour of New Orleans' Famous Cuisine

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2 - 3 pm Breakout Sessions

Change is the Only Constant: The Latest ED Rules on Changes in Ownership and Financial Responsibility

LaSalle

With so many ED rulemakings and regulatory changes over the last several years, it can be difficult to keep up with the latest crucial requirements for maintaining Title IV participation. Through the varied perspectives and experiences of a school operator, regulatory counsel, and auditor, this session will discuss personal liability obligations for investors and board members, the new change in ownership regulations and requirements that took effect on July 1, 2023, the latest proposed changes to financial responsibility requirements and letter of credit triggers (including related reporting obligations) that could become effective July 1, 2024, and the potentially significant implications of these matters on school operations and strategic planning.

Presented by Jonathan Tarnow, Partner at Faegre Drinker, Michael Wherry CPA, Director at McClintock and Associates and David Mohr, President and CEO, Salud Education



Artificial Intelligence: How Schools are Using AI (A Fishbowl Session)

Acadia

From chatbots to conversational texts to nurturing – career schools are starting to introduce more AI into enrollment and retention strategies. Join this open discussion and learn from your peers! Discover what's working (and what isn't) with other conference goers. If you have a question – hop into the fishbowl and get advice from other professionals. Moderators will share industry best practices and insights while turning the mic to other attendees to see what's working for them.

Moderated by Charlie Parker, Vice President at Centura College and Jenn Lyles, Executive Director of Beauty Schools Marketing Group



The New Borrower Defense Regulations: Peeling the Onion

Vermillion

Did you know that when the new borrower defense regulations become effective this July, your institution could be dealing with as many as four different sets of borrower defense regulations depending on when the loans in question were disbursed? Borrowing from Carl Sandburg's famous quote, it is fair to say that the new borrower defense regulations are like an onion; you peel it off one layer at a time, and sometimes you weep. Yolanda and Roger will guide you through the new borrower defense regulations explaining which events could trigger a borrower claim or even a group claim, akin to a class action. Learn the significant difference made by which regulations the Department of Education applies, including what rights your institution has in defending these claims and who may bring such claims on behalf of unknowing students. The presentation will include specific listed action items designed to mitigate your risk.

Presented by Yolanda Gallegos, Founder of Gallegos Legal Group and Roger Swartzwelder, Shareholder in the Firm's Education Practice Group for Maynard Nexsen P.C

Leaving Legacy Behind – The Advantages of a Modern SIS Solution

Evangeline

Most institutions struggle with the challenges of making the right decision when it comes to their Student Information System. Do I stay with my current system even though it's old and expensive or is it time to consider upgrading to a modern solution that is more efficient and affordable to operate? The SIS and the data it collects is a critical component of the success of your school. It supports your entire admin staff and faculty as well as increasing student engagement on a daily basis. It also provides critical compliance reporting and the necessary outputs to aid in management decisions. This session will provide you with the knowledge and plan to confidently evaluate today's vendors and their offerings to ensure the right decision for your institution's future.

Presented by Billy Clark, President for Delta College of Arts & Technology, Dr. Christian Vige, Provost for Delta College of Arts & Technology and Joe Fisher, Director of Solution Consulting at StudentFirst



3 - 4 pm Breakout Sessions

What's Coming at You in Higher Education

LaSalle

School leaders will receive updates on new compliance requirements and some anticipated issues to add to their radar, including changes to the Title IX regulations under the Biden Administration and the Supreme Court decisions on race in admissions. We'll also discuss risk management strategies and proactive steps you can take to prepare for these upcoming challenges.

Presented by Audrey Kaplan, Vice President Compliance for West Coast University and American Career College and Michael Tecson, Shareholder at Hogan Marren Babbo and Rose LTD

Tuesday, August 15th

3 - 4 pm Breakout Sessions - continued

Secret Shopper Panel

Acadia

On March 14, 2023, The U.S. Department of Education announced that the Enforcement Office of Federal Student Aid will use secret shoppers as an additional tool to monitor and evaluate areas such as recruitment, enrollment, and financial aid as part of ongoing efforts to identify deceptive practices used to recruit and enroll students.

Join this panel session for a thought-provoking conversation covering topics such as:

- The practical implications of increased regulations on institutional operations
- Strategies to support institutional representatives to speak with clarity and confidence on institutional programs and services
- How to ensure the consistent provision of truthful and accurate disclosures to potential students
- Best practices designed to not only ensure a culture of compliance, but to increase student involvement throughout the admission process

Presented by John Hanson, COO for Pima Medical Institute, Kate Carey, Special Counsel at Cooley LLP, Chris Lambert, Principal of BCC Accreditation Solutions, Vickie Schray, Founder and Principal, Vanguard Coaching and Consulting Services, LLC and Mike O'Brien, CEO of Conext



Are Your Students Proficient or Just Passing?

Vermillion

Learning the language of healthcare is a bedrock requirement to set the successful goal of licensure, certification, graduation and most importantly employment. Medical Terminology coursework can impact outcomes, programmatic accreditation, and the vital treatment needed in the workforce. Mastering Medical Terminology will remove the communication, comprehension and confidence barriers that affect the ability to make decisions and provide exceptional care. But not all Medical Terminology courses are the same. Are your students proficient or just passing? Come hear the experts. Your students will thrive as a result.

Presented by Lisa Finnegan PTA, Accreditation Manager, Evidence in Motion, University Partners Former Lead Accreditation Specialist for PTA, Commission on Accreditation in Physical Therapy Education (CAPTE), Amanda L. Jacob B.A., M.A., Director of Online Learning Northshore Technical Community College, Hammond LA with F.A. Davis Company's Leigh Wells, Vice President Business Development, Sally Daluge, Vice President Business Development and Tammy Detrich, Senior Business Development Manager

90/10: Everything Old is New Again

Evangeline

Get ready for a lively discussion of the new regulations regarding the 90/10 revenue ratio. In this session we will cover the new requirements for the inclusion of all "federal funds", the exclusion of certain cash revenue and how they differ from prior regulations. In addition, we will explore strategies for compliance now and in the future, its expected effect on schools, consequences of noncompliance, and what auditors will be looking for. Don't miss this important session! Although the new rules become effective July 1, 2023, they are retroactive to January 1, 2023. The opportunity to be proactive is ticking away!

Presented by Dr. Larry Banks, Interim Vice President of Academic Affairs for Bryan University, Eric Evans, President and CEO of Bryan University, Laura Plummer, Controller for Western Technical College El Paso, Eileen Keller, Partner at SST Accountants and Consultants and Ronald L. Holt, Partner and Co-Chair Higher Education Practice at Rouse Frets White Goss Gentile Rhodes P.C.



4 - 5 pm Opening General Session

Exploring the U.S. Department of Homeland Security, Office of Partnership and Engagement

The Department of Homeland Security was formed in the wake of the terrorist attacks of September 11, 2001, as part of a determined national effort to safeguard the United States against terrorism. The Department became the third-largest federal department, bringing together 22 different federal agencies, each with a role in this effort. Since the Department's creation, the goal is simple: one DHS, one enterprise, a shared vision, with integrated results-based operations.

With a focus on creating a culture of responsibility and fiscal discipline, DHS is involved in many key topics that overlap and intertwine with higher education (e.g., academic engagement, cybersecurity and human trafficking).

Today, you have the opportunity to learn more about the support DHS offers to institutions of higher education in three separate areas, as we present the first ever “**Keynote Trifecta**”:

Introducing DHS: Office of University Programs, Science and Technology Directorate

LaSalle

The Department of Homeland Security (DHS) Science and Technology Directorate (S&T) Office of University Programs (OUP) offers postsecondary institutional grants, internships and summer research experiences to build a diverse, highly capable, technical workforce for the homeland security enterprise (HSE). Come listen and learn more about the mission, goals and objectives, and potential opportunities for both your students and institution(s) during this introduction to OUP.

Presented by Rebecca L. Medina, Director, Office of University Programs, DHS Science and Technology Directorate

Introducing: DHS – Cybersecurity Education & Career Development, Cybersecurity & Infrastructure Security Agency

Acadia

All organizations – regardless of size – need to adopt a heightened posture when it comes to cybersecurity and protecting their most critical assets. The Cybersecurity & Infrastructure Security Agency (CISA) offers tools, services, resources and current information for businesses and organizations to implement key cybersecurity practices. Now more than ever, the higher education community must be vigilant in protecting data which is difficult to secure due to a number of factors: the ability of malicious actors to operate from anywhere in the world, the linkages between cyberspace and physical systems and the difficulty of reducing vulnerabilities and consequences in complex cyber networks. Come learn more about the resources and support CISA provides that can help you navigate this very challenging, but real emerging compliance issue.

Presented by Chad Adams, Supervisory Cybersecurity Advisor, Cybersecurity & Infrastructure Security Agency

Introducing: DHS – Center for Countering Human Trafficking

Vermillion

The mission of the Department of Homeland Security's (DHS) Center for Countering Human Trafficking (CCHT) is to advance counter human trafficking law enforcement operations, protect victims and enhance prevention efforts by aligning DHS's capabilities and expertise. A key component of CCHT's efforts include the “Blue Campaign” which leverages partnerships with institutions of higher education, the private sector, Non-Governmental Organizations (NGO), law enforcement and state/local authorities to maximize national public engagement on anti-human trafficking efforts. Blue Campaign's educational awareness objectives consist of two foundational elements - prevention of human trafficking and protection of exploited persons. Come learn more about these important programs and how your institution(s) can recognize the indicators of human trafficking and how to appropriately respond to possible cases.

Presented by LaTonia Whitsett, Management & Program Analyst, DHS Center for Countering Human Trafficking

5 - 7 pm Grand Opening Exhibition Hall and Reception

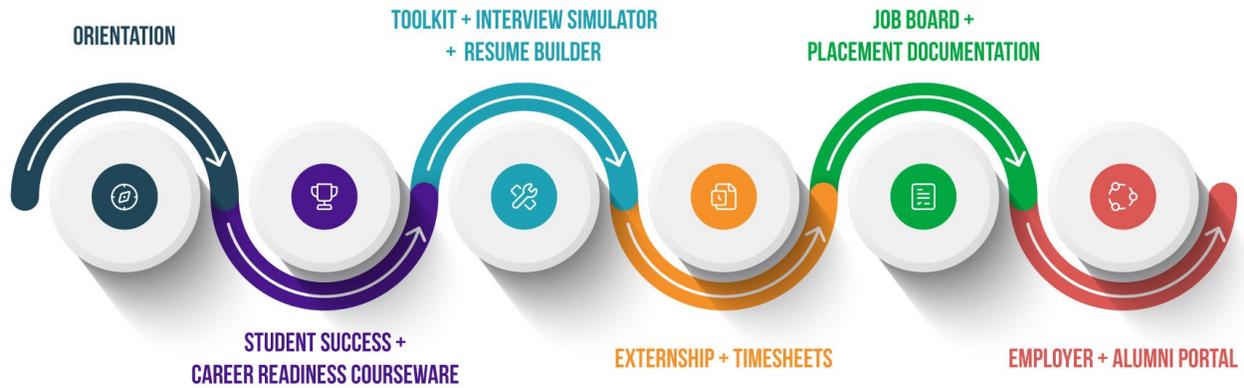
Grand Ballroom



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Wednesday, August 16th

7 - 8 am Breakfast in Exhibition Hall

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8 - 9:15 am Keynote
Lafayette Ballroom

Go Bronco Billy! Lessons from the 100 Mile Run

Jeff Browning (aka Bronco Billy) is a veteran ultra-runner and endurance coach. He has competed in some of the world's most difficult ultra-mountain races over the past two decades, amassing hundreds of ultra-marathons finishes and over 30 career wins (mostly in the 100-mile distance). Jeff will share his successful strategies and practices on achieving the life goals most important to you.

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9:30 - 10:30 am Breakout Sessions

Women in Trades/Attracting and Maintaining Women in Construction/Trade Programs

LaSalle

A significant barrier to increasing the number of women in the construction trades remains accessibility to training programs that are linked to industry partners. Building a skilled trade program provides a unique opportunity for women to bring their skills and talents to improve the execution of construction projects while providing high-wage, family-supporting careers. The National Center for Construction Education and Research (NCCER) recently completed a research project to identify how the construction industry can improve recruitment, retention, and placement of women in the construction trades. In this session, NCCER representative, Dr. Mittie Cannon, will discuss how CSPEN can use this insight to improve program offerings to increase the number of women enrolled in construction CTE programs.

Presented by Dr. Mittie Cannon, The National Center for Construction Education and Research (NCCER), Panelists: Tracy Lorenz, President of Universal Technical Institute, Dr. Paulette Thomas-Collins, Regional Director for AIM/Centura College/Tidewater Tech and Cheryl Stakowski, Executive Director for Pearson with Brian Mann, Executive Director for NCCER

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Wellness Waterfall: How to Support Employee Wellness Across Organizations

Acadia

In this session, participants will be exposed to the Wellness Waterfall and its potential impact on organizational key indicators like retention, engagement, and satisfaction. The Wellness Waterfall is influenced by skills (learning and development), will (self-care and self-regulation), and fills (reward and recognition) which influence healthy and sustained behavior change at the individual and organizational levels. We'll review workforce and industry trends around wellness, specifically in higher education. Participants will experience self-care and self-regulation strategies which are immediately applicable.

Presented by Jenna Sage, Director of Organizational Wellness and Wellbeing and Lindsay England, Vice President, Office of Transformation, both with Ultimate Medical Academy



2023 Title IV Audit Guide: Balancing Audit Burden and Federal Stewardship Responsibilities

Vermillion

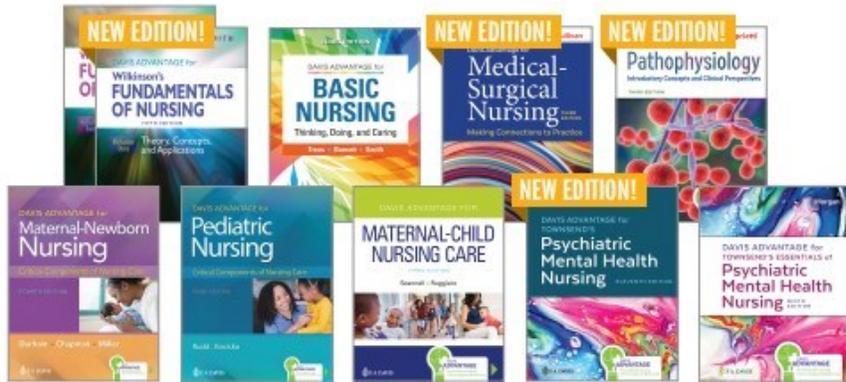
Hear about the latest changes to annual financial and Title IV compliance audits of proprietary schools and third-party servicers directly from the Department of Education's subject matter experts. The OIG Non-Federal Audit Team will discuss how the recent changes to audit requirements and guidance are intended to reduce auditor burden while upholding the Department of Education's responsibility to be good stewards of Federal funds. Attendees will also learn where to go with questions and what they can do to prepare for these audits.

Presented by Mark Priebe, Director of U.S. Department of Education Office of Inspector General Non-Federal Audit Team and Amy Bales, Assistant Director of U.S. Department of Education Office of Inspector General Non-Federal Audit Team

Wednesday, August 16th



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9:30 - 10:30 am Breakout Sessions Continued

Scalability *Evangeline*

Taking a business from small to large is not easy. How do you go from one person or a small staff to a multi-location enterprise? How do you handle quadruple % growth and not collapse in on yourself. To keep a business alive, you must have a great product, vision, sales, customer retention, market anticipation, prognostication, perfect price-point, an eye on the competitors, business finance and operational analysis. When you start a business, you are an entrepreneur until the first day you open the door, then you become a realist and it requires laser focus to survive and grow. This presentation will look at ways you can not only survive in business but flourish and grow.

Presented by Darryl Mattox, President/COO for Gragg Advertising

10:30 - 11:00 am Break in Exhibition Hall

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11 am - Noon Breakout Sessions

Flashlights for the Dark Corners of Your School

LaSalle

What goes undiscovered is both a threat and an opportunity. Did you know that before a student drops, misses classes, fails an exam or engages in inappropriate or dangerous behavior they often reach out to their faculty, staff or admissions rep. This is an opportunity to identify and save an at-risk student or possibly prevent a tragedy. Technology has made it easy for your students to communicate. Schools have a responsibility to make sure the right person is responding. Let us guide you through best practices and share real life situations.

Presented by Devin Bapiste, Vice President of Student Information Systems and Registrar Operations of Legacy Education and Mike O'Brien, CEO of Conext



Reimagining the Definition of Student and Customer

Acadia

Join a meaningful discussion on reimagining the definition of student and customer. With a clear product strategy and thoughtful market segmentation, successful career educators adopt a partnership mindset with community colleges, businesses and workforce entities that create alternative revenue streams and position career colleges for long-term success.

Presented by Andrea M. Snow, Esq., Senior Vice President and In-House Counsel for Ancora Education and Micaela Alpers, Chief Business Officer for Career Team LLC



Bridging the Gap Between Field and Home Office/Corporate

Vermillion

Do you often feel a disconnect between your corporate office and that of your campuses? In this session you'll learn how to have transparent relationships and data rich understanding to create proactive dialogue to secure sustainable total enrollment lift, and hopefully be slightly entertained.

Presented by: Prestige Worldwide (well, Charlie Parker and Jeremiah Scarbrough from AIM/Centura College/Tidewater Tech), the first word in Entertainment. Management, Home Office, Campuses and Black Leather Gloves. Putting in the man-hours to study the science of what you need.



Preparing for FAFSA Simplification 2024-2025

Evangeline

This session will focus on specific items that institutions can use to prepare for the 2024-2025 award year. We will have an interactive presentation that will guide schools on using technology to successfully navigate through the coming changes. We will look at some of the basic differences in how the EFC methodology will change with the implementation of the Student Aid Index (SAI). Looking at how these changes will affect our student eligibility and the awarding process; we will also discuss how schools can begin to prepare their staff and campus leadership on the potential effects, and how using technology can assist with the multitude of changes. We will look at real live scenarios and cover them within our presentation. 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.

Presented by Caren Stewart, Vice President of Business Development for Campus Ivy

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Wednesday, August 16th

Noon - 1:15 pm Lunch

French Quarter Balcony

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Keynote

From Streets to C-Suites: Lessons from a dropout on how to motivate students (and employees) to be life-long learners and leaders

I'll share my life experience as a high school dropout who eventually earned a doctoral degree and now successfully navigates corporate and higher education administrations. Participants will learn about what motivation is and how to encourage others to action; signs of 'dropping out' as indicators of an imbalance of work and life; how to repair and restore when people feel harmed (post-trauma strategies); and strategies for successful life-long learning and leadership. As someone who has been pushed out, systematically de-valued, and experienced exclusion I can share the strategies that DID work to motivate me toward success.

This is also partnered with my extensive work with vulnerable populations, persons who have suffered traumas, research-based behavioral interventions, and organizational wellness and wellbeing practices.

Jenna Sage, Author and Director of Organizational Wellness and Wellbeing for Ultimate Medical Academy



1:30 - 2:30 pm Special Report

Lafayette Ballroom

Ben Miller, Deputy Under Secretary at the U.S. Department of Education

Ben Miller has dedicated his career to improving post-secondary education. He previously served in the U.S. Department of Education as senior policy advisor in the Office of Planning, Evaluation, and Policy Development. Between his government appointments he served as senior director at the Center for American Progress and as the higher education research director at New America.

2:30 - 3:00 pm Break in Exhibition Hall

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Wednesday, August 16th

3 - 4 pm Breakout Sessions



Marketing Tested...Compliance & Admissions Approved

LaSalle

We believe that to execute a flawless marketing campaign, it's imperative to include Compliance and Admissions in the conversation. Why might you ask? It's very simple...time is money, and wasted time leads to wasted money, ineffectiveness and frustration. While we know that there are standard compliance regulations for our sector, the truth is that there are nuances that both Compliance and Admissions departments face daily that are specific to your school, and unknown to the masses. Using best practices while also bringing Compliance and Admissions to the marketing table are easy ways to ensure that your school's brand is putting its best foot forward 100% of the time. We want you to avoid this very common situation by joining us to discuss how implementing this synergistic approach will alleviate wasted resources and frustration, allowing for more efficient and effective marketing initiatives to benefit your school most.

Presented by Audrey Kaplan, Vice President of Compliance for West Coast University, Scott Murphy, Senior Vice President of Marketing at Ancora Education,, Pam Trandahl, Vice President of Compliance for Triumph Education Higher Education Group and Jackie Cauley, Senior Director of Business Development for Becker



Audits, Program Reviews and New Regulations, Oh My!

Acadia

Whether your school offers classes in person or online (or both), you have one aid office or several, your institution is subject every year to an annual audit and possibly a program review then there are changes to navigate like borrowers' defense! being prepared will help your office Win the battle staying compliant will get you there! This session features a great question and answer session with the Vice President of Bryan University who has successfully navigated a program review with an expedited exit, yearly audits with zero liability findings and finding ways to ensure compliance is king! Join this session to engage in a lively discussion, exchange ideas, ask questions, and take away information you can implement right away to keep your financial aid offices prepared for it all!

Presented by Roxane Romero, Vice President of Student Finance at Bryan University



State Association Panel

Vermillion

State associations share your mission and goals - bringing quality education to those who need it the most. Join in a discussion of how your state association can advocate for and support your institution.

- Arizona Private School Association (APSA) Executive Director Susan Ciardullo*
- California Association of Private Post-Secondary Schools (CAPPS) Executive Director Robert Johnson*
- Florida Association of Postsecondary Schools and Colleges (FAPSC) Executive Director Allen Morthan*
- Louisiana Association of Private Colleges and Schools (LAPCS) President Noah Brandon*
- MidAtlantic Association of Career Schools (MAACS) Executive Director Aaron Shenck*
- Northwest Career College Federation (NWCCF) Executive Director Maryann Brathwaite*

Moderated by Dr. Joel English, Executive Vice President of Aviation Institute of Maintenance

Post-Pandemic Pandemonium! Strategies to Keep Student Loans from Being Your Worst Nightmare

Evangeline

Experts are predicting delinquent rates of at least 70-80% with rapidly escalating default rates. Borrowers are confused, angry and frustrated, plus they have found other ways to spend their student loan payments. Call hold times with federal servicers are already more than 2 hours. Servicers are running with minimal staff if they have managed to survive. Many factors show a clear path to disaster unless your school has a quality default management program with a proven history of success.

Presented by Mary Lyn Hammer, President and CEO, Champion College Services



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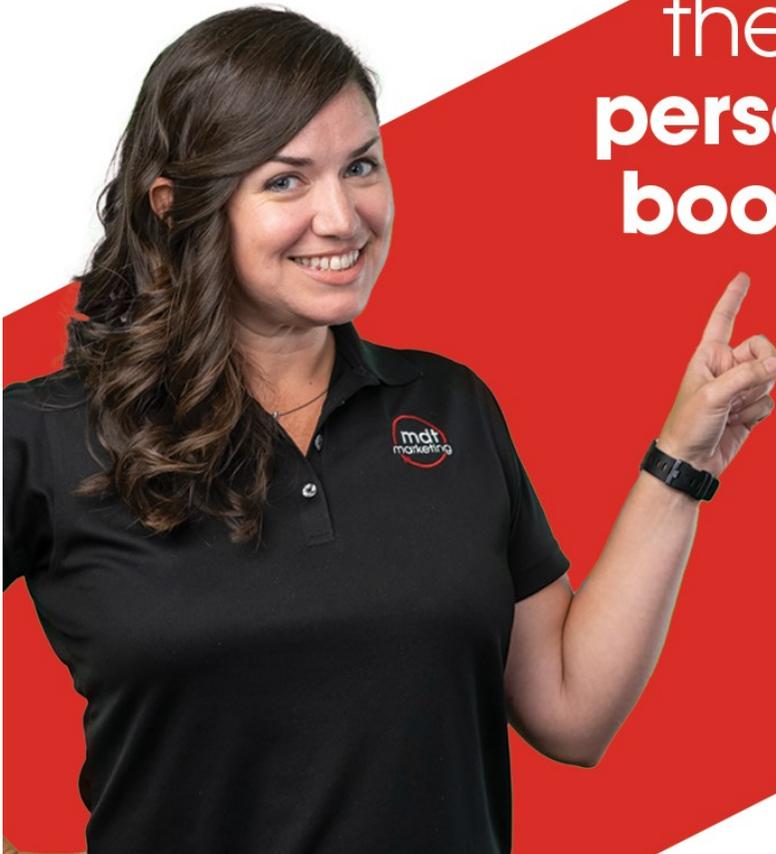
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Wednesday, August 16th

4 - 5 pm Breakout Sessions

How and Why Private Postsecondary Education Regulators Review School Financials. Licensing Perspectives from a State Regulator

LaSalle

Private postsecondary education regulators are responsible for overseeing schools that provide educational programs beyond high school. One of our primary duties is to ensure that these schools are financially stable and operate in a fiscally responsible manner. This presentation will focus on the reasons behind our financial review process, as well as how we conduct these reviews. Additionally, we will examine how the triad of state regulators, accreditors, and the US Department of Education collaborate to safeguard students in the event of school closures or potential closures.

Presented by Kevin LaMountain, Executive Director of the Arizona State Board for Private Postsecondary Education

Beyond the Brochure: Exclusive Insights into How Students and Parents Navigate post-High School Education Options

Acadia

Join us for a thought-provoking conference session as we present the findings of Advance 360 Education's 2023 proprietary national research surveying parents of students considering post-secondary education as well as high school students themselves. Our research is the culmination of extensive surveying and data analysis aimed at understanding the attitudes, behaviors, motivations and preferences of both parents and students when considering their post high-school education options. We will share insights on how parents and students make decisions about choosing a school, what factors influence their decisions, and what are the most important considerations when looking to attract student prospects. Attendees can expect to gain valuable insights into the minds of parents and students considering post-secondary education and to discover how your institution can best meet their needs in today's ever-changing landscape.

Presented by Joel Espinoza, Director of Digital Strategies with Advance 360 Education

The Art of a College Relocation

Vermillion

The Art of a College Relocation covers the do's and don'ts when finding your next college campus. Covering the importance of market research, letter of intents, the timelines of the project as well as many other important factors will help make your next college campus relocation successful.

Presented by Jeff Woolf, Executive Vice President for CBRE

Compliance Panel – What Keeps Us Up At Night?

Evangeline

What keeps you up at night is intended to be an insightful presentation on the importance of understanding the levels of responsibility to school ownership and school management in this career college sector. We will examine some of the challenges and best practices for dealing with regulators, retaining staff and supporting students, and maintaining personal balance.

Presented by Marion Carberry, CEO of Piberry Institute, Dr. Patrick Comstock, Chief Compliance Officer for Trumantra Education Group, Douglas Beck, Senior Vice President, General Counsel at Adtalem Global Education, Matthew Egan, Vice President of Regulatory Affairs at Arizona College of Nursing and Dr. Michele Ernst, Chief Academic and Compliance Officer for SAE Institute Moderated by Aaron Lacey, Practice Chair at Thompson Coburn LLP's Higher Education Practice



TRUMANTRA

ADTALEM



5 - 7 pm Reception

Grand Ballroom

Sponsored by



Thursday, August 17th

7 - 8 am Breakfast in Exhibition Hall

8 - 9 am Keynote

Lafayette Ballroom

Congresswoman Lisa McClain (MI-9)



Speaker - Representative Lisa McClain (R-MI), Member of the House Committee on Education & the Workforce

In her second term, Lisa was elected by her peers to serve as the second-highest ranking woman within House Republican Leadership as Conference Secretary. Additionally, because of her driven workstyle and positive attitude, Lisa has been asked to serve on four committees:

- House Armed Services Committee
- **House Committee on Education and the Workforce**
- House Budget Committee
- House Committee on Oversight and Accountability
- serving as **Chair: Healthcare and Financial Services Subcommittee**

Before Congress, Lisa served as Senior Vice President of the Hantz Group, a Southeastern Michigan-based company that she helped to start and build from the ground up. The Hantz Group is a financial services company with over 700 employees and nearly \$10 billion in revenue.

9 - 9:30 am Break in Exhibition Hall

Sponsored by



9:30 - 10:30 am Breakout Sessions

Clearing Paths: Meeting the Needs of Adult Learners Through High School Completion

LaSalle

Recent data from the National Center for Education Statistics shows that in 2020 the high school dropout rate was 5.3%, equating to 2M people between the ages of 16-24 who did not earn a diploma. Ancora Education launched Ancora High School, a new online High School for adults, open to learners aged 18 or older who have completed 9th grade. Ancora partnered with McGraw Hill to build 23 courses featuring McGraw Hill Courseware. We'll discuss how Ancora High School meets students where they are by providing a combination of Course Coaches, Student Success Champions, along with course tools and content scaffolded to accelerate student learning and outcomes.

Presented by Andrea M. Snow, Esq., Senior Vice President and In-House Counsel for Ancora Education and Katie Mahan, Vice President Private Sector Sales for McGraw Hill



The How to Avoid Marketing Landmines

Vermillion

Regulatory agencies (i.e. Department of Education, FTC, and state attorneys general) are increasing scrutiny of representations schools make to prospective students. The Department of Education recently deployed a secret shopper initiative to evaluate interactions between admissions representatives and prospective students. This session will provide an overview of the legal landscape regarding what schools can say to prospective students and how to avoid legal trouble.

Presented by Derin Dickerson, partner in the firm's Litigation & Trial Practice Group at Alston & Bird

9:30 - 10:30 am Breakout Sessions Continued

Pending Regulations & Upcoming 2023-24 Federal Negotiated Rulemaking

Evangeline

The deadline for public comment on the NPRM covering GE, Financial Responsibility & Administrative Capability, Certification Procedures, and ATB will be a distant memory, but discussions and strategies regarding ways in which to still attempt to influence the Administration's Final Rules will remain front and center. So too will be efforts to plan and prepare for the 2023-2024 Federal Negotiated Rulemaking. Join CSPEN as we talk with individuals from all aspects of our community as we discuss in real time where these key regulatory topics stand and how we work together to prepare for what's next.

Presented by Yolanda Gallegos, Founder of Gallegos Legal Group and Roger Swartzwelder, Shareholder in the Firm's Education Practice Group for Maynard Nexsen P.C., Tom Netting, Co-Executive Director of CSPEN, Mark Brenner, Vice President of Corporate Affairs and External Communications for Universal Technical Institute, Bert Locklin, Government Relations & Compliance Policy Specialist for Auguste Escoffier School of Culinary Arts and Aaron Lacey, Practice Chair at Thompson Coburn LLP's Higher Education Practice

10:45 - 11:45 am Closing Keynote

Lafayette Ballroom



CSPEN Update and Conference Summary

Speaker – Tom Netting, Co-Executive Director, CSPEN

Noon - 2 pm Luncheon Honoring Lisa McClain (invitation only)

French Quarter Balcony

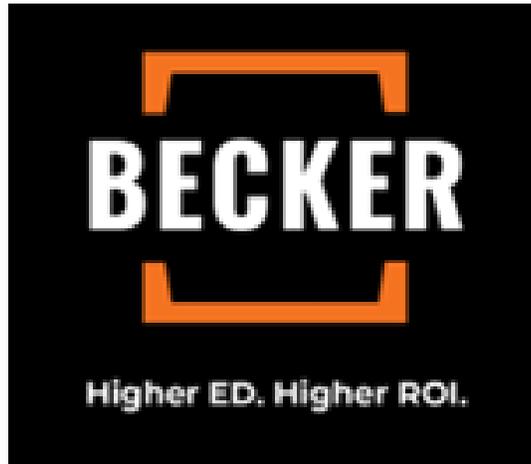
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Contact: Anthony Espinoza
Email: aespinoza@advance360.com
Website: a360education.com

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Contact: Ryan Malouf
Email: ryan@almichcpa.com
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Contact: Bruce Schneider
Email: bschneider@ambassadors.com
Phone: 631-770-1010
Website: ambassadors.com

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Phone: 888-960-2622
Website: amcaexams.com



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Ancora High School launched in 2022 to provide adult learners the opportunity to complete a high school diploma in a highly flexible, self-paced, completely online format. Ancora High School has earned accreditation by Cogna™ and has partnered with McGraw Hill to provide courseware platforms that deliver personalized learning experiences allowing students to learn at their own pace. Brought to market by Ancora, a leading workforce solutions provider, Ancora High School seeks to inspire and empower students to change their lives through our high school education completion and skill development opportunities. Learn more at www.ancorahigh.com.

Contact: Andrea Snow
Email: Andrea.Snow@ancoraeducation.com
Phone: 843-222-3025
Website: ancora.com

The Burmax Company

The Burmax Company has served the professional beauty industry since 1948, catering to wholesale beauty supply distributors and beauty schools. We are one of the leading manufacturers, importers and distributors of professional beauty and spa supplies.

Contact: Marc Centomini
Email: m.centomini@burmax.com
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Campus Cloud Services has been supporting postsecondary career and higher educational institutions since 2012. It is a cloud-based student information system that manages student data in one place, across admissions, academics, accounting and more. Current Clients have populations from 50 to 50,000 students.

Contact: Paul Rutledge
Email: paul@campuscloudservices.com
Phone: 717-314-8338
Website: campuscloudservices.com



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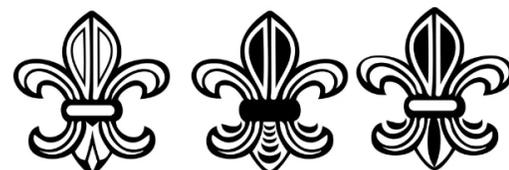
Career TEAM exists to accelerate the human condition. The Career Edge platform provides content and tools that enhance the student experience from admission to job placement resulting in increased retention, graduation and placement rates. Our solutions provide faculty and career services staff with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

Contact: Micaela Alpers
Email: Micaela@careerteam.com
Phone: 619-559-8134
Website: careerteam.com

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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."

Contact: Ashley Madrid
Email: Ashley.madrid@cbre.com
Phone: 949-433-8896
Website: cbre.com



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Since 1989, Champion has offered our signature default prevention programs reaching students at critical points during the student loan repayment cycle—not just delinquent borrowers. Our programs, including an accredited proprietary financial literacy course with tools, have consistently prevented, lowered, and controlled default rates and improved repayment rates. We have expanded our programs to include life skills courses and personal development that support the success of the whole student. These programs ensure positive outcomes, improved reputations, and a supportive community.

Contact: John White
 Email: john.white@championcollegeservices.com
 Phone: 480-947-7375
 Website: championcollegeservices.com



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Contact: Jeri Prochaska
 Email: jeri@conext.me
 Phone: 952-277-9966
 Website: conext.me



Coursekey

CourseKey helps over 300 vocational education programs across the country improve student engagement and retention by streamlining data collection, visualizing progress and risk, and automating student intervention.

Contact: Jackson Batchelder
 Email: Jackson@coursekey.com
 Phone: 208-660-7669
 Website: coursekey.com

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 Email: aarone@edwardsschoen.com
 Website: edwardsschoen.com

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 Email: sjd@fadavis.com
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Contact: Martin Durlak
 Email: martin@generationmarketing.ca
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Email: dmattox@graggadv.com
Phone: 816-721-8362
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Contact: Gayla Huber
Email: ghuber@integrishield.com
Phone: 816-656-8921
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Email: chad@jobwise.com
Phone: 801-860-9458

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Contact: Janlyn Reed
Email: janlyn.reed@macmillan.com
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Phone: 412-257-5980
Contact: Michael Wherry
Email: mwherry@mcclintockcpa.com
Phone: 412-257-5980
Website: mcclintockcpa.com

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Contact: Katie Mahan
Email: katie.mahan@mheducation.com
Phone: 513-532-5694
Website: mheducation.com



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Contact: Alex Guerino
Email: alex@mdtmarketing.com
Phone: 561-324-2006
Website: mdtmarketing.com



National Center for Construction
Education and Research

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Contact: Brian Mann
Email: brian.mann@pearson.com
Website: nccer.org



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Contact: Ryan Ward
Email: ryan@pathwaylabs.io
Phone: 845-709-0225
Website: pathwaylabs.io



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Email: cheryl.stakowski@pearson.com
Phone: 847-409-2264
Website: pearsonplc.com



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Contact: Kelly Glover
Email: Kelly.Glover@sikich.com
Phone: 877-279-1900



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Contact: Eileen Keller
Email: ekeller@sst.cpa
Phone: 972-392-1143
Website: sst.cpa



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Contact: Bryan Carmichael
Email: bryan.carmichael@student-first.com
Phone: 702-213-5660
Website: studentfirst.com



TEN GOVERNMENT STRATEGIES

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Tom Netting, experienced Public Policy Advisor with a demonstrated history of working in higher education legislative and regulatory affairs. Skilled in Nonprofit Organizations, Negotiation, Analytical Skills, Governmental Affairs, and Government. Strong community and social services professional.

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

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Contact: Shameka Savage
Email: ssavage@tfccal.com
Phone: 925-498-2513
Website: tfctuition.com



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UNISA is a loan servicing company dedicated to the Higher Education marketplace. Serving the needs of Public, Private, Non-Profit, and For-Profit Colleges and their alumni borrowers has been the focus of their business for over 35 years. Campus based loan receivables including the Federal Perkins Loan Program have been UNISA's primary business. However, as the needs of their customers have expanded they have met that demand by designing and servicing Private Education Loans, Institutional Loan Programs, Tuition Payment Plans, and Managing Student Account Receivables.

Contact: Matt Chinn
Email: matt.chinn@unisainc.com
Phone: 303-521-5503
Website: unisainc.com

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Contact: Jenn Smulligan
Email: jenn.smulligan@visiblebody.com
Phone: 978-857-1065
Website: visiblebody.com

Weworski & Associates

Weworski & Associates is a certified public accounting firm based in San Diego, California. W&A was formed by Joe Weworski and Mike Facer in 1992 with a primary attention to the needs of the post-secondary educational arena. We have since developed further expertise in many additional areas including charter schools, construction, bio-technology, benefit plans and income tax services.

Contact: Brett Ingle
Email: bingle@weworski.com
Phone: 858-546-1505
Website: weworski.com



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