2019 CECU CONVENTION
INNOVATION: OUR HISTORY! OUR FUTURE!
WELCOME TO NEW ORLEANS
Powers Pyles Sutter & Verville
is the official sponsor of the
Convention WIFI.

To access WIFI throughout the
event, select the CECU19 network
in your settings and enter
the password: powers19
when prompted.

Network: CECU19
Password: powers19

SOCIAL MEDIA

Be sure to follow along for
updates, ask a question or share
a photo while you are with us in
New Orleans!

Twitter: @CECUed #CECU2019
Facebook: facebook/CECUed

CONVENTION APP

The CECU 2019 Convention mobile app is sponsored by
Ambassador Education Solutions. The app is available
from the App Store (iOS) or Play Store (Android), or directly
from topi.com/app.

You will be prompted for an event code, which is Ambassador.

The app allows you to:
• View schedules and explore sessions
• Create your own personalized schedule
• Access location and speaker information
• Chat with attendees and expand your personal network
SCHEDULE AT A GLANCE

SUNDAY, JUNE 2, 2019
7:00 am – 2:00 pm  CECU Golf Tournament Sponsored by EDU Interactive
8:30 am – 4:30 pm  IPEDS Workshop
10:00 am – 4:30 pm  CPA Seminar
Noon – 4:00 pm  Legal Seminar
1:00 pm – 4:00 pm  Conversion Breakthroughs for Admissions Teams Sponsored by Enrollment Resources
1:00 pm – 4:00 pm  Conversion Breakthroughs for Marketing Teams Sponsored by Enrollment Resources
5:00 pm – 7:00 pm  Opening Reception in the Exhibit Hall

MONDAY, JUNE 3, 2019
8:00 am – 9:00 am  Exhibit Hall Breakfast
9:00 am – 9:30 am  Keynote Address by Congresswoman Virginia Foxx
9:30 am – 10:30 am  Keynote Address by Jim Carroll
11:00 am – Noon  Concurrent Sessions
11:00 am – 12:30 pm  CEO Series*
Noon – 2:00 pm  Lunch in the Exhibit Hall
1:00 pm  Support for Veteran Access Rally in the Exhibit Hall
2:00 pm – 3:00 pm  Concurrent Sessions
3:00 pm – 3:30 pm  Break
3:00 pm – 4:30 pm  CEO Series*
3:30 pm – 4:30 pm  Concurrent Sessions
4:30 pm – 7:00 pm  Exhibit Hall Reception Sponsored by Level Agency

TUESDAY, JUNE 4, 2019
8:00 am – 9:00 am  Exhibit Hall Breakfast
9:00 am – 10:00 am  Keynote Address
10:30 am – 11:30 am  Concurrent Sessions
10:30 am – Noon  CEO Series*
11:30 am – 1:00 pm  Lunch in the Exhibit Hall
1:00 pm – 2:00 pm  State Executive Panel: New Sector Attacks at the State Level
2:00 pm – 3:00 pm  Concurrent Sessions
3:00 pm – 3:15 pm  Break
3:15 pm – 4:15 pm  Concurrent Sessions
4:30 pm – 5:30 pm  Meeting of the Members
5:30 pm – 7:00 pm  Closing Exhibit Hall Reception**

*Invitation only

**Reception will begin at the conclusion of the Meeting of the Members
Dear Convention Attendees:

Welcome to New Orleans! Welcome to the 2019 Annual Convention of Career Education Colleges & Universities. And welcome to this exciting, energetic and engaging time together!

The theme of this year’s convention is “Innovation: Our History! Our Future!” Our goal throughout the convention is to inform our school leaders of the emerging innovation and technology skills essential for tomorrow’s workforce.

This entire Convention program was designed to provide you the vision, the insights, and the tools to seize the moment of change on the brink of innovation. Our goal is to provide you with the tools you, and your team, need to enhance the quality of your postsecondary career education programs. From our inspiring keynote addresses, to the more than 40 concurrent sessions and one of the most diverse exhibit halls in years – this convention is made for you.

This is your convention! We created it to provide you the best possible opportunity for learning, for networking, and for building your school’s future. Now, it is your obligation to use it to maximum benefit.

Everyone at CECU – our board, our professional staff – are here to help you. Please do not hesitate to contact any of us.

Thanks for who you are and all that you do. Here is to a great time together today; and a great future together – tomorrow!

Joe Martin
Convention Chair

Steve Gunderson
President & CEO, CECU
TASKFORCE ROSTER

CHAIRMAN

JOE MARTIN
President
ITI Technical College

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Unitech Training Academy

VALERIE CIMAROSSA
Chief of Staff
University of Advancing Technology

THOMAS DONOHUE
CEO
Level Agency

ARNIE GIRNUN
Chief Success Officer
Florida Vocational Institute

JOE LASKOWSKI
Managing Partner & Chief Marketing Officer
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GENERAL INFORMATION

PRESENTATION INFORMATION

For the most comprehensive version of all session presentations, please download the CECU 2019 mobile app sponsored by Ambassador Education Solutions. Stay up-to-date and receive real-time alerts on sessions and breaking news at the event. Download the Topi app and use the passcode: Ambassador.

All session materials will be provided to attendees at the conclusion of the event via email.

EXHIBIT HALL HOURS

SUNDAY, JUNE 2
5:00 pm – 7:00 pm

MONDAY, JUNE 3
8:00 am – 7:00 pm

TUESDAY, JUNE 4
8:00 am – 7:00 pm

All meals and receptions will be hosted in the exhibit hall.

GENERAL ASSISTANCE

If you need assistance, please see the staff at the CECU registration desk or at the CECU Booth.

CELL PHONE USE

Please be courteous by keeping your cell phone and other electronic devices on silent during all sessions.

BADGES AND ACCESS

Your registration badge serves as your official Convention pass and must be worn during all functions. You may be denied admission if you do not have a badge.

RIBBONS

Ribbons are available at the registration desk to help you distinguish yourself at Convention. Stop by the registration desk to select a ribbon to add to your badge.
EVALUATIONS

Your comments will be extremely helpful in designing future events and conventions. Please take a moment to complete the Convention evaluation from staff after the event. Your opinion matters.

DRAFT HOUSE
Sponsored by Higher Ed Growth

The CECU Draft House, sponsored by Higher Ed Growth, is located in the Exhibit Hall. This is a great place to network and relax after attending the concurrent sessions. The Draft House will serve both alcoholic and non-alcoholic beverages.

CECU DRAFT HOUSE HOURS

SUNDAY, JUNE 2
5:00 pm – 7:00 pm ........................................Full hosted bar

MONDAY, JUNE 3
8:00 am – 9:00 am .......................................Breakfast station
Noon – 2:00 pm ................................................Lunch station
4:30 pm – 7:00 pm ........................................Full hosted bar

TUESDAY, JUNE 4
8:00 am – 9:00 am .......................................Breakfast station
11:30 am – 1:00 pm ........................................Lunch station
5:00 pm – 7:00 pm ........................................Full hosted bar

KEYNOTE SESSIONS

Don’t miss the big names joining us in the Empire Ballroom

MONDAY, JUNE 3, 2019

Time: 9:00 - 9:30 am
Congresswoman Virginia Foxx

Time: 9:30 - 10:30 am
Just in Time Knowledge: Align schools for the future
Jim Carroll

TUESDAY, JUNE 4, 2019

Time: 9:00 - 10:00 am
Programs | Partnerships | Progress: Our Role as a Sector
Dr. Sheldon Fields, Healthcare Career Trends Expert
Carolyn Lee, Manufacturing Trends Expert

Time: 4:30 - 5:30 pm
Meeting of the Members | Strategy Reveal
Hosted by the CECU Board of Directors
It’s time to simplify
Print, Digital, Inclusive Access and More!

DON’T MISS OUR BREAKOUT SESSION
“Overwhelmed by the Digital Surge?”
Learn how to simplify the management and delivery of digital course materials, plus streamline publisher relationships and processes.
JUNE 4 • 11:00 A.M.

LET’S TEAM UP AT CECU - BOOTH #208
AmbassadorEd.com | info@AmbassadorEd.com | 800.431.8913

BECKER
MORE STUDENTS. LESS DOLLARS.
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ANNUAL CONVENTION SPONSORS

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Edwards Strategies
Enrollment Resources
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Transform Student Outcomes

With CampusNexus Occupation Insight, your institution gains greater insight into workforce needs and students acquire the skills for career success.

Visit Booth #105  See a live demo: campusmanagement.com/occupation-insight

Presentation
Beyond Engagement – Strategies to Improve Student Outcomes
Tuesday, June 4 from 11 - Noon | Room: Bolden 2

Since 2008, Cobbs Allen has provided significant savings for CECU members in three countries and 18 states by placing insurance programs specifically tailored for private sector education. Our education practice group represents over 100 schools and protects more than 300,000 students annually.

Cobbs Allen is focused on supporting private sector colleges and universities with complex coverage issues and helpful services such as:
- Vendor Risk Management
- Contractual Review
- Litigation Assistance
- Compensation and Benefits Benchmarking
- Human Resources Training and Support
- Transactional Due Diligence

Cobbs Allen’s expertise in the marketplace helps place difficult coverages necessary for private sector educational institutions like the following:
- Return of Tuition
- Breach of a Student Contract
- Deceptive Trade Practices
- Institutional Loan Programs
- Borrower Defense to Repayment
- Reputation Risk Protection

For more information contact:
Andy Davenport  (205)874-1210  davenport@cobbsallen.com
Daniel Kusmin  (913)267-5603  dkusmin@cobbsallen.com
EXHIBIT HALL

Get into the spirit of New Orleans at the Reception hosted by Level Agency following the sessions on Monday, June 3.

Join us in the Exhibit hall for music, entertainment and cocktails!

EXHIBIT HALL HOURS

SUNDAY, JUNE 2
5:00 pm – 7:00 pm

MONDAY, JUNE 3
8:00 am – 7:00 pm

TUESDAY, JUNE 4
8:00 am – 7:00 pm

All meals and receptions will be hosted in the exhibit hall.
EXHIBITORS
LISTED ALPHABETICALLY

ACT® | NRCCUA® ................................................. 231
allheart .............................................................. 419
Almich & Associates ........................................ 219
Amazon Kindle .................................................. 424
Ambassador Education Solutions ..................... 208
American Medical Certification Association ........ 202
ApexChat ........................................................... 232
Archer Education ............................................... 606
Becker Media ...................................................... 501
Campus Ivy ......................................................... 608
Campus Management ......................................... 105
Career TEAM ...................................................... 332
CareerConext ...................................................... 411
Case | Sabatini ................................................... 514
CBRE ................................................................. 329
Career Education Colleges and Universities ........ 409
Celsius Marketing | Interactive ......................... 318
Cengage ............................................................. 609
ChatDrive .......................................................... 418
Cobb’s Allen ....................................................... 215
Collegiate Admission & Retention Solutions ....... 433
Collegiate Housing Services .............................. 233
CompTIA .......................................................... 617
CourseKey .......................................................... 618
DataVerum, LLC ................................................. 427
DJA Financial Aid Services, Inc. ......................... 322
Ed-Exec, Inc. ....................................................... 511
EDU Interactive ................................................ 117
Education Loan Source ...................................... 410
Edufficient .......................................................... 333
Edwards Strategies ............................................. 211
Elsevier .............................................................. 123
Enrollment Resources ....................................... 223
ESM Digital ......................................................... 317
FAME ................................................................. 129
Financial Aid Services, INC .............................. 431
GEMCOR, Inc. ..................................................... 212
Generation Marketing ....................................... 113
Global Financial Aid Services ............................ 516
Goal Structured Servicing .................................. 611
Goodheart-Willcox Publisher ......................... 225
Gragg Advertising ............................................. 109
Great Exposure, CampusLogin ......................... 413
Hampden Engineering Corporation ................. 330
Hanover Research ............................................... 601
Higher Ed Growth ............................................. Draft House
HigherEdJobs ..................................................... 510
Imagine America Foundation ......................... 603
KELLYBRADY ..................................................... 315
Klass App, Inc. ................................................... 607
LeadsCouncil .................................................... 519
LeadScor.......................... 324
LeadSquared ..................................................... 612
Level Agency ..................................................... 509
Loan Science ..................................................... 415
Mantra Digital ................................................... 416
McCIntock & Associates .................................. 230
McGraw Hill ..................................................... 600
MDT Marketing ............................................... 131
Medline ............................................................ 513
Meritize ............................................................. 610
Mirotek .............................................................. 319
National Center for Competency Testing (NCCT) .. 314
New Directions Behavioral Health/WellConnect .... 423
Niche ................................................................. 328
Norton | Norris, Inc. .......................................... 518
One Partners LLC ............................................. 417
OneWorldSIS ................................................. 429
Oozle Media ...................................................... 512
Orbund ............................................................... 216
Pearson .............................................................. 228
Prism Medical .................................................... 615
Sikich LLP ........................................................ 605
Strada Education Network ............................... 425
Sunrise Credit Services .................................... 414
TextAim ............................................................. 311
TFC Tuition Financing ....................................... 101
The Office Gurus .............................................. 421
ThinkEDU .......................................................... 619
Thrunline Marketing ........................................... 229
TJS Deemer Dana LLP ...................................... 432
Tuition Options LLC ........................................... 310
UNISA ............................................................... 430
V Digital Services .............................................. 323
Vector Careers .................................................... 621
Verity IQ ............................................................ 331
Viktory Student ............................................... 428
Weworski & Associates .................................... 217
Windstar Media ................................................. 613
Wonderlic .......................................................... 422
Workforce 180 .................................................. 316
WC Boyer .......................................................... 316
Wright International Student Services ............. 316

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We believe that all students should have access to affordable, high-quality learning solutions built to help them succeed. That's why we offer a wide range of flexible, affordable options to not only help students, but offer educators the flexibility to choose.

Learn how you can make course materials more affordable with McGraw-Hill at mhhe.com/realvalue

Because learning changes everything.
Campaign to Protect Veterans’ Access!

Visit us at CECU booth #409 to:

- Make your contribution to this vital campaign!
- Pick up your supporter button and Book of Veterans’ Success Stories.

SUPPORT THE VETERAN ACCESS RALLY!

Join us as we announce this campaign launch with Pete Hegseth, Fox News Channel host, former infantry Captain in the Army National Guard and former executive director of the political advocacy groups Vets for Freedom and Concerned Veterans for America.

WHEN: 1:00 pm on Monday, June 3
WHERE: The CECU Park in the Exhibit Hall
WHO: ALL attendees are encouraged to come and support
### EXHIBITORS
LISTED BY CATEGORY

<table>
<thead>
<tr>
<th>ADMINISTRATIVE SERVICES</th>
<th>GEMCOR, Inc.</th>
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<td>Goal Structured Solutions</td>
<td>611</td>
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<td>Microtek</td>
<td>319</td>
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<td>316</td>
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<tr>
<td>DEVELOPMENT</td>
<td>CBRE</td>
<td>329</td>
</tr>
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<td>Amazon Kindle</td>
<td>424</td>
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<td>Cengage</td>
<td>609</td>
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<td>Elsevier</td>
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<td>Orbund</td>
<td>216</td>
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</tr>
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<td>EDUCATIONAL TRAINING MATERIALS</td>
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schools like yours have turned to us for their default management needs. The average rate for these schools is now under 10%. These same schools had rates that averaged above 30% before using our service.

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• Simple
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CAMPUS DEVELOPMENT
Equipping your campus leaders and educators effectively and thoroughly is the first step in building the foundation for maximizing student potential. Topics include operations, program development, outcomes, strategic planning, etc.

GOVERNMENT RELATIONS
Learn about current regulations and changes in Washington, as well as how to be the voice in your community to affect positive change and partnerships with government and media representatives. Topics include compliance, regulatory, GE, BDR, Title IV, etc.

MARKETING OUTREACH
Learn strategies and innovative methods to engage and reach your desired audience.
# QUICK GUIDE

## SESSIONS

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<td><strong>KEYNOTE:</strong> Support for Our Sector</td>
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<tr>
<td>9:30 - 10:30 AM</td>
<td><strong>KEYNOTE:</strong> Just in Time Knowledge: Align Schools for the Future</td>
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<tr>
<td>11:00 AM - NOON</td>
<td>Applying Change Management to Campus Operations</td>
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<tr>
<td>2:00 - 3:00 PM</td>
<td>Efficiency And Effectiveness: How to Optimize Your Marketing Efforts and Get Better Results.</td>
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<tr>
<td>3:30 - 4:30 PM</td>
<td>Digital Marketing Must-Haves You Must Deploy... but Probably Aren't For Your School</td>
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<td>Panel: Best Practices for turning non-converted aged inquiries into enrollments using performance-based proven methods. Case Studies of Success &amp; Failure</td>
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<tr>
<td>2:00 - 3:00 PM</td>
<td>Real Time Data &amp; Predictive Analytics: Beyond Attendance and Assessment</td>
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<td>Building a Marketing Program for the Year 2020</td>
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<td>11:00 AM - NOON</td>
<td>What's Holding You Back From Automating Student Engagement?</td>
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<td>2:00 - 3:00 PM</td>
<td>Employer &amp; Alumni Engagement...a 360 Degree Approach</td>
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<td>Turn Your Social Media into an Admissions Conversion Machine</td>
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<td>The New Paradigm of Education Funding: Looking Beyond FICO Scores to Grow Enrollment</td>
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<td>EDU Mkt Automation: The Technology &amp; Proven Strategies You Need Today</td>
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<td>Developing Employer Sponsored Education Programs</td>
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<td><strong>KEYNOTE:</strong> Programs</td>
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<td>Overwhelmed by the Digital Surge? There's an Easier Way to Manage Electronic Course Materials</td>
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<td><strong>State Executive Panel:</strong> New Sector Attacks at the State Level, Empire Ballroom</td>
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<td>2:00 - 3:00 PM</td>
<td>How to Build an Incredible Brand that students will never forget</td>
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<td>Millennial Marketing - What you did yesterday won’t work tomorrow.</td>
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<td>Marketing Attribution: Measure the performance of each element of your Marketing Mix</td>
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<td>Effective Leadership: Strategies for Developing Leaders at all Levels</td>
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<td><strong>Meeting of the Members:</strong> Strategy Reveal</td>
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<td>Community Outreach: A Way to Increase Quality Enrollment, Placement, and Brand</td>
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<td>Leveraging AI &amp; Predictive Analytics to Monetize Historical Lead Data</td>
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<td>Digital Marketing Must-Haves You Must Deploy... but Probably Aren't For Your School</td>
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<td>Beyond Engagement – Strategies to Improve Student Outcomes</td>
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<td><strong>State Executive Panel:</strong> New Sector Attacks at the State Level, Empire Ballroom</td>
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<td>2:00 - 3:00 PM</td>
<td>Eight High-Impact Practices for Maximizing Graduate Career Outcomes in the New World of Work</td>
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<td>2:00 - 3:00 PM</td>
<td>Transforming Students to Employees - Highlights of the Most In-Demand Employability Skills</td>
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### TUESDAY, JUNE 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>1:00 - 2:00 PM</td>
<td>How to Build an Incredible Brand that students will never forget</td>
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<tr>
<td>2:00 - 3:00 PM</td>
<td>Millennial Marketing - What you did yesterday won’t work tomorrow.</td>
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<td>3:15 - 4:15 PM</td>
<td>Marketing Attribution: Measure the performance of each element of your Marketing Mix</td>
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<td>3:15 - 4:15 PM</td>
<td>Effective Leadership: Strategies for Developing Leaders at all Levels</td>
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<td>4:30 - 5:30 PM</td>
<td><strong>Meeting of the Members:</strong> Strategy Reveal</td>
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<td>4:30 - 5:30 PM</td>
<td>Community Outreach: A Way to Increase Quality Enrollment, Placement, and Brand</td>
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<td>4:30 - 5:30 PM</td>
<td>Leveraging AI &amp; Predictive Analytics to Monetize Historical Lead Data</td>
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<td>BOLDEN 5</td>
<td>BOLDEN 6</td>
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<td>Best Practices for New Student Engagement</td>
<td>Financial Literacy for Today’s Student</td>
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<tr>
<td>Conversion Rate Breakthroughs in Marketing and Admissions</td>
<td>Closing the Skills Gaps Through Apprenticeship Programs</td>
</tr>
<tr>
<td>Use Technology to improve Title IV Compliance &amp; Efficiency</td>
<td>Step aside millennials. How to Attract and Engage Your New Class of Students: Gen Z</td>
</tr>
<tr>
<td>Market Research in a Time of Rebirth</td>
<td>Private Postsecondary Schools and Data Privacy – It’s So Much More than FERPA</td>
</tr>
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<td>Is your Administration and Faculty exhausted?</td>
<td>Thinking outside the Box – Student Retention Everyone Plays a Role</td>
</tr>
</tbody>
</table>
APPLYING CHANGE MANAGEMENT TO CAMPUS OPERATIONS
Track: Campus Development
ROOM: BOLDEN 1
MONDAY, JUNE 3 | 11:00 AM - NOON

John Olson and Barbara Larar, ECPI

This presentation will show how campus administrators can apply the fundamentals of change management to control external and internal influences and student attrition. Participants will be able to apply John Kotter's Change Management Model to various campus situations. They will see how to walk through the four stages of change—need for change, change direction, change behavior, and change sustainability. This will be a hands-on presentation that will involve participants through various individual and group activities.

PANEL: BEST PRACTICES FOR TURNING NON-CONVERTED AGED INQUIRIES INTO ENROLLMENTS USING PERFORMANCE-BASED PROVEN METHODS. CASE STUDIES OF SUCCESS & FAILURE
Track: Marketing Outreach
ROOM: BOLDEN 2
MONDAY, JUNE 3 | 11:00 AM - NOON

MODERATOR: Tom Ferrara, Edufficient
PANELISTS: Ryan Cottonaro, VerityIQ
Martin Najarro, Enrollment Partners
Pablo Tioseco, Edufficient

This session is a panel of industry experts who will delve into the often overlooked area of non-converted inquiries. During this panel session we will discuss various proven methods & technologies along with the associated costs and expectations. We will discuss fee based as well as performance based options and will provide best practices along with case studies.

WHAT'S HOLDING YOU BACK FROM AUTOMATING STUDENT ENGAGEMENT?
Track: Marketing Outreach
ROOM: BOLDEN 3
MONDAY, JUNE 3 | 11:00 AM - NOON

Nilesh Patel, LeadSquared Inc.

When the world is moving towards automation and AI, what is stopping career schools from embracing student engagement and admissions automation? In my experience of working with career schools for more than 6 years, I have seen way too much skepticism that challenged me to dig deeper and find out what really is holding them back. No, automation is not sending weekly emails, it is not posting social media messages automatically and it is not chatbots. It is much more than that. It is a work of art, weaving beautiful student journeys at each step of the enrollment process which, most of the times, is the difference between a drop-off and an enrollment.

In this session, I will share some of my stories, experiments and findings of working with educational institutions. We will discuss the most common automation mistakes, practical tips and tricks to increase student engagement and the future of automation in career schools.

THE NEW PARADIGM OF EDUCATION FUNDING: LOOKING BEYOND FICO SCORES TO GROW ENROLLMENT
Track: Campus Development
ROOM: BOLDEN 4
MONDAY, JUNE 3 | 11:00 AM - NOON

Chris Keaveney, Meritize

The presentation will focus on how current student lending can prevent capable and high-achieving students from pursuing their education goals simply because they don’t have great credit or a co-borrower. The student loan debt crisis, combined with the country’s skills gap has created the need to redefine funding options and training opportunities in order to satisfy employer demand. Mr. Keaveney will review macro trends and data and offer up alternative ways schools can assist students in securing funding, including the proprietary Meritize lending platform which considers a student’s academic, military and work achievements to enhance credit evaluation and increase loan opportunities, especially for those previously underserved by traditional lending vehicles.
BEST PRACTICES FOR NEW STUDENT ENGAGEMENT
Track: Marketing Outreach
ROOM: BOLDEN 5
MONDAY, JUNE 3 | 11:00 AM - NOON
Dr. Jean Norris & Vince Norton, Norton | Norris, Inc.
JP Smith, Celsius Marketing
In this session you will learn how to create meaningful content, while viewing excellent examples with proven engagement metrics at various stages of the enrollment cycle. You’ll also see how schools and colleges are serving up videos, infographics, and blogs to tell their story. And we’ll share the success stories from innovative enrollment managers who allow students to explore fit and gather information while doubling their conversions.

FINANCIAL LITERACY FOR TODAY’S STUDENT
Track: Government Relations
ROOM: BOLDEN 6
MONDAY, JUNE 3 | 11:00 AM - NOON
Sally Samuels, FAME
The Economic Growth, Regulatory Relief, and Consumer Protection Act stipulate the need to teach financial literacy. Student loan debt is over 1.5 trillion dollars, which is 10% of the National debt and 43% of those loans are in distress. The way applicants interact with Federal student aid is changing.

This session will provide an in depth look at evolving changes that are revolutionizing the process of understanding and applying for student financial aid and improved ways to provide financial literacy from the baby boomers to the next gen students.

FALSE CLAIMS ACT UPDATE: RECENT CASES, POTENTIAL THREATS, AND WAYS TO MINIMIZE EXPOSURE
Track: Government Relations
ROOM: STRAND 11
MONDAY, JUNE 3 | 11:00 AM - NOON
Steven Gombos and Jacob Shorter, Gombos Leyton, PC
Eric Bing, The College of Health Care Professions
The federal False Claims Act continues to be a significant threat to educational institutions. Given the adverse publicity driven by enemies of the for-profit sector, the plaintiffs’ bar will continue to test the parameters of the federal FCA in lawsuits. This session will provide an update on recent decisions and pending cases to detail the nature of the threat and potential exposure to institutions, ownership, and management. And based upon those threats, practical compliance considerations will be presented to minimize exposure.

JUGGLING REGULATORY PRIORITIES: ADDING ANOTHER BALL
Track: Government Relations
ROOM: STRAND 12
MONDAY, JUNE 3 | 11:00 AM - NOON
Nicholas Kent, Career Education Colleges and Universities
A rulemaking committee charged by the U.S. Department of Education with considering substantive changes to a broad swath of higher education rules held its final meeting on April 3. Designated the Accreditation and Innovation Committee, this diverse group of 32 Federally-appointed negotiators represented 17 different stakeholder groups from throughout the higher education industry. Earlier this year, the committee met for four sessions to consider regulatory changes that will impact accreditors, institutions, and students for years to come.

Learn if negotiators reached consensus on draft language or whether the Department will again be free to write proposed rules informed by, but not bound to, the committee’s work.

Finally, receive guidance on what to anticipate as the committee’s work transitions over to Department staff and how this work interplays with an already ambitious rulemaking agenda that includes unfinished work on borrower defense to repayment, gainful employment, and Title IX rules.
EFFICIENCY AND EFFECTIVENESS: HOW TO OPTIMIZE YOUR MARKETING EFFORTS AND GET BETTER RESULTS
Track: Marketing Outreach
ROOM: BOLDEN 1
MONDAY, JUNE 3 | 2:00 - 3:00 PM
Jim Bologa, Porter and Chester Institute  
Aaron Edwards, Edwards Strategies
In this session we will look at one institution’s enrollment marketing strategy and discuss the various aspects of the changes and enhancements they have recently made and give details around the impact it has had. We will give specific optimization tactics and strategies, exploring categories such as Google Ads, paid social, content development, affiliate marketing and much more. We will give insight into enhancing your reporting suite and overall analytics to make more education decisions and be more nimble. In the end, you will come away with real insights and updates that are happening in the marketing world and how you can align your institution around them for immediate and long-term success.

REAL TIME DATA & PREDICTIVE ANALYTICS: BEYOND ATTENDANCE AND ASSESSMENT
Track: Campus Development
ROOM: BOLDEN 2
MONDAY, JUNE 3 | 2:00 - 3:00 PM
Thomas Hartman, CourseKey
When it comes to measuring and monitoring the quality of a student’s education experience, few would argue the importance of quantitative metrics such as attendance and grades. Yet when it comes to student engagement and retention, i.e. persistence, far less attention is given to structured collection and analysis of qualitative insight and the resultant actions that lift outcomes. This workshop will explore the invaluable role real time communication, data collection, and analytics play in both the student’s commitment to and the schools delivery of a high-quality learning experience.

EMPLOYER & ALUMNI ENGAGEMENT...A 360 DEGREE APPROACH
Track: Campus Development
ROOM: BOLDEN 3
MONDAY, JUNE 3 | 2:00 - 3:00 PM
Burke Malin, Gurnick Academy of Medical Arts  
Micaela Alpers, Career TEAM
The efficacy of any higher education program can only be measured by meeting the desired outcomes of its graduates. For most graduates, this is a career within their chosen field of study. Regardless of the greater focus of employment outcomes, this is what we are here to do... to support students in improving their lives and achieving their career goals through education. To do this, we must create meaningful relationships with students, alumni, and the employment communities we serve to understand the desires and needs of all parties. Join Burke Malin, COO of Gurnick Academy of Medical Arts and Micaela Alpers, President of Career TEAM’s Education Division as they discuss how together, they have redefined engagement with career content, tools and platforms to help create a job readiness competitive advantage for their students and alumni within their employment community.

EDU MKT AUTOMATION: THE TECHNOLOGY & PROVEN STRATEGIES YOU NEED TODAY
Track: Marketing Outreach
ROOM: BOLDEN 4
MONDAY, JUNE 3 | 2:00 - 3:00 PM
Joe Laskowski and Ryan Evans, Higher Ed Growth
Join us to learn more about how the EDU Marketer of today is using innovative ways to attract a shrinking pool of savvy student prospects in a more competitive age. The last few years have been filled with change, speculation and consolidation for both education and new student prospect generation. The regulatory environment has often been difficult to understand and interpret, and student prospects today have an increasing number of options. This presentation will talk about how the industry has transformed in recent years and how both lead buyers and lead sellers have adapted. We will discuss topics that include Relevant Technology, Campaign Efficiency, Compliance, and Data Analytics.
CONVERSION RATE BREAKTHROUGHS IN MARKETING AND ADMISSIONS
Track: Marketing Outreach
ROOM: BOLDEN 5
MONDAY, JUNE 3 | 2:00 - 3:00 PM
Tom King, Enrollment Resources
In this fast-paced and interactive session, participants will explore several Marketing breakthroughs proven to improve conversion rates on your school’s website and landing pages. Enrollment Resources will also demonstrate Admissions optimizations that your team can implement at your school today. Participants will learn no-cost and low-cost improvements that schools can use to increase inquiries, enrollments, and starts – optimizations guaranteed to increase your revenues. If you want to improve your ROI and conversion rates, this session is NOT to be missed!

Key Takeaways:
• How a simple change to the call-to-action in a program page’s body-copy increased “Book a Tour”/“Contact Us” leads by an average of 37%
• How small tweaks to website language doubled the click-through rate
• How a “structured” interview pathway increased tour-enrollment rates by 36%

CLOSING THE SKILLS GAPS THROUGH APPRENTICESHIP PROGRAMS
Track: Government Relations
ROOM: BOLDEN 6
MONDAY, JUNE 3 | 2:00 - 3:00 PM
Susan Dalebout, National Healthcareer Association
Jake McClelland, Southern Oregon Workforce Investment Board
What if you could decrease workforce shortages, certify your new and existing employees, increase retention and improve quality of care, all while utilizing state and federal resources? In this session, you’ll discover the power of Registered Apprenticeships, how they’re transforming healthcare in regions throughout the U.S., and steps you can take to follow their lead.

LITIGATION UPDATE: THE LEGAL THREATS FACING FOR-PROFIT COLLEGES
Track: Government Relations
ROOM: STRAND 11
MONDAY, JUNE 3 | 2:00 - 3:00 PM
Steven Gombos and Jacob Shorter, Gombos Leyton, PC
Although the Trump Administration has eased some pressures facing for-profit schools through more even-handed application of the Department’s regulations, for-profit schools still face many unique legal pressure points. Many states have adopted regulations targeting proprietary schools. Attorney generals in some of those states have continued the prior administration’s aggressive approach to career colleges and universities. And courts continue to expose for-profit schools to substantial liability through class action suits and qui tam False Claims Act actions. The presenters have robust experience litigating in each of these areas. Drawing on that experience, this presentation will examine current legal developments, address the most common legal challenges facing Title IV participating institutions, and explore strategies schools can use to protect against liability.

GOING DIGITAL: ENGAGING STUDENTS AND SAVING COSTS WITH EBOOKS
Track: Campus Development
ROOM: STRAND 12
MONDAY, JUNE 3 | 2:00 - 3:00 PM
Valerie Cimarossa, University of Advancing Technology
Gretta Kosanovich, Amazon Kindle
The University of Advancing Technology is a private university focused on educating students in advancing technology who desire to innovate for the future. Starting in 2013, the UAT’s programs went 100% digital by providing incoming students with eTextbooks. This innovative decision increased efficiencies, reduced costs, and gave students a new way to study on-the-go, enabling continuous learning on any device wherever they choose to study. In this session, Valerie Cimarossa, Vice President of Marketing and Technology at UAT, speaks with Amazon Kindle manager Gretta Kosanovich to discuss why eBooks prove an impactful resource for schools and how students benefit.
DIGITAL MARKETING MUST-HAVES YOU MUST DEPLOY...BUT PROBABLY AREN’T FOR YOUR SCHOOL
*Track:* Marketing Outreach  
*Room:* BOLDEN 1  
*Monday, June 3 | 3:30-4:30 PM*  
**Thomas Donohoe**, Level Agency  
**Tatiana Blanco-Bertolo**, Google

With all of the sales discussions and conference chatter around new SaaS solutions, advanced enrollment management methods, and marketing tech that promises to be a silver bullet, it is incredible that there are still block-and-tackling basics that most schools are missing despite all the advanced talk. What we want to review and provide are concrete take-home campaigns that are simply to understand, quickly deployable, and most importantly incredibly essential to lower Cost Per Applications/Enrollments in 2019 and 2020.

Whether it’s being smarter than your competitors in Google, or nailing down any conversion gaps in your click to lead and lead to enrollment marketing funnels, that’s the goal of our session. We can promise that 9 out of 10 schools attending CECU are missing these must-have pieces and we want to make sure that next year, everyone has deployed these advantageous methods on their campus.

BUILDING A MARKETING PROGRAM FOR THE YEAR 2020
*Track:* Marketing Outreach  
*Room:* BOLDEN 2  
*Monday, June 3 | 3:30-4:30 PM*  
**Greg Gragg and Darryl Mattox**, Gragg Advertising

Marketing has changed significantly. Gone are the days of running four channels of media and building a school. Gone are the days of relying exclusively on PPL to hit your starts. Gone are the days of having an internal coordinator run your marketing program. Today’s recruitment marketing has taken a light year step. Marketing today requires expertise from a variety of disciplines.

Turning your social media into an admissions conversion machine
*Track:* Marketing Outreach  
*Room:* BOLDEN 3  
*Monday, June 3 | 3:30-4:30 PM*  
**Tom King**, Enrollment Resources

Most schools are lost when it comes to running effective social media campaigns. In this fast-paced session, we show you the best way to use each social platform to optimize conversion rates for your school. Starting with the biggest mistakes being made today and what to watch out for, we move into how to set up your social media channels for optimization. We will show you how to use Facebook and Instagram to improve starts and retention and how to best use LinkedIn and Twitter. Learn to use proven content marketing methods to drive web traffic and branding. Finally, we cover how to inspect what you expect and track the effectiveness of your social media campaigns. We will show dozens of quality examples that you can use to make immediate improvements to your social media to better improve your marketing, admissions, placement and retention. We may also look at your social media and provide some feedback.
Takeaways:
• Learn how you can make immediate improvements to your school’s social media to improve the return on your marketing, admissions, placement, and retention efforts.
• Learn to use proven content marketing methods to drive web traffic from your social media channels, improve conversion rates, and strengthen your school’s brand.
• Learn how to measure, track and evaluate the effectiveness of your social media efforts.

DEVELOPING EMPLOYER SPONSORED EDUCATION PROGRAMS
Track: Campus Development
ROOM: BOLDEN 4
MONDAY, JUNE 3 | 3:30-4:30 PM
Matt Killday, Thruline Marketing

The disconnect between employers, educators, and potential students/employees has never been more ubiquitous. In many career verticals, demand for employees is rising sharply while enrollments in corresponding educational programs continue to decline. Join us for an informative discussion on building partnerships and programs that engage employers in the educational process from day one, and not just as the student nears graduation. The end result: a higher number of engaged students focused on the ultimate outcome...meaningful, relative employment.

M&A IN HIGHER ED: KEY POINTS OF AN LOI
Track: Government Relations
ROOM: BOLDEN 5
MONDAY, JUNE 3 | 3:30-4:30 PM
Emily Murphy and Katie Wendel, Thompson Coburn LLP

In recent years, there has been an uptick in merger and acquisition activity involving institutions of higher education, and many familiar with the industry expect this trend to continue. In this presentation, we would detail why some schools have opted to pursue a strategic transaction, explain the critical role of the letter of intent (LOI), and briefly highlight three key components of LOIs for higher education transactions.

FINANCIAL RESPONSIBILITY STANDARDS UNDER THE BORROWER DEFENSE TO REPAYMENT REGULATIONS – THE 2016 FINAL RULE, THE 2018 PROPOSED RULE, AND POTENTIALLY MORE CHANGES
Track: Government Relations
ROOM: BOLDEN 6
MONDAY, JUNE 3 | 3:30-4:30 PM
Jonathan Tarnow, Drinker Biddle & Reath
Ted Blendermann, McClintock & Associates
Jack Woll, Almich & Associates

A panel of CPA Firm Partners moderated by an industry attorney discuss the impact of future accounting standard changes on the composite score ratio and the consequences as a result of ED’s new Borrower Defense to Repayment (BDTR) Regulations.

IT’S COMPLIANCE, NOT ROCKET SCIENCE: ACCREDITATION AND STATE VISITS – HOW TO SUCCESSFULLY PREPARE USING MOCK VISITS
Track: Government Relations
ROOM: STRAND 11
MONDAY, JUNE 3 | 3:30-4:30 PM
Valerie Mendelsohn and Lauren Irvine, ACC and WCU

With state agencies and accreditors feeling the pressure to conduct more site visits, is your institution prepared? In the event of an unannounced visit or a complaint investigation, you could be ready to respond at a moment’s notice, provided you lay the groundwork in advance. This training explores the steps you should take before the visit and how to make the process as quick and easy as possible. This session explores how an institution—whether a single campus or a large, multi-campus college system—can remain in a state of readiness for any type of visit from a state agency or accreditor and will provide practical advice on how to make the process run as smoothly as possible.
OVERWHELMED BY THE DIGITAL SURGE?
THERE’S AN EASIER WAY TO MANAGE ELECTRONIC COURSE MATERIALS
Track: Campus Development
ROOM: BOLDEN 1
TUESDAY, JUNE 4 | 10:30 - 11:30 AM
Bruce Schneider, Ambassador Education Solutions
Inclusive access. Day-one access. Publisher direct content. Access codes. Codeless models. Print-on-Demand. License management. Financial controls. Accurate payments. It’s enough to make your head spin. As institutions supplement print textbooks with electronic course materials, they are not only feeding students’ digital appetites, but also enhancing course quality. Yet this leap to digital is not always an easy one. Learn how to design a digital strategy that simplifies the management and delivery of electronic course materials, plus streamlines publisher relationships and processes. From automating fulfillment and simplifying the opt-out process, to taking the guesswork out of digital content costs, preventing duplicate purchases, and measuring outcomes, we’ll review the ins and outs of an effective course materials program.

EIGHT HIGH-ImpACT PRACTICES FOR MAXIMIZING GRADUATE CAREER OUTCOMES IN THE NEW WORLD OF WORK
Track: Campus Development
ROOM: BOLDEN 3
TUESDAY, JUNE 4 | 10:30 - 11:30 AM
Jay Hollowell, MaxKnowledge
Our 21st century economy is redefining the age-old concepts of work and career with implications that impact how we, institution-wide, prepare our students and graduates for initial and advancing employment. This interactive session will present eight high-impact practices, as takeaways, that focus on equipping graduates with the capabilities they need to navigate a new world of work and to maximize graduate career outcomes.

BEYOND ENGAGEMENT – STRATEGIES TO IMPROVE STUDENT OUTCOMES
Track: Marketing Outreach
ROOM: BOLDEN 2
TUESDAY, JUNE 4 | 10:30 - 11:30 AM
Raymond Blackwood, Campus Management
You have a great story to tell. Are you reaching the right audience, at the right time? Are they listening to what you have to say? And more importantly, are they responding to your call to action? Turn MO into successful outcomes by fostering engagement with your constituents.

TRANSFORMING STUDENTS TO EMPLOYEES - HIGHLIGHTS OF THE MOST IN-DEMAND EMPLOYABILITY SKILLS
Track: Campus Development
ROOM: BOLDEN 4
TUESDAY, JUNE 4 | 10:30 - 11:30 AM
Corina Santoro, Cengage Learning
In a recent survey from Today’s Learner, 88% of students cited getting a better job as the reason to attend college. For students, education is seen as both a launching pad for a first job and as a means to reinvent themselves for a career change. At the same time, 1 in 3 students felt that school is not adequately preparing them for the workforce.

Additionally, roughly ¾ of employers surveyed cited skills like communication, listening, critical thinking and interpersonal skills as in demand, with about half saying it was very or somewhat difficult to find qualified applicants. The key to career success? Uniquely human skills.

As a learner first, customer-obsessed company, Cengage has spent countless hours interviewing thousands of employers across a variety of sectors to better understand their needs in entry-level employees. Utilizing this feedback, we have developed a deep understanding of the role education and career resources can play in developing interpersonal and uniquely human skills. Come to this...
session to explore our findings and learn how you can approach these skills from an employer’s perspective to truly prepare your students for success after the classroom.

**Attendees of this session will gain a deeper understanding of:**

- The most in-demand employability skills required for long term career success
- Educational trends to help students learn these skills
- The top things employers look for in the job application process
- Cengage Career Center resources available to assist their employability goals

**USE TECHNOLOGY TO IMPROVE TITLE IV COMPLIANCE & EFFICIENCY**

*Track: Campus Development*

**ROOM: BOLDEN 5**

**Tuesday, June 4 | 10:30 - 11:30 AM**

**Siana Stewart-Mullings**, Campus Ivy

This session will focus on how technology can assist schools, in particular Career Colleges with the ever changing Title IV Regulations.

- How an ill functioning FA Office affects your school
- How automation increases compliance & efficiency
- How mobile technology can help your students

**STEP ASIDE MILLENNIALS. HOW TO ATTRACT AND ENGAGE YOUR NEW CLASS OF STUDENTS: GEN Z**

*Track: Marketing Outreach*

**ROOM: BOLDEN 6**

**Tuesday, June 4 | 10:30 - 11:30 AM**

**Jenny Andrews**, Sikich LLP

While millennials make up almost 50% of the U.S. workforce; generation Z, born between the mid-1990s and early 2000s, are now on the rise in the post-secondary education world. How do you capture your new incoming class? In this session, learn key differences between millennials and Gen Z, new trends in attracting Gen Z candidates, and best practices for giving them an engaging educational experience.

**INNOVATIONS IN DISTANCE EDUCATION AND ACCREDITATION: DEPARTMENT OF EDUCATION’S PROPOSED RULES**

*Track: Government Relations*

**ROOM: STRAND 11**

**Tuesday, June 4 | 10:30 - 11:30 AM**

**Jonathon Glass**, Cooley LLP

**Yolanda Gallegos**, Gallegos Legal Group

During the first quarter of this year, the U.S. Department of Education (ED) launched a wide-ranging negotiated rulemaking designed to improve the agility of institutions offering distance education and certain types of workforce training and to allow accreditors more flexibility to review these programs, all to better serve 21st century technology and employer/industry demands.

Jonathon Glass and Yolanda Gallegos, veteran higher education attorneys, and an experienced industry professional, will brief attendees on the regulatory changes proposed by ED and the feedback from the negotiators and broader higher education community. Unlike prior rulemakings, which focused on relief from prior regulations, this rulemaking reflects the Department’s positive regulatory agenda. The results could provide institutions with opportunities to partner with businesses and industries that employ their students and affect a wide range of institutions and organizations, such as curriculum-developers and companies offering specialized training materials or activities, that are changing the shape of higher education. Moreover, ED is now taking some of its most transformative steps away from the traditional credit-hour model and toward the direct assessment model, allowing for institutions to enter new curricular forms without traditional courses, instructors, grades, and deadlines.

**STAYING ON THE ROAD TO SUCCESS WHILE DRIVING CHANGE OF CONTROL**

*Track: Government Relations*

**ROOM: STRAND 12**

**Tuesday, June 4 | 10:30 - 11:30 AM**

**Dennis Cariello and Audrey Kaplan**, Hogan Marren Babbo & Rose LTD

**Michael Kornman**, NCK Capital, LLC

Whether buying, selling or investing, being prepared and understanding the various responsibilities included in the change of control process is key to a smooth and successful transaction. This
presentation will cover organizational and regulatory compliance related details for schools and other parties engaging in the change of ownership and/or control process. This presentation will provide an overview of the various steps of the process, from effective and organized diligence through regulatory approvals, and provide the opportunity for questions and discussion. Joining attorneys Dennis Cariello and Audrey Kaplan will be Michael Kornman, an experienced investor and school owner to provide firsthand perspective of the process. This presentation will benefit not only school owners and operators, but personnel in other positions supporting the transaction and resulting changes.

**HOW TO BUILD AN INCREDIBLE BRAND THAT STUDENTS WILL NEVER FORGET**

*Track: Marketing Outreach*

**ROOM: BOLDEN 1**

**TUESDAY, JUNE 4 | 2:00 - 3:00 PM**

**Bill Buchanan**, Becker Media

Learn how to build an incredible brand by utilizing the latest strategies in social media, digital direct response and traditional media. Leverage the combined impact of all your advertising to generate more students and dramatically lower your overall cost per enrollment.

**MILLENNIAL MARKETING - WHAT YOU DID YESTERDAY WON’T WORK TOMORROW.**

*Track: Marketing Outreach*

**ROOM: BOLDEN 2**

**TUESDAY, JUNE 4 | 2:00 - 3:00 PM**

**Mike O’Brien**, Career Conext

Your new students, Millennials & Generation Z do not answer phones, think all emails are spam and want every bit of information available to them right now. They believe everything they read on Yelp and use recommendations and referrals for food, movies and yes education. They have no patience, do not want to work hard to find information and believe everything can and should be done with that appendage hanging from their body... their cell phone.

**After this session you will:**

- Understand why this is the current environment.
- How to improve contact rates and conversation rates.
- Create strategies and implement software to provide information and answer questions in realtime with Artificial Intelligence.
- Build a referral program that develops the right behaviors.
- Be able to evaluate your own organization in these terms and take steps forward to improve organization processes.

**7 WAYS TO PREVENT STUDENT PAYMENT PLAN DEFAULTS**

*Track: Campus Development*

**ROOM: BOLDEN 3**

**TUESDAY, JUNE 4 | 2:00 - 3:00 PM**

**Calvin J. Fortenberry**, TFC Tuition Financing

Payment plans are a necessity in today’s student loan environment. Avoid the stress, hassle, and extra staff effort involved when students fall behind on their payments with these time-proven tips. During this session, we will run through various best practices you can implement at your school immediately to improve student payment plan success.

**Take-a-ways:**

- How to choose which students to finance
- The best ways to set expectations with students and set up proper payment plans right from enrollment
- Best practices for communications & delinquent student follow-up
- The right questions to ask and fees to avoid when dealing with third party servicing and collection agencies
ARBITRATION AND CLASS ACTION WAIVERS. WHAT’S ALL THE FUSS ABOUT?
Track: Campus Development  
ROOM: BOLDEN 4  
TUESDAY, JUNE 4 | 2:00 - 3:00 PM  
Aaron Lacey, Thompson Coburn, LLP  
Ben DeGweck and Tres Cleveland, Maynard, Cooper and Gale  
Bruce Denson, Jr., Cobbs Allen  
Many school owners and operators are aware of the back and forth positions of the Department of Education (“ED”) in the last several years regarding the permissibility of pre-dispute arbitration agreements and class action waivers (“Pre-Dispute Provisions”) in student agreements. The Obama administration’s Borrower Defense to Repayment regulations (“BDR”) are now in effect and on March 15, 2019, ED issued long awaited guidance on the regulations with instructions on how to comply. However, Secretary Devos has made clear that ED is intent on promulgating a replacement set of BDR regulations in short order, potentially soon enough to take effect next Summer and that the use of Pre-Dispute Provisions should be permissible so long as schools prominently disclose that they are using them.

School owners may be wondering, what is all the fuss about? What exactly is arbitration? What is a class action waiver? Do these Pre-Dispute Provisions help schools, students or both? What are the pros and cons of including these provisions within the enrollment process? What types of claims do they apply to? Should I use Pre-Dispute Provisions with my employees? What are the practical implications of all of this?

The presentation will have three main learning objectives: (1) an update on the current state of the BDR regulations relating to the validity and use of Pre-Dispute Provisions; (2) a discussion on the pros and cons of Pre-Dispute Provisions for institutions their students, and employees; and (3) practical tips and advice that school operators should consider if they decide to use Pre-Dispute Provisions at their institution.

MARKET RESEARCH IN A TIME OF REBIRTH
Track: Marketing Outreach  
ROOM: BOLDEN 5  
TUESDAY, JUNE 4 | 2:00 - 3:00 PM  
Joel English, Centura College  
Aaron Edwards and John Goodwin, Edwards Strategies  
Within a culture that has agreed that what we need most from higher education is career-based programming that prepares graduates for skilled trades, we believe we stand to win if we are willing to look objectively and critically at the programs we offer within the communities in which we offer them. Our challenge is to intensely evaluate the programs that we teach, the campuses we administer, and the communities in which those campuses are situated to assure that we are teaching the right things, in the right marketplaces, at the right time. But the closer educators and administrators are to a school and a community, the less likely they are to be able to think objectively about what programmatic changes might be needed in order to remain viable. This presentation gives the example of how Centura College, based in Virginia Beach, Virginia, has been critically analyzing its offerings within its campuses, and how it has employed Edwards Strategies to conduct critical market research that has led to key strategic decisions.

PRIVATE POSTSECONDARY SCHOOLS AND DATA PRIVACY – IT’S SO MUCH MORE THAN FERPA
Track: Government Relations  
ROOM: BOLDEN 6  
TUESDAY, JUNE 4 | 2:00 - 3:00 PM  
Jonathan Tarnow and Katherine Armstrong, Drinker Biddle & Reath LLP  
While the Family Educational Rights Privacy Act (FERPA) has been the primary U.S. law pertaining to education records and the personally identifiable information of students since 1974, more recent years have seen an ever-increasing number of federal and state laws that impose a patchwork of data privacy and safeguarding requirements on private postsecondary schools. In addition to often-overlooked requirements of the Gramm-Leach-Bliley Act and FTC Safeguards Rule, the more recent enactment of the New York Cybersecurity Regulation and the California Consumer Privacy Act have led to a proliferation of state regulatory activity with respect to personal data privacy including that of students. Navigating compliance with the myriad of different and
sometimes conflicting privacy and data security requirements has become increasing complex for both on-ground and online institutions, regardless of where the institution the physically located. This session will provide an overview of the most significant legal and regulatory developments in privacy law that apply to private colleges and universities – whether from the state, federal or international level – and the liabilities that can be assessed if student education records and other personal data is not properly safeguarded, and will offer practical insights into how an institution can manage its compliance in this critical area.

IS THAT STUDENT ELIGIBLE? ATTORNEY WORKSHOP ON HIGH SCHOOL VALIDITY AND CAREER PATHWAY PROGRAMS
Track: Government Relations
ROOM: STRAND 11
TUESDAY, JUNE 4 | 2:00 - 3:00 PM
Stanley A. Freeman and Nicolas E.M. Michiels, Powers Pyles Sutter & Verville PC
When can a college properly conclude that a particular high school diploma is valid, and when must the credential be rejected? For decades, institutions and regulators have struggled to come up with an answer to this basic student admissions and eligibility question and to devise policies to guide the analysis. In recent years, the emergent role of distance learning in secondary and post-secondary education has made the question all the more difficult to answer. In this session, two experienced education attorneys who have been tackling high school diploma problems with their college clients for years will discuss the regulatory standards and practical considerations that come into play when colleges are assessing the validity of high school diplomas. The panelists will discuss how college admissions offices handle the problem and will share war stories about actions that have been taken against high school diploma mills and against colleges that accept their credentials. The session also will provide an update regarding the Department’s oversight of Career Pathway Programs.

RECLAIMING INNOVATION IN CAREER EDUCATION: A MANDATE FOR THE SECTOR
Track: Campus Development
ROOM: STRAND 12
TUESDAY, JUNE 4 | 2:00 - 3:00 PM
Wallace Pond, PhD
The key to surviving and thriving in the current environment is a renewed commitment to innovation across the sector—in curriculum and instruction to meet industry skills demands, marketing, educational delivery and business models, partnerships, the customer experience, and a compelling value proposition for all stakeholders. The “winners” in the sector (for both schools and students) will be those institutions that embrace innovation while maintaining an unwavering commitment to quality outcomes, compliance, and value for all stakeholders. This presentation will provide multiple examples of currently successful innovations across higher education in general, and career education in particular, and will provide a framework for identifying opportunities for innovation at the school level as well. The presentation will also include newly collected feedback from industry across eight different career fields related to in demand skills and anticipated new skills as well.

MARKETING ATTRIBUTION: MEASURE THE PERFORMANCE OF EACH ELEMENT OF YOUR MARKETING MIX
Track: Marketing Outreach
ROOM: BOLDEN 1
TUESDAY, JUNE 4 | 3:15 - 4:15 PM
Hank Cohen and Joseph Poulose, WindStar Media
We have all been to many conferences and seminar sessions on media/marketing attribution, including previous ones given at CECU conferences. It is WindStar Media’s belief they have all have fallen short of providing a concrete understanding of how attribution works and how the insights gained should be applied through the continued optimization of your media mix. Most completely miss the mark for offline TV and Radio attribution. WindStar’s Presentation will introduce the essential questions that marketers have about the effectiveness of their advertising. Present our Attribution Platform, ConneTrak, that can provide data to answer these questions. We will outline the necessary data needed for an attribution platform to deliver reliable and actionable data. We will show you output reports which will provide the data that gets turned into insights.
EFFECTIVE LEADERSHIP: STRATEGIES FOR DEVELOPING LEADERS AT ALL LEVELS
Track: Campus Development
ROOM: BOLDEN 2
TUESDAY, JUNE 4 | 3:15 - 4:15 PM
Valerie Cimarossa, University of Advancing Technology
An interactive presentation and discussion focusing on how to develop leaders at all levels within your organization. Takeaways include immediately implementable tactics as well as big-picture strategies and ideas for overhauling institution-wide leadership development.

COMMUNITY OUTREACH: A WAY TO INCREASE QUALITY ENROLLMENT, PLACEMENT, AND BRAND
Track: Campus Development
ROOM: BOLDEN 3
TUESDAY, JUNE 4 | 3:15 - 4:15 PM
Susan F. Schulz, Schulz School Advisors & Panel
The career school and college sector plays a key role in the education of skilled technical workers and professionals. Many times it is overlooked by prospective students and parents, employers, and other levels of the community. A Community Outreach mindset creates many benefits and a department is easy to set up and run. This presentation provides the “formula” to build for success, identify community contacts and resources including business, industry, philanthropies, key industries in the community, understand needs of area demographics, and analyze current training to meet employment needs. Success models are given.

LEVERAGING AI & PREDICTIVE ANALYTICS TO MONETIZE HISTORICAL LEAD DATA
Track: Marketing Outreach
ROOM: BOLDEN 4
TUESDAY, JUNE 4 | 3:15 - 4:15 PM
Pat Murphy, LeadScorz Inc.
This session is designed to educate Attendees on advanced technology services being employed by today’s business marketers to leverage Artificial Intelligence, SaaS (software) Applications, Predictive Analytics and other Cloud Services to enhance lead quality assessment, reduce Admissions labor costs, increase conversion rates and better monetize their accumulated lead data. The session will focus on the technology and tools being used to unlock the value potential of historical data currently marooned in CRM, Student Management and other data sources. The presentation will include an overview of the emerging technologies and services that are driving the evolution of data management and marketing practices within the sector.

Attendees will learn how these services can help reduce purchased lead volumes while increasing quality, as well as generating actionable insights that will benefit Admissions, Marketing and overall business performance. Presenter will speak to various lead validation / scoring methodologies, as well as various service types and delivery methods. Attendees will leave this interactive session with knowledge on how to evaluate whether such tools can improve on current lead marketing and lead management practices of their organizations, including how these powerful cloud services integrate with legacy IT systems.

IS YOUR ADMINISTRATION AND FACULTY EXHAUSTED?
Track: Campus Development
ROOM: BOLDEN 5
TUESDAY, JUNE 4 | 3:15 - 4:15 PM
Dr. Scott Fitzgibbon, The Pacific Institute
Equipping campus leaders with the foundational principles for maximizing both employee and student potential has never been more essential. The competitive advantage needed to thrive in the current educational climate resides in an employee and student base that show up eager and committed. Without the basics in place, we feel that we are working hard, but have somehow ended up with an organization that feels stuck.

It started with minor miscommunication, that lead to misunderstanding and negative emotions, and consequently a lack of teamwork that resulted in an organization where the synergy is now gone. Instead of employees pulling in the same direction toward a unified purpose and mission, we have individuals who feel they are “taking on the world” and thus end up exhausted. What does leadership feel like, how did we get here?

In this session, we will discuss the foundational element of human interactions in an easy-to-recall behavioral framework that allows both employees and students a mechanism to label and reappraise
their interactions. Being able to regulate emotions during an event is not easy, but strong emotions reduce the capacity to communicate and tear at the core of effective teams. With an easy-to-recall behavioral framework, people are able to identify the cause of a threat response better through labeling, allowing them to change their response to an event through reappraising within a behavioral context, which is easier to do after labeling has allowed them to reduce the overall threat response and negative emotions.

**THINKING OUTSIDE THE BOX – STUDENT RETENTION EVERYONE PLAYS A ROLE**
*Track: Marketing Outreach*
*Room: Bolden 6*
*Tuesday, June 4 | 3:15 - 4:15 PM*

*Lisa Olmedo and Darryl Mattox, Gragg Advertising*

In this presentation we talk about how everyone in the organization, from the top to the bottom, plays a role in getting and retaining students. During the presentation we will look at how Situational, Institutional and Dispositional Barriers all play a role in a students’ decision to stay in school. We will also discuss staff training, the first three weeks and the importance of a team centered approach to student retention.

**Learning Outcomes:**
- Ideas on creating a positive working environment.
- Why you need to hire the right people & how to get the most out of them.
- Why continual training is important.
- The cost of a new student.
- Why it is so important to retain students.
- Student perceptions of your school.
- Student obstacles.
- The importance of the first three weeks.
- The impact of faculty and curriculum.

**BORROWER DEFENSE TO REPAYMENT - WHAT SCHOOLS NEED TO KNOW**
*Track: Government Relations*
*Room: Strand 11*
*Tuesday, June 4 | 3:15 - 4:15 PM*

*Christopher DeLuca, Rouse Frets*
*Dennis Cariello, Hogan Marren Babbo & Rose, Ltd.*
*Aaron Lacey, Thompson Coburn LLP*

The Federal borrower defense to repayment regulations have been the subject of a tremendous amount of change and controversy over the past few years. The Obama Administration finalized new regulations in 2016 that were scheduled to become effective July 1, 2017, but were placed on hold by the Trump Administration before their scheduled effective date. The Trump Administration re-negotiated these regulations and published new proposed rules in 2018. However, a federal district court later ruled that the first set of Obama-era rules needed to be enforced. In March 2019 schools received guidance from the Department regarding the effect of the 2018 district court ruling and the implementation of the 2016 regulations. In the meantime, the school community expects another set of proposed regulations and perhaps even final regulations later this year. This session will focus on the current status of the borrower defense to repayment regulations and insights from members of both the 2016 and 2018 federal negotiated rulemaking committees as to what schools might expect in the future.

**PROPRIETARY SCHOOL AUDIT GUIDE AND EXCITING CHANGES**
*Track: Government Relations*
*Room: Strand 12*
*Tuesday, June 4 | 3:15 - 4:15 PM*

*Mark Priebe, Department of Education Office of Inspector General*

Discuss planned upcoming changes to the proprietary school guide and foreign school audit guide. I plan to also discuss common deficiencies we are seeing in our QCR’s and provide tips to schools for selecting a quality auditor/ firm to complete their financial and compliance audits.
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