

NYS CAREER SCHOOL CONVENTION SCHEDULE

Wednesday, October 21

4:00 p.m. - 6:00 p.m. Registration, Check-in
Location: Villa Roma's Main Lobby
6:30 p.m. - 7:30 p.m. Reception/Open Bar - View Exhibits
Location: Exhibit Hall – MAIN DINING ROOM

7:30 p.m. - 9:00 p.m. Dinner
Location: MAIN DINING ROOM

Education Forum – The Hidden Agenda Behind Fed Stats!!!

Mary Lyn Hammer, President and CEO, Champion College Services, Inc.
Education Advocate at State and Federal levels for over 25 years

Thursday, October 22

8:00 a.m. Breakfast
Location: MAIN DINING ROOM

8:30 a.m. – 8:45 a.m. - General Session
Location: MAIN DINING ROOM

Topic: THE COALITION and THE CONVENTION

9:00 a.m. - 10:15 a.m. CONCURRENT SESSIONS

LOCATION: East Room 2, 3

BRANDING – WHO YOU ARE, WHAT YOU DO

Cyanna Education Services – Laura Rees, Allan Goldberg, Jennifer Lamkin

A solid brand can make you stand out in a crowded market, and increase your enrollment, perceived value, and alumni engagement. But where do you start? Join Laura Rees, Director of Brand and Marketing for Cyanna Education Services as she discusses the value of brand, and how you can define yours.

LOCATION: West Room 1

THE RECIPE FOR SUCCESSFUL DEFAULT MANAGEMENT

Champion College Services – John White, Mary Lyn Hammer

The right ingredients are as critical to the successful outcomes for cohort default rates as they are to yummy baking. Learn practical tips and tools for educating and empowering borrowers so that your rates and measures are the equivalent of a culinary delight!

10:30 a.m. – 11:45 a.m. CONCURRENT SESSIONS

LOCATION: East Room 2, 3

DIGITAL BADGES – 21st CENTURY CLASSROOM

American Medical Certification Association – Danielle Sadighi

Digital Badges are becoming an industry game changer in schools, organizations and all size companies around the world. Any organization that would like to recognize an individual's skills and/or achievements understands the value of issuing digital badges. A fun, easy way to recognize someone's achievement and increase your company's branding effort.

LOCATION: West Room 1

SUREFIRE WAYS TO INCREASE ENROLLMENT RATES

Target Direct Marketing – Greg Gragg, Shannon Nicholson

Everyone manages inquiry generation differently. In some instances, adding one step can help raise your average enrollment rate from 8% to 12%. We'll examine several tried and true ways of improving your process to increase enrollment. It's not magic, but managing the process differently with some added "elbow grease."

12:00 p.m. -- 1:00 p.m. View Exhibits/Lunch

Location: Exhibit Hall – MAIN DINING ROOM

1:05 p.m. – 2:05 p.m. CONCURRENT SESSIONS

LOCATION: East Room 2, 3

HOW TO OVERCOME THE CHALLENGES OF UTILIZING SIMULATIONS

STUKENT – Stuart Draper

The benefits of using simulations to teach far outweigh the challenges. Come hear Stuart Draper, CEO and Founder of stukent.com and co-author of Internet Marketing Essentials, discuss how he and other educators are successfully using simulations to teach.

LOCATION: West Room 1

BACK TO THE BASICS – DIGITAL MARKETING FOR 2016 AND BEYOND

Higher Ed Growth – Eric Flottman, Ryan Evans

Higher Ed Growth will present a holistic view of the enrollment funnel and the keys to optimal conversion. Please join us at “Back to the Basics – Digital Marketing for 2016 and Beyond” to maximize your enrollments.

2:15 p.m. – 3:15 p.m. CONCURRENT SESSIONS

LOCATION: East Room 2, 3

THE PERFECT TRIFECTA – COMPLIANCE, STUDENT SERVICES AND BEST PRACTICES

Financial Aid Experts – Rachel L. Gordon

This session will cover how to create a student focused office while remaining in compliance with all oversight bodies. Best practices and innovative approaches within the field will be covered.

LOCATION: West Room 1

FINANCING TRANSFORMATIVE EDUCATION

Climb Credit – Zander Rafael, Michelle Lipchin

This session will discuss the current regulatory environment, private solutions to funding gaps, and the ability for private financing to increase enrollment. It will also explore loan performance from career schools, measures to improve it, in addition to the role of effective career education in addressing the student loan crisis.

3:15 – 4:00 p.m. ICE CREAM and COOKIE RECEPTION

LOCATION: MAIN DINING ROOM

ENJOY NETWORKING, SOME SWEETS and VIEW EXHIBITS

4:15 p.m. – 5:15 p.m. CONCURRENT SESSIONS

LOCATION: East Room 2, 3

ANNUAL FINANCIAL STATEMENTS – REQUIREMENTS AND COMPLIANCE

Andrew Pieri, CPA, P.C.

Oversight bodies' aggressive review of financial statements can cause headaches for school owners. Now is the time to understand what is happening and what they are looking for before the year end and before it is too late.

LOCATION: West Room 1

ELEVATING YOUR ONLINE STUDENT EXPERIENCE IN REAL TIME

Chatdrive – Tares Figueroa

A discussion on an underutilized and misused tool that has real-time effects we can all implement across the entire organization elevating and enhancing the customer service experience. Boosting enrollment, service and buzz to create a stronger image of connection to your school brand.

5:30 p.m. - 6:30 p.m. Exhibits on Display in MAIN DINING ROOM

6:30 p.m. - 7:30 p.m. Reception/Open Bar - View Exhibits

Location: Exhibit Hall – MAIN DINING ROOM

7:30 p.m. - 9:30 p.m. Dinner

Location: MAIN DINING ROOM

THE IMPORTANCE OF PRIVATE CAREER SCHOOLS IN NEW YORK STATE

Hon. Kevin G. Smith, Deputy Commissioner, New York State Department of Education

CAREER SCHOOLS IN THE POLITICAL ARENA – OPPORTUNITIES/CHALLENGES

Hon. Steve Gunderson, President,

Association of Private Sector Colleges and Universities (APSCU)

PRESENTATION OF OUTSTANDING GRADUATE AWARDS - 2015

Friday, October 23

8:00 a.m. – 8:45 a.m. Breakfast – MAIN DINING ROOM

8:45 a.m. – 10:00 a.m. “SUPERSESSION”

LOCATION: East Room 2, 3

FEDERAL LAW AND STATE/FEDERAL COMPLIANCE UPDATE

Dennis Cariello, Esq., Hogan Marren Babbo & Rose, Allan Goldberg, CYANNA

Compliance can be easy or hard; how is your relationship with your regulators. Learn about the compliance threats coming down the pike from state/federal regulators and accreditors.

10:00 a.m. - 11:30 a.m. BPSS UPDATE and KEY ISSUES

LOCATION: East Room 2, 3

Connie Tully, Financial Statements

Lisa Stiles-Roy, BPSS Licensing Supervisor

Kirk Howard, Computer System Operations

11:30 a.m. - 11:45 a.m. Concluding Session

LOCATION: East Room 2, 3

Terry Zaleski, Executive Director

Muriel Adler, President, Coalition