

Thursday, October 27

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. SUPERSESSION

LOCATION: East Room 1, 2, 3

MANAGING CHANGE: THREE STEPS TO SUCCESS

Susan Sportsman, Ph.D., RN, ANEF, FAAN, Director, Elsevier Education

This presentation will prepare the participants to successfully lead or manage the changes brought about by the evolving educational environment. Strategies to “bust” common myths about change and harness the process to improve the likelihood of success in a changing environment. Participants will leave the presentation with a plan for managing change in their own specific environment.

10:30 a.m. – 11:45 a.m. SUPERSESSION

LOCATION: East Room 1, 2, 3

INTERNATIONAL RECRUITING AND MARKETING: SEVP – COMPLIANCE ISSUES

Paul Thompson, Esq., Attorney, Cooley LLP, Washington, DC

Homeland Security and U.S. Immigration and Customs Enforcement laws and rules govern the intake of international students. Procedures for compliant marketing, recruiting and records management will be discussed in the context of existing laws and potential changes.

There is no room for mistakes and zero tolerance by enforcement. .

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

ESL & VOCATIONAL TRAINING – PRACTICES AND PROCEDURES

Thomas Reimer, Ph.D. – BPSS ASSOCIATE

Review of New York laws, regs, polices, procedures for ESL with Vocational Training

LOCATION: West Room 1

ADMINISTRATIVE CAPABILITY IN TITLE IV MANAGEMENT

Colleen T. Russo, Chief Operating Officer, Education Compliance Management

To begin and to continue to participate in any Title IV, HEA program, an institution shall demonstrate to the Secretary that the institution is capable of adequately administering that program under each of the standards established. This session will review what that means in 2016!

LOCATION: East Room 1

MARKETING 2020

Fred Frantz, Executive Vice President, Gragg Advertising

Marketing has changed dramatically in the last five years as 360-degree marketing now includes all formats. This session will explore the best media mix. Attendees will learn how to develop an effective marketing strategy to attract the next generation of students.

2:05 p.m. – 3:05 p.m. CONCURRENT SESSIONS

LOCATION: East Room 2, 3

ESL AND VOCATIONAL ACCREDITATION STANDARDS

James Doran, Senior Accreditation Coordinator, ACCET

This session will cover the standards, policies and expectations of ACCET, along with a consideration of the changing accreditation landscape with US DOE in 2016.

LOCATION: West Room 1

STUDENT ENGAGEMENT ... IT'S NOT AN OPTION

Ginny Doyle, Educational Consultant, Elsevier Education

For Allied Health programs: Empower your educators with the tools they need to succeed!

Location: East Room 1

LET'S TECH! BRINGING TECHNOLOGY SIMPLY AND EASILY INTO COURSES

David Grimes and Aaron Appleby, Cyanna Education Services

This session will explore how to best use technologies to improve student learning and outcomes. Some of the topics will include flipped classrooms, discussion boards, student engagement, and easily incorporated gamification techniques

3:10 – 3:40 p.m. ICE CREAM and COOKIE RECEPTION

LOCATION: MAIN DINING ROOM

ENJOY NETWORKING, SOME SWEETS and VIEW EXHIBITS

3:45 p.m. – 4:45 p.m

CONCURRENT SESSIONS

LOCATION: East Room 2, 3

GAINFUL EMPLOYMENT IS HERE!!! NOW WHAT!!!

Dennis Cariello, Esq., Hogan Marren Babbo & Rose. Ltd.

Implementation process for Gainful Employment, strategies for addressing GE concerns, compliance and mitigation strategies. Proactive processes that can help.

LOCATION: West Room 1

7 MINDFRAMES: HOW THE BRAIN LEARNS

Jamie Jones and Joe Piraino, Pivot Point International

This session will provide an inside look at a specific way to guide students to use their brainpower. 7 Mindframes helps modernize classrooms and shows how to help students with discovery and practice in a fun, energetic and collaborative environment.

LOCATION: East Room 1

“WHAT MAKES YOU SO SPECIAL?”: HIGHER ED MARKETING REVISITED

Richard McCulloch, Vice President, Tribeca Marketing Group

What is the value proposition that sets your school apart? What is it that makes you special? How to identify that message and then disseminate it across marketing platforms? How to prepare Admissions and others to represent your institutional brand.

4:50 p.m. – 5:50 p.m

CONCURRENT SESSIONS

LOCATION: East Room 2, 3

“IF YOU FINANCE IT, THEY WILL COME!”

Sean Steinmarc, CEO, TFC Tuition Financing

With the current turmoil in the career school sector, it's more important than ever to have financing options in place to package ***every single*** student lead. We'll share tried and true ways to never again turn away a student for lack of financing, and you'll learn the right way to offer flexible financing plans.

LOCATION: West Room 1

TITLE IV VERIFICATION

David M. Canaski, President, Financial Aid Experts

This is always a top-five audit item, and lately the process has become increasingly complex and confusing. A nuts-and-bolts review of the forms and process, the details, and discussion of best practices for ensuring accuracy and timeliness.

6:00 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

PRESENTATION OF OUTSTANDING GRADUATE AWARDS - 2016

Friday, October 28

7:30 a.m. – 8:15 a.m. Breakfast – MAIN DINING ROOM

8:30 a.m. – 9:30 a.m. “SUPERSESSION”

LOCATION: East Room 2, 3

FEDERAL LAW, REGS & ACCREDITATION UPDATE

Dennis Cariello, Esq., Hogan Marren Babbo & Rose, James Doran, ACCET

Learn about compliance issues coming down the pike from federal regulators and accreditors.

9:45 a.m. - 11:30 a.m. BPSS UPDATE and KEY ISSUES

LOCATION: East Room 2, 3

Dr. Richard Rose, A.A., B.A., M.A., Ed.D. - BPSS Director

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