

New York Career School Convention

Special Focus:

**STANDING TOGETHER:
FACING THE CHALLENGES OF
CAREER EDUCATION**

Wednesday, October 23 - Thursday, October 24

sponsored by



Wednesday, October 23

8:00 a.m. REGISTRATION BEGINS

LOCATION: CONVENTION LEVEL FOYER

10:45 a.m. – 11:45 a.m. GENERAL SESSION

LOCATION: GRAND BALLROOM SALONS F, G, H

Topic: MARKETING IN THE AGE OF MOMENTS-- A GOOGLE PRESENTATION

Shail Choksi, Google Business Manager

The focus of the presentation is to understand the evolving landscape in the career school space, and how the digital ecosystem has changed over time. You will learn more about the student journey and what their emotions look like during stages, and how schools can think about adapting their messaging to the changing landscape.

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

LOCATION: GRAND BALLROOM - EXHIBIT HALL

1:15 p.m. - 2:15 p.m.

CONCURRENT SESSIONS

LOCATION: Block Island, Lobby Level

LEGALLY COMPLIANT MARKETING THAT OUTPERFORMS

Chris Linford, CEO, Oozle Media Michelle Donovan, Esq. Duane Morris

The marketing landscape is ever changing. Come learn to be legally compliant from an attorney at Duane Morris LLP, as well as learn how to outperform your competition by implementing the latest marketing strategies presented by Oozle Media. You'll learn one of the best marketing strategies most schools don't pay attention to but should. You'll walk away knowing how to have the greatest impact on the 70% of a student's mind that has already been made up of who they want to enroll with before they ever contact a school.

LOCATION: Fire Island/Fisher Island, Lobby Level

FINANCIAL VIABILITY – COMPOSITE SCORES AND MORE

Andrew Pieri, CPA

Stop burying your head in the sand. Your School's financial health is critical to your School's survival. Without constant care and preventative measures your School could be heading for a collapse. This session will explain how to avoid the most common financial mistakes and how the ever most critical composite score can be managed to avoid School owners losing their Schools.

LOCATION: Gardners Island, Lobby Level

EMPOWERING AT-RISK STUDENTS TO SUCCEED IN THE CLASSROOM

David M. Grimes, Academic Director, Cyanna Education Services

By empowering at-risk students, you can help them continue on the path to success where they can reach their educational and career goals. It is a campus-wide initiative, helping at risk students by efforts led by administrators, faculty, and the students themselves. By developing strong relationships across the campus, setting pathways toward success, and developing proactive intervention strategies, faculty and staff members can have a sound system in place to ensure at-risk students become successful students.

2:30 p.m. - 3:30 p.m.

GENERAL SESSION

LOCATION: GRAND BALLROOM SALONS F, G, H
BPSS LICENSING – ALL YOU EVER WANTED TO KNOW

Lisa Stiles-Roy, BPSS Licensing Supervisor Christina Beaudin, Education Program Asst.

This session explores the details of licensing processes, including candidacy schools, opening an additional location, transfer of ownership, school moves, school name changes, school renewals, and school closures. Licensing of school personnel will also be addressed.

3:45 p.m. - 4:45 p.m

CONCURRENT SESSIONS

LOCATION: Block Island, Lobby Level

SUCCESSFULLY IMPLEMENTING TECHNOLOGY TO IMPROVE RETENTION

A McGraw-Hill Featured Session Dr. Bill Hoover, Professor, Bunker Hill Community College

Implementing technology into course curriculum can be a challenging and rewarding experience. Adaptive learning solutions afford students several self-help features, such as "in the learning moment" feedback, individualized learning paths, "check my work," and multiple forms of heat map driven remediation. Successful digital solutions yield better performance, especially for the bottom 25% of student learners. This demographic faces more challenges. They are often non-traditional and/or single parents. Successful implementation of technology empowers these students, helping them develop a consistent approach to learning. This session will reveal how simple it is to implement and scale high impact practices for both faculty and students who use digital learning solutions.

LOCATION: Fire Island/Fisher Island, Lobby Level
RECENT CHANGES TO INSTITUTIONAL LOAN PAYMENT PLAN REGULATIONS
EVERY NY SCHOOL MUST KNOW
Sean Steinmarc, CEO TFC Tuition Financing

If your school offers in-house payment plans or institutional loans, you may be at risk of noncompliance with new regulations in effect October 9th, 2019. This session will outline state and federal compliance and licensing requirements, and how to best make use of institutional loans to increase enrollment, revenue, and student success.

LOCATION: Gardners Island, Lobby Level
USING TECHNOLOGY AND DATA TO TURN DIGITAL DISRUPTION INTO
STUDENT ENROLLMENT GROWTH!

Anthony Espinoza, VP Digital Strategy for Education, ADVANCE....360

To capture the attention of student prospects in today's competitive landscape, quality data and technology are paramount. Come find out how to grow enrollment by adapting to the complex digital world.

5:00 p.m. – 6:00 p.m

CONCURRENT SESSIONS

LOCATION: Block Island, Lobby Level
ACCOUNTS RECEIVABLES MANAGEMENT & RESPONSIBILITIES -
ORIENTATION TO BEYOND GRADUATION

A. William (Bill) Benham, Jr., CFO & Managing Partner , JBB Education Partners
(with a little bit of help from Dave Herwitz and Whitney Brodsky of ABC Training Center)

This session will help you start building a culture that embraces Accounts Receivables Management & Responsibilities - as a shared responsibility - throughout your organization. Beginning with Orientation, students learn how proactive your staff will be when addressing student financial aid packages, including loans, grants, and student payments plans with the support from other departments. Learn how making some minor changes in your approach to student payment plans within the Financial Aid package process and collection methods can potentially increase cash flow, reduce bad debt, improve collections, improve default rates and improve student retention rates.

LOCATION: Fire Island/Fisher Island, Lobby Level
LEAN MANAGEMENT TO BUILD ENROLLMENTS
Tom King, Enrollment Resources

Lean management is a systematic method originating in the Japanese manufacturing industry for the minimization of waste within a system without sacrificing productivity. So how does this relate to growing your school? Join us for a fast paced session in which we give you more than 17 ways to improve your admissions and marketing process to dynamically grow your enrollments today!

6:00 p.m. - 7:00 p.m. Reception/Open Bar - View Exhibits
LOCATION: GRAND BALLROOM – EXHIBIT HALL

7:00 p.m. - 9:00 p.m. Dinner

REMARKS: Dr. Owen Donovan, BPSS Director
Hon. Kevin G. Smith, Deputy Commissioner, New York State Department of Education

PRESENTATION OF OUTSTANDING GRADUATE AWARDS - 2019

Thursday, October 24

7:30 a.m. - 8:30 a.m. Breakfast

LOCATION: GRAND BALLROOM – EXHIBIT HALL

8:45 a.m. - 9:45 a.m. GENERAL SESSION

**LOCATION: GRAND BALLROOM SALONS F, G, H
WASHINGTON UPDATE – GAINFUL EMPLOYMENT, BDR and HEA
Dennis Cariello, Esq., Hogan Marren Babbo & Rose**

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

10:00 a.m. - 11:00 a.m. GENERAL SESSION

**LOCATION: GRAND BALLROOM SALONS F, G, H
NEW YORK STATE LEGISLATIVE UPDATE – 2020 OUTLOOK
Diana P. Georgia, Esq., Elk Street Group Pamela Madeiros, Esq., Greenberg Traurig, LLP
Government Affairs Attorneys Diana/Pamela will present a summary and analysis of the legislative
landscape which threatens the continued operations of NYS Career Schools.**

11:10 a.m. - 12:10 p.m. ALBANY!!!!!!

**LOCATION: GRAND BALLROOM SALONS F, G, H
Hon. Alicia L. Hyndman, Member of NYS Assembly**
Assemblywoman Hyndman will provide her perspective on Albany's political dynamic, as well as the potential impact of the legislative process and the Governor on career schools.

12:10 p.m. - 1:10 p.m. LUNCH

LOCATION: GRAND BALLROOM – EXHIBIT HALL

1:15 p.m. - 2:15 p.m. GENERAL SESSION

**LOCATION: GRAND BALLROOM SALONS F, G, H
STANDING TOGETHER: FACING THE CHALLENGES OF 2020
Muriel Adler, President, CNYSCS Frank Talty, Vice President, CNYSCS
Diana P. Georgia, Esq., Elk Street Group Pamela Madeiros, Esq., Greenberg Traurig, LLP
Terence Zaleski, Executive Director/Counsel, CNYSCS**
This session will develop and discuss strategies for fighting against those who threaten career school education in New York.

2:25 p.m. - 3:30 p.m. GENERAL SESSION

**LOCATION: GRAND BALLROOM SALONS F, G, H
BPSS FORUM WITH EDUCATION ASSOCIATES
Charmaine Grant, Melissa Lurie, Dr. Thomas Reimer, Betty Zhou, Field Associates**

3:45 p.m. Concluding Session

**LOCATION: GRAND BALLROOM SALONS F, G, H
Terry Zaleski, Executive Director Muriel Adler, President, Coalition**