



# MAACS 2022 Conference

RESILIENCY & CHANGE: CONTROLLING YOUR FUTURE

July 27-28, 2022

Sheraton Station Square, Pittsburgh, Pennsylvania

2022 Sponsor



SESSION DESCRIPTIONS AND SPEAKER BIOGRAPHIES

# July 27, 2022

## Pre-Conference

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### Workshop: Advanced Legal Workshop for Schools (8:30am-12:00pm)

Intended for school owners, presidents, and other top executives. Although it will touch upon the normal regulatory and compliance matters schools must deal with each year, the primary focus will be on deeper, more sensitive matters schools must think about to protect themselves from liability and other significant issues.

#### Presented by: Ed Cramp – Partner, Duane Morris LLP

Mr. Cramp represents institutions of higher education around the United States in accreditation, regulatory, litigation, and transactional matters. He is a team lead for the Duane Morris Education industry group. He also serves as the managing partner of the firm's San Diego office.

Mr. Cramp is active in the higher education community. He regularly speaks at conferences and events throughout the country on a variety of issues. Mr. Cramp also teaches higher education law and compliance as an adjunct faculty member at the Drexel University Thomas R. Kline School of Law and College of Education. Mr. Cramp served as a judge advocate in the United States Navy, where he was appointed to the rank of Lieutenant Commander. During his time in the naval service, he defended numerous matters before courts-martial and administrative boards. He also represented the interests of the United States in claims brought against and on behalf of the Navy.

Mr. Cramp is a strong advocate of diversity and inclusion in the workplace and LGBTQ rights. He serves on the steering committee of the firm's Diversity & Inclusion program. He regularly represents members of the LGBTQ community in civil rights matters on a pro bono basis and is active in the local LGBTQ community. Mr. Cramp is admitted to practice in California and Illinois. He is a graduate, with honors, of the Illinois Institute of Technology's Chicago-Kent College of Law and a graduate of the University of California, Riverside.

### Annual MAACS Cosmetology and Barber School Meeting (9:30am-12:00pm)

This is a can't-miss annual meeting for cosmetology and barber school leaders. MAACS will brief schools on many regulatory and licensing issues that affect the sector. We will also do a review of all pending state legislation that could impact schools, students, licensees, and salons or shops. This year, the meeting will also include several guest presenters. Immediately following the meeting will be the annual luncheon for cosmetology and barber schools to network with their colleagues.

### Annual MAACS Cosmetology and Barber School Luncheon (12:00pm-12:45pm)

# Conference Day 1

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## Annual Business Meeting

This meeting is open to any Member of MAACS. The association's leadership will brief members with a report from the President, the Executive Director, and the Treasurer. We will provide brief overview of important association updates and finances from the past year, plus a look ahead to next year's vision for the association. Members will also have a chance to ask the association's leadership any questions.

## Plenary Session #1: Federal Legislative & Regulatory Updates (1:20pm-2:40pm)

2022 is likely the most significant year in recent memory for career schools and federal policy changes that could impact higher education institutions. The US Department of Education created not one, but two separate negotiated rulemaking committees to review changes in over a dozen different policy issues. Other federal agencies like the Veterans Administration (VA), Consumer Financial Protection Bureau (CFPB), Federal Trade Commission (FTC), and others have also been issuing new policies that impact schools. Add to the regulatory pressures, there is also US Congress and multiple legislative issues on the table this year.

This session will bring two federal policy experts to break down all the issues going on in Washington DC, where they think each issue may lead, how they could impact your school, and what you can do to help advocate for change. Whether its Gainful Employment, 90/10, Borrowers Defense to Repayment, or over a dozen other federal policies currently on the table, you do not want to miss this critical session for all career school leaders.

**Presented By: Tom Netting – CEO, TEN Government Strategies & Nicholas Kent – Chief Policy Officer, Career Education Colleges & Universities**

Mr. Netting is an experienced Public Policy Advisor with a demonstrated history of working in higher education legislative and regulatory affairs. Skilled in Nonprofit Organizations, Negotiation, Analytical Skills, Governmental Affairs, and Government. Strong community and social services professional with a Bachelor of Science focused in Business Administration from Presbyterian College.

Mr. Kent is Chief Policy Officer at Career Education Colleges and Universities. In this role, he serves as senior advisor to association leadership by providing statutory, regulatory, and policy guidance on matters relating to higher education. Additionally, he is President of the CECU Research Foundation, a non-profit organization that supports and promotes research to improve higher education, particularly career and technical education. Mr. Kent previously held a government appointment as Director of Policy, Planning and Research at the District of Columbia Office of the State Superintendent of Education. He is a current member of the Association for Education Finance and Policy and a frequent writer and speaker on topics related to higher education.

## **Breakout Session #1 (3:15pm-4:15pm)**

### **The ABC's of Communication – Hazelton Room**

You're a pro at binge-watching a Netflix series and can sit through a marathon of your favorite TV show, but how good are you at communicating with a generation who tweet their every step and Snapchat what they had for breakfast? Learn the skills needed to build rapport with your staff and students while discovering what drives their lives and creates change.

**Presented By: Carol Woodard – YappyCarol**

Ms. Woodard has helped thousands of students reach their dream of becoming successful in their chosen careers—while continuing to inspire those who educate them. An international speaker, educator, and author, Carol is an American Board-Certified Neuro-Linguistic Master Practitioner and a member of the International Guild of Neuro-Linguistic Practitioners. She is the former chairperson for the Career Educators Alliance (CEA), where she served a role in planning annual events while leading a committee of more than 20 people and teaching workshops.

### **Enhancement Tools for Campus Success – Elwood Room**

This presentation involves an interactive panel discussion of suggested tools and data elements to manage and improve overall school operations. Topics will cover data and information sources, key metrics, checklists and tools to improve individual departments. The goal of this session is to provide ideas and suggestions for participants to return to their school and enhance their performance and outcomes.

**Presented by: Robert Amell - CEO of Training Masters, Bill Benham – CFO & Managing Partner of JBB Education Partners & James Edrington – Business Development Associate at STARS Campus Solutions**

Mr. Arnell has over 30 years of experience in career education, and uniquely qualifies him to lead the educational technology division of Training Masters. Training Masters' goal is to put tools and technology in the hands of teachers and Administrators. My main function at Training Masters is to oversee the maintenance and development of the STARS school management system. This is an entirely browser-based school management system residing on the secure, reliable and scalable IBMi platform.

Mr. Benham has 30 years of post-secondary education with direct Finance responsibility in the areas of budgeting and forecasting, financial aid/Title IV, consolidation of accounting functions, mergers & acquisitions, implementing financial systems and models, treasury management, and audit management.

Mr. Edrington is an energetic highly motivated professional with extensive experience in sales management and entrepreneurship. He is skilled in Team Leadership, Communication, Customer Service, Customer Satisfaction, Customer Retention, Sales, Sales Management and Customer Relations. James is focused on continuing to grow and develop himself with his readings and self-development habits. He loves to challenge and stretch himself daily to embrace personal and professional growth.

## Building a Simple Cybersecurity Program for your School – Stoops Ferry Room

This session will outline a framework to building a cybersecurity program for your school. We will discuss:

- Key Questions to Assess your Current Environment
- Understand the Principles of Risk Management
- Making Sense of Compliance
  - Existing Requirements
  - Preparing for new requirements
  - Preparing for an Audit
- The Power of Policy
- Incident Response Planning
- Creating Accountability

### **Presented by: Don DaRe – President and CEO Consensus Technologies**

Mr. DaRe is the founder and owner of Consensus Technologies. Prior to forming the company, Mr. DaRe was the founder and president of IDFactory, a consulting and integration services company, solely focused on Novell's Identity Manager product. Prior to starting his own business, he was employed by Novell as a consultant. Mr. DaRe was responsible for developing best practices for DirXML (the predecessor to Identity Manager) and provided many implementations and trainings to customers and partners.

Mr. DaRe has been working in the technology services industry for more than 20 years and has experience with customers of all sizes from small business to fortune 100 companies. Mr. DaRe graduated from Westminster College with a Bachelor of Science in Computer Information Systems, and a minor in Business Administration.

## A Case Study: Data-Focused Marketing Strategy Results In Rapid Enrollment Growth – Edensburg Room

Mr. Patrick Hart and Mr. Anthony Espinoza provide the blueprint on how NYADI increased enrollments to become the premier college of transportation technology in the NY metro area. In this session, they will review the strategy and integrated solutions used to drive brand recognition and enrollment. They will also showcase the power of Advance 360 Education's data-focused marketing strategy behind the results. Pat and Anthony will also speak about the importance of collaboration and a trusted, strong relationship between a client and their marketing partner.

### **Presented by: Patrick Hart - College President, The College of Automotive & Diesel Technology (NYADI), & Anthony Espinoza - Vice President, Advance 360 Education**

Mr. Hart is the College President of New York Automotive & Diesel Institute (NYADI) "The College of Transportation Technology" in New York City. He has been with the college since its founding more than 25 years ago. The school started training in-service technicians and under Patrick's leadership and guidance, transitioned to an entry-level trade school. In 2017 NYADI was authorized to become a degree-granting institution in New York State. Through its partnerships with industry and manufacturers, NYADI has become one of the leading transportation technology colleges in the country offering its students unprecedented opportunities in the transportation industry. Patrick has an MBA from the State University of New York, a bachelorette degree from Saint John's University, and an AOS in Automotive Technology from Denver Automotive & Diesel College. Patrick also serves on the Board of Directors for I-CAR.

Mr. Espinoza is a dynamic executive and digital marketing strategist with a focus on customer service and relationships. Anthony brings a wealth of experience in digital media with agencies, and regional and national clients with an intense focus on the education sector. Anthony is well-versed and oversees all aspects of digital marketing, social influence, digital intelligence, advocacy, loyalty, social media, CRM, data strategy, SaaS platforms, and more. As Vice President of Advance 360 Education, he has been instrumental in building Advance 360's Education client portfolio spanning the last 8 years, which has been focused on driving enrollment for educational institutions nationally, including for-profit schools. Before joining Advance, Anthony held positions focused on digital media with the Hearst Digital Marketing Service, Target Media Partners, the Daily Breeze, and the Los Angeles Times.

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## **Breakout Session #2 (4:20pm-5:20pm)**

### **Be the Winning Coach for Your School – Hazelton Room**

All successful teams have a winning coach. It's time to take your already successful leadership techniques to the next level! Discover when to coach your team, when to send them back into the game and most importantly, when, and how to celebrate their success.

**Presented by: Carol Woodard – YappyCarol**

Ms. Woodard has helped thousands of students reach their dream of becoming successful in their chosen careers—while continuing to inspire those who educate them. An international speaker, educator, and author, Carol is an American Board-Certified Neuro-Linguistic Master Practitioner and a member of the International Guild of Neuro-Linguistic Practitioners. She is the former chairperson for the Career Educators Alliance (CEA), where she served a role in planning annual events while leading a committee of more than 20 people and teaching workshops.

### **Private Licensed School (PLS) Board Updates – Elwood Room**

Staff to the Pennsylvania State Board of Private Licensed Schools will share recent policy and program updates, information related to awarding Specialized Associate Degrees, and information related to Commercial Truck Driving programs.

**Presented by: Nicole Campbell - Chief to the Division of Law Enforcement Education and Trade Schools, Jenny Piper - Higher Education Associate and Board Administrator & Dr. Allison Felix - Board Administrator**

Ms. Campbell has more than 10 years of experience working in the Private Licensed School sector, as an instructor, Program Chairperson, and Director of Education. Ms. Campbell has also served in leadership roles for more than 20 years, with experience in postsecondary education, early childhood education, and graphic design. She has earned her Bachelor of Science degree in Management, Sales and Marketing and her Master of Arts in Teaching and Learning. Ms. Campbell serves our schools as Division Chief, in addition to serving as staff to the Board's Executive Committee and Review and Recommendation Panel. Ms. Campbell also oversees the Institute for Law Enforcement Education (ILEE) program which provides no cost training to Pennsylvania law enforcement officers through grant funds awarded by the National Highway Traffic Safety Administration and the Pennsylvania Department of Transportation's grant programs.

Ms. Piper has more than 15 years of experience working in the Private Licensed School sector, as an instructor, Program Director, Education Manager, Registrar, and Academic Dean. She has earned her Bachelor of Science degree in Elementary Education and her Master of Science in Higher Education, College Teaching and Learning. Ms. Piper serves our schools as staff to the Board, including serving as staff to the Board's Curriculum Committee, as well as she facilitates the review and approval process for all Specialized Associate Degree programs with the Secretary of Education. Ms. Piper is also the lead presenter for New School Applicant Orientations and New School Director Seminars.

Dr. Felix brings her passion for education to the Private Licensed School sector, as a secondary STEM teacher and program coordinator, a postsecondary academic outreach program coordinator, a postsecondary environmental health and safety instructor, and was the founding director of the Science Outreach Center at Saint Francis University. She has earned her Bachelor of Science degree in Biology, her Master of Science Degree in Biology, and her Doctor of Education in Integrative STEM Education, Curriculum and Instruction. Dr. Felix serves our schools as staff to the Board, including serving as staff to the Board's Financial Review Committee.

## **Mindset of a Leader – Stoops Ferry Room**

We will increase personal effectiveness and performance by making participants more aware of themselves and how teammates react to them and each other. We will explore the best practices of the behaviors (actions), attitudes (how you think) and techniques (tactics) of a successful leader

**Presented by: Len Petrancosta - COO Sandler Training, Peak Performance Management, Inc.**

Mr. Petrancosta joined Sandler Training by Peak Performance Management after having served as president of Sysco Food Services of Pittsburgh. He was with Sysco for 19 years starting in the sales department and then as the president he took them from \$110 million in sales revenue to \$146 million in just two years. As president, Mr. Petrancosta led all aspects of the facility, including human resources, marketing, merchandising, finance, IT and warehouse operations. Prior to Sysco, Mr. Petrancosta was a restaurant entrepreneur in his own company, Mr. Petrancosta Corporation. The organization owned and operated 3 restaurants in the Pittsburgh region. Mr. Petrancosta received a Bachelor of Arts degree in economics from the University of Pittsburgh. He is actively involved in the nonprofit community and serves on the boards of both the Light of Life Rescue Mission and Christian East African and Equatorial Development Trust.

## **PDL's & Referrals – Edensburg Room**

Everyone in the school business knows that the highest converting inquires come from referrals and Personally Developed Leads (PDLs). Most campuses under-utilize these strategies because they are not top of mind. This session focuses on implementing PDL and referral programs that can help increase the volume of these valuable inquires.

**Presented by: Lisa Olmedo – Vice President of Business, Gragg Advertising**

Ms. Olmedo is a veteran marketing and admissions expert. She joined Gragg Advertising in 2005 and currently oversees the Business Development Department and assists with the Client Service Department. Lisa is a trusted, strategic partner for clients across the country in building an effective media mix that focuses on start goals and conversion rates. Formerly an Admissions Director and Recruiter for nationally accredited schools; Lisa brings a wealth of career college expertise to the agency through hosting Gragg's monthly educational webinars that help train hundreds of career school personnel. She has presented at several state and national conferences including CECU, ACCET, ABHES, CAPPS, MAACS and many more.

# July 28, 2022

## Conference Day 2

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### **Plenary Session #2: “The Principles of Persuasion-How to be more Influential” (8:20am-9:20am)**

Presentation of the 6 fundamental principles of persuasion and influence, based on the groundbreaking research of Dr. Robert Cialdini PhD

1. Reciprocity
2. Commitment & Consistency
3. Social Proof
4. Authority
5. Liking
6. Scarcity

**Presented by: Mark Cohen – Rohrich Automotive Group**

Mark was the former Vice President of Marketing for the Training Division of Daytimer. In his role, he traveled the country consulting with Fortune 500 companies training employees on how to be more effective managers of their time. He was selected by the Bush family to be Barbara Bush’s warm up speaker in the early 2000’s during her Boise-Cascade tour to promote reading. Mark presented the Principles of Time Management during his cross-country tour with Mrs. Bush. He is presently Vice President of Operations for the Rohrich Automotive Group headquartered in Pittsburgh.

### **Breakout Session #3 (9:25am-10:25am)**

#### **The Psychology of Resilience – Hazelton Room**

We often speak of resilience in difficult times, but have you ever thought about what it means to be resilient? In this workshop we will investigate the relationship between resilience and the ability to adapt to a new reality. Our discussions will include techniques for adaptation along with the importance of grieving. The goal of our presentation is to help you understand the importance of resilience and the confidence to face a future without fear. (Focus on adaptation as a means to resilience)

**Presented by: Dr. Henry Johnson -McGraw Hill Higher Education**

Dr. Johnson began his career as an educator in 1973 when he graduated from Florida Atlantic University with a bachelor's degree in elementary education. He then taught for 18 years in the Broward County School System; most of those years teaching eighth graders Mathematics. During that time, Dr. Johnson returned to Florida Atlantic University to earn his Master's Degree in Administration; his Educational Specialist Degree in Administration; and his Doctorate Degree in Educational Leadership.

During his illustrious career, Dr. Johnson has been a Staffing Specialist in the Hernando County School System, working with handicapped students; Director of Distance Education for Saint Leo University, Director of Training for USAA Corporation, Academic Dean at Florida Metropolitan University, and Founder/Director of his

own charter school. Clearly, Dr. Johnson's philosophy of education and his tireless drive for educational excellence are a reflection of the varied experiences he has had; along with a proven record of success as an administrator. Dr. Johnson has always adhered to the credo, "Every student is a success."

## **Negotiated Rulemaking Update – Elwood Room**

The US Department of Education under the Biden Administration has convened two negotiated rulemaking committees to consider new regulations on a host of topics of importance to career schools, including borrower defense to repayment, gainful employment, 90/10, arbitration and class action waivers, financial responsibility, closed school discharge, changes of ownership and administrative capability. This session will provide an update of the Department's rulemaking activities and review the progress toward adopting new regulations.

**Presented by: Roger Swartzwelder – Maynard, Cooper & Gale, PC & Brandon Sherman – Maynard, Cooper & Gale, PC**

Mr. Swartzwelder is a Shareholder at Maynard, Cooper & Gale, PC, and a member of the Firm's Education Practice Group working in the Washington, DC, office. He represents institutions of higher education, investors, and accrediting agencies in a wide array of legal, regulatory, accreditation, and operational matters. Prior to joining the Firm, Roger served nearly 14 years as general counsel and chief compliance officer for a multi-state system of colleges. Roger previously was in private practice at Dow, Lohnes in Washington specializing in higher education matters. He also worked at a recognized institutional accrediting agency for more than 13 years, including more than eight years as Associate Executive Director. Roger earned JD and MBA degrees from The George Washington University in Washington, D.C., and a BA in History from Dickinson College in Carlisle, Pennsylvania.

Mr. Sherman is of Counsel at Maynard, Cooper & Gale, PC, in the Firm's Washington, D.C., office. Brandon advises a diverse group of institutions in a range of legal, regulatory and accreditation matters, including cybersecurity, Title IX and ADA, and federal student aid issues such as institutional eligibility, student privacy and borrower defense. Brandon previously held several positions in the U.S. Department of Education, including Senior Counsel to the Deputy Secretary and Senior Counsel to the Assistant Secretary for the Office for Civil Rights, where he worked on legal and policy matters such as Title IX regulations, campus cybersecurity requirements, Title IV and federal student aid concerns, and accrediting agency recognition issues. He also has worked in private practice representing institutions and accrediting agencies. Brandon graduated cum laude with a bachelor's degree from York College in York, Pennsylvania, and with a JD degree from Michigan State University in East Lansing, Michigan.

## **The Digital Marketing Landscape for Schools – Stoops Ferry Room**

If you oversee digital marketing directly or are even slightly involved in digital marketing, you have heard about many recent changes to digital marketing platforms. It is likely your marketing team has been working on adapting strategies, testing new ad formats, and buying strategies. We invite to you join our session where EdwardsSchoen will talk about the significant changes, the pivot in strategies, and a recap of their journey to fine success in digital marketing. You may learn about tests worth considering and will be informed on changes on the horizon.

**Presented by: Aaron Edwards – EdwardsSchoen**

Mr. Edwards has nearly 20 years of experience in higher education developing high-impact enrollment strategies and solutions. Aaron has managed several aspects of education marketing and student lifecycle innovation. His drive and focus for developing and implementing solutions have positioned his clients for long-term, sustainable success. During his career he has served on boards, committees and counsels dedicated to enhancing the value and direction of higher education.

## Improving Online Reviews – Edensburg Room

Google dominates the reviews game still, and they've recently made some changes in how they're shown (if at all) for schools. We'll discuss HOW they need to be captured to make a difference in rankings and traffic. This session is a must attend if you'd like to hear how to carefully automate getting student reviews so you rank better in Google, and how they can increase your conversion rates. We'll also talk about how to avoid the costly mistakes when encouraging reviews, I see schools make, as well as how to help your negative reviews get you more enrollments.

**Presented by: Chris Linford – CEO, Oozle Media**

Mr. Linford, a name only spoken of in hushed, reverent tones, is the devilishly handsome, overly talented, and not to mention the very humble CEO of Oozle Media and Co-founder of Beauty as a Business. It's been said that when a for-profit school hires Oozle to help them with their website, social media, SEO, and paid ads, they've just killed two stones with one bird. Schools who work with Oozle Media have had levels of satisfaction (at times) that can only be compared to the feelings one would have after hearing the announcement of the abolishment of Gainful Employment, and Borrowers Defense when working with Oozle Media. One more worthy thing to note about Chris is that although he hails from Utah, has five children, he does only have one wife whom he loves very much and has been proudly married to for 16 years!

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## **Breakout Session #4 (10:55am-11:55am)**

### **Every Student is a Success – Hazelton Room**

One of the greatest barriers to success is fear and students fear failure as well as success. That fear manifests itself in a variety of self-destructive behaviors. This workshop is designed to focus on the impact of various teaching strategies on adult learning styles; keeping in mind the emotional baggage associated with learning. We will also look at the psychological basis for a variety of aberrant behaviors and how they might be ameliorated through the use of certain teaching strategies. **(Focus on the emotional aspects of learning)**

**Presented by: Henry Johnson - McGraw Hill Higher Education**

Dr. Johnson began his career as an educator in 1973 when he graduated from Florida Atlantic University with a bachelor's degree in elementary education. He then taught for 18 years in the Broward County School System; most of those years teaching eighth graders Mathematics. During that time, Dr. Johnson returned to Florida Atlantic University to earn his Master's Degree in Administration; his Educational Specialist Degree in Administration; and his Doctorate Degree in Educational Leadership.

During his illustrious career, Dr. Johnson has been a Staffing Specialist in the Hernando County School System, working with handicapped students; Director of Distance Education for Saint Leo University, Director of Training for USAA Corporation, Academic Dean at Florida Metropolitan University, and Founder/Director of his own charter school. Clearly, Dr. Johnson's philosophy of education and his tireless drive for educational excellence are a reflection of the varied experiences he has had; along with a proven record of success as an administrator. Dr. Johnson has always adhered to the credo, "Every student is a success."

### **The Return of Gainful Employment, Part 3 – Elwood Room**

For over a decade, the federal government has been considering regulations to try and measure the value of an education program, its cost to students, and its benefits in future employment and salary expectations. The first Gainful Employment (GE) Rule was overturned by courts, the second attempt at establishing a GE Rule one was reversed by subsequent presidential administration, and now the US Department of Education and President Biden are trying for a third time. This session will review the key components of the current rule, its status through negotiated rulemaking, and timing of potential implementation. Learn what schools can do to be informed and help prepare for GE in the future.

**Presented by: Chris DeLuca, Attorney - DeLuca Law LLC**

Mr. DeLuca is the founder of DeLuca Law LLC. Mr. DeLuca has 29 years of experience providing legal, financial and management services to business owners and career school operators. In addition to being a licensed attorney, Mr. DeLuca is also a certified public accountant (inactive status).

Prior to founding DeLuca Law LLC, Mr. DeLuca spent nearly nine years serving as in-house legal counsel and Chief Financial Officer for a multi-state cosmetology school group. Mr. DeLuca was responsible for the school's compliance with laws and regulations for participation in the Title IV federal student aid programs. He also managed compliance for the schools' accreditation with the National Accrediting Commission of Career Arts & Sciences (NACCAS).

Mr. DeLuca serves as a member of the American Association of Cosmetology Schools' Government Relations Committee and is a frequent speaker at AACCS and other national and regional school conferences. His recent speech topics include the implementation of the Violence Against Women Act (VAWA), Title IX and the Clery Act, school responsibilities under the Americans with Disabilities Act, school consumer information disclosure requirements, and borrower defense to repayment. He also served as the alternate negotiator representing for-profit schools at the U.S. Department of Education's negotiated rule making sessions regarding the borrower defense to repayment regulations.

## **The 4 C's of Leadership – Stoops Ferry Room**

This session will give participants a simple but powerful framework for helping them develop their capabilities as a leader. They will learn what leadership is intended to produce, the three qualities that determine a leader's effectiveness, and the six personal traits leaders can develop to enhance their three leadership qualities.

**Presented by: Barry Wolf – President, Argos HR Solutions, LLC**

Mr. Wolfe is a Human Resources consulting firm located north of Pittsburgh. He provides clients with a range of talent-related solutions, including employment law compliance, leadership development, employee training, compensation and benefits design, employee relations guidance, and talent management solutions. Prior to starting his company, Barry has over 25 years of experience as a senior HR leader in global and nationwide companies both private and Fortune 500. He is also the author of the global bestselling book, "The Little Black Book of Human Resources Management," published by the Expressive Press.

## **The Hidden Motivation of Prospects – Edensburg Room**

In this session the presenters will share proprietary research of 300,000 school prospects around their dominant personality types, motivations, goals and how marketing and admissions teams can use these insights to have more meaningful conversations to improve their contact rates, applications, and starts. The session will show how to identify personality traits and motivations, what is driving behavior and decisions, why we need to know the motivations, and how to improve Admissions & Marketing performance with this information.

**Presented by: Shane Sparks - President, and CEO of Enrollment Resources Inc**

Mr. Sparks has been a marketing and communications specialist for over 25 years, and co-founded Enrollment Resources in 2003. He has lead service delivery and product development, including Virtual Adviser — Enrollment Resources' flagship lead capture SaaS solution — and now serves as President & CEO. He is passionate about helping schools grow enrollment in the most cost-effective way possible. Practical and results-oriented, Shane and the team at Enrollment Resources are focused on uncovering insights that make a meaningful difference to student recruitment.

## **Breakout Session #5 (12:00pm-1:00pm)**

### **Together Toward Tomorrow – Hazelton Room**

This session highlights lessons learned from career colleges nation-wide post-pandemic, focusing on the building blocks and a deliberate process for moving forward. With the same understanding of and commitment to a deliberate process, schools can move from change to transformation. The pandemic forced change and most find themselves still transitioning striving toward transformation, which is a complete change in character to an organization, *especially* so that the organization is *improved*. The process begins with teams working toward building back trust through a growth mindset and striving to achieve the characteristics of a constructive culture within the school. With the basic building blocks instilled in the culture, transformation can then occur through the behaviors backed with the proper attitudes and beliefs to create the transformative results.

**Presented by: Dr. Scott Fitzgibbon – The Pacific Institute**

Dr. Fitzgibbon has been involved in higher education since 1991 with wide-ranging experience in teaching, admissions, student services, and career services. Scott has worked extensively with school administrators and faculty specializing in cognitive-behavioral training, adult learning, learner-centered approach toward management and teaching, student persistence and retention, residence life, student services, personal coaching, and behavioral management. He has taught thousands of employees and students to apply behavioral understanding toward teaching, learning, teamwork, admissions, and student services.

Dr. Fitzgibbon is a co-author of The Pacific Institute's *Thought Patterns for High Performance® Mindsetting for Success and Well-Being in the Digital Age* curriculum. The Thought Patterns student success curriculum has reached over 1,600,000 students and 35,000 school employees over the last 25 years.

### **Disclosures & Consumer Information: The Existential Risk for Institutions – Elwood Room**

Whether it be placement rates, institutional loans, or other outcome measures, disclosures and consumer information is one of the largest risks related to institutional eligibility. This continues to be a focus point for consumer advocacy groups as discussed in the negotiated rulemaking sessions. Institutions need to focus on the compilation of the data, internal reviews of the information to be reported, and retention of this information. Policies and procedures should be well established and accessible to multiple individuals to ensure the compilation of this data is maintained in the event of employee turnover. This session will focus on key disclosure metrics, processes utilized to gather and retain this information, best practice and available ED tools, and tips for reviewing to ensure the disclosures are correct. The session will be a question-and-answer format with two school individuals facilitated by a moderator.

**Presented by: Natalie Beaver - Director of Education & Regulatory Affairs, Mike Wherry/Dr. Jessica Sanders**

Ms. Beaver is the Director of Education & Regulatory Affairs for South Hills School of Business & Technology in State College, Pennsylvania. She also serves as Title IX Coordinator. Natalie earned her Bachelor of Science Degree from California University of PA in 2005. She has spent the past 14 years in career education leadership in the areas of Operations, Admissions, Education, Regulatory, and Career Services. Natalie currently serves as a Team Leader for the Accrediting Commission of Career Schools and Colleges (ACCSC) and has been leading accreditation visits since 2014.

Mr. Wherry is a Director within our Audit Department and has over two decades of experience in the public sector. A Certified Public Accountant, Michael oversees the completion of annual audits (financial statement and student financial aid). Clients value his views on internal controls and processes, financial reporting under Generally Accepted Accounting Principles (GAAP), proactive solutions for meeting regulatory covenants, interpretation of standards and regulations, and suggestions to minimize compliance findings in student financial aid audits. He is an active presenter at numerous national conferences and conventions and holds both American and Pennsylvania Institute of Certified Public Accountants certifications. He is currently serving on the Mid-Atlantic Association of Career Schools (MAACS) Board of Directors and was a past treasurer for a nonprofit family health care center in the city of Pittsburgh.

## Maryland Higher Ed Commission Updates – Stoops Ferry Room

Session Description Coming Soon

**Presented by: Dr. Emily Dow - Assistant Secretary for Academic Affairs, MHEC**

Dr. Dow is interested in educational policy and reform that is based in psychological and developmental theory and research. I enjoy project management as both a researcher and an administrator. I am trained in developmental psychology with a focus on educational applications. My experience spans a breadth of unique opportunities from being a lab manager, to assisting a team of psychologists at the United Nations, to teaching at the college level. I have presented my research at several national and international professional conferences, and I have co-authored book chapters on a variety of topics including pedagogical practices in psychology classrooms.

## Remote Work as an Accommodation After the Pandemic – Edensburg Room

This session will review the legal landscape around remote work as an accommodation. It will cover best practices for evaluating remote work requests as well as cover mistakes and lessons learned.

**Presented by: Karen Baillie – Partner, Schnader Harrison Segal & Lewis LLP**

Ms. Baillie is a partner with Schnader Harrison Segal & Lewis LLP, in the firm's Pittsburgh, Pennsylvania office. Ms. Baillie regularly advises institutions of higher education and employers on a broad range of legal matters, including labor, employment, student affairs, safety, privacy and compliance issues. Ms. Baillie is a member of the firm's Litigation Practice Group, as well as the Higher Education Practice Group, the Labor & Employment Practice Group, and the Internal Investigations Practice Group. Prior to joining Schnader Harrison Segal & Lewis LLP, Ms. Baillie served as General PCounsel at Carlow University, and as Assistant General Counsel at Education Management Corporation.

## Keynote Speaker #1: Resiliency (1:30pm-1:50pm)

Session Description Coming Soon

**Presented by: Pittsburgh Promise**

Bio Coming Soon

## Keynote Speaker #2: 2022 Congressional Races (2:20pm-2:40pm)

In this session, Dr. Jason Altmire (D-PA), a former U.S. Congressman from Pennsylvania and veteran of four nationally targeted congressional races, will discuss what MAACS members can expect in the critical 2022 midterm elections as they relate to our region and control of Congress.

**Presented by: Dr. Jason Altmire – President and CEO, Career Education College and Universities ~ CECU**

Dr. Jason Altmire is the President and CEO of CECU. He has been a senior executive for large companies in both the hospital and health insurance industries, and from 2007 to 2013, he served three terms in the United States House of Representatives. He authored a critically acclaimed book about national politics and has been a frequent guest on television news programs and an opinion contributor to a number of national print media outlets.

In Congress, he was a bipartisan centrist known for working with both sides of the aisle. He served as a subcommittee chairman, had 29 of his legislative initiatives signed into law, and introduced a bipartisan bill that gained the most cosponsors of any congressional bill in American history. During his time in office, the nonpartisan *National Journal* calculated Altmire's voting record to be at the exact midpoint of the House, giving him the most centrist voting record in Congress. He was an active member of the House Committee on Education and Labor and served on the House-Senate Conference Committee that negotiated the final language of the Higher Education Act the last time it was reauthorized.

Dr. Altmire is an adjunct professor of healthcare management at the Texas Tech University Health Sciences Center. He co-chairs the advisory board of the Center for Effective Lawmaking at the University of Virginia and serves on advisory boards for the U.S. Global Leadership Coalition, the AmerisourceBergen Foundation, Unite America, and the Washington Political Film Foundation.

He earned his Doctorate in Business Administration from the University of Florida, a Master's degree in Health Administration from George Washington University, and a Bachelor's degree in Political Science from Florida State University.