PROPOSED DRAFT AGENDA FOR 2024 CONFERENCE

JULY 23

12:00-1:00 – Golf Registration & BBQ Lunch, Renditions Golf Course

1:00-5:30 – Golf Tournament, Renditions Golf Course

3:00-5:00 – Boat tour on Severn River/Chesapeake Bay [TBD]

7:00-9:00 – Opening Night Reception with Guest US Congressman GT Thompson [Location TBD]

July 24

Time TBD – Federal Student Aid Workshop [Placeholder]

9:00-4:00 – Registration Table Open

9:00-2:00 – Exhibitor Set-Up

9:30-11:45 – Annual Cosmetology & Barber School Meeting

11:45-12:30 – Annual Cosmetology & Barber School Luncheon

12:30 – Full Conference Begins

12:30-1:45 – “Federal Legislative & Regulatory Updates” with Tom Netting, TEN Government Strategies

1:45-2:45 – “Best Practices in Accreditation,” a panel discussion with accrediting agencies to be moderated by Chris Lambert. Agency executives from ABHES, ACCSC, COMTA, and NACCAS are confirmed.

2:45-3:15 – Break in Exhibit Hall

3:15-4:15 – Breakout Sessions 1

4:30-5:30 – Breakout Sessions 2

5:30-7:00 – Reception in Exhibit Hall & Annual Cocktail Challenge

7:00-9:00 – Dinner on your own

9:00-10:30 – President’s Late-Night Reception

July 25

8:00-12:00 – Registration Table Open

8:00-9:00 – Breakfast Available in Exhibit Hall

9:00-9:15 – Opening Remarks

9:15-10:15 – Breakout Sessions 3

10:30-11:30 – Breakout Sessions 4

11:30-12:00 – Break in Exhibit Hall

12:00-1:00 – Breakout Sessions 5

1:00-2:30 – Annual Awards Lunch

* Guest speakers to provide national updates:
	+ Jason Altmire, President of Career Education Colleges & Universities (CECU)
	+ Cecil Kidd, American Association of Cosmetology Schools (AACS)

2:30 – Raffles, Pick a Prize, and Auctions

3:00 – Conference Ends

3:00 – Exhibitor Breakdown

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|  | Capitol Room A | Capitol Room B | Capitol Room C | Capitol Room D | Senate Room A&B |
| Breakout 1 | **FERPA Mythbusting**US Department of Education’s Privacy Technical Assistance Center (PTAC) | **Making Sense Of Latest Changes To Title IV Financial Responsibility & Change Of Ownership**Jonathan Tarnow, Faegre Drinker Biddle & Reath LLPMike Wherry, McClintock & Associates | **From Out-Sourced to In-House: Crafting Viral Authenticity on Social Media**Jen Lyles, Beauty Schools Marketing Group Charlie Parker, Aviation Institute of Maintenance | **Embracing the Future: Developing Dynamic Curriculum for the Job Market of Tomorrow**Nicholas Curtis, Mujo Learning Systems | **Raising Standards Using Data**Bill Benham, JBB Education Partners |
| Breakout 2 | **Vetting EdTech**US Department of Education’s Privacy Technical Assistance Center (PTAC | **Maryland Higher Education Commission (MHEC) Updates** Dr. Emily Dow & Staff from MHEC | **Transform Your Marketing & Admissions Performance with the Power of Website Engagement Funnels & AI**Sterling Simpson, Enrollment Resources | **Implementation Of The 2023 Title IV Audit Guide: Perspectives Of An Auditor And An Auditee**Luke Hoy, McClintock & AssociatesSchool FA Director TBD | **The State Of Today’s Learner, But First A Trip Back To The 1970’s**Tash Uray, Simplitaught |
| Breakout 3 | **5 months to 2025! Are you more than halfway to your enrollment goal? 5 strategies to help you get there.**Joel Espinoza, Advance 360 Education | **Body Language For The Win!**Carol Woodard, YappyCarol | **Prohibition On Unfair And Deceptive Marketing Practices: What You Need To Know**Panel Of Counsels From Saul Ewing LLP To Include Brandon Sherman, Jason McElroy, Josh Richards | **Understanding the New Financial Responsibility, Administrative Capability And Certification Regulations**Roger Swartzwelder, Maynard Nexson LLP | **How Different Are We? Using Student Success Research to Guide Career and Technical Schools** Suzanne Markle & Donna Moore, Pittsburgh Institute of AeronauticsRoss Markle, DIA Higher Education Collaborators |
| Breakout 4 | **Cybersecurity: What Schools Need To Do To Prepare For, How To Defend Against, And How To Manage And Recover From A Cyber-Attack**Dave Roberts, Radius 180Stephen Johnson, Radius 180 | **The Adult Classroom**Carol Woodard, YappyCarol | **Using Technology to Manage Compliance: How BDR and Gainful Employment Affect Your Technology Infrastructure**Paul Rutledge, Campus Cloud SolutionsDavid Canaski, Financial Aid Experts | **Pennsylvania Private License School (PLS) Board Updates**Nicole Campbell & Staff from PLS | **Gamification: The Benefits in Education**Judith Brown, STARS Campus Solutions |
| Breakout 5 | **Optimizing Your Google Campaigns for Success**Trevor Helbich, Generation Marketing | **Guiding Themselves to Graduation: Student Self-Retention And How To Foster It**Marc Barron, Coursekey  | **Boosting Retention While Building Community**Elizabeth Keifer Herron, Collegiate Admission & Retention Solutions | **Tips For Regulatory Success**Sally Samuels, FAMEIbis Chow, FAME | **ChatGPT for Education Marketing: Opportunities, Strategies, and Outcomes**Scott Cross, HEM Marketing Services |