A PARTNERSHIP FOR QUALITY: SOARING TOGETHER.

2016 ACCET ANNUAL CONFERENCE

OCTOBER 31 THROUGH NOVEMBER 2, 2016
THE HYATT REGENCY TAMAYA RESORT AND SPA
SANTA ANA PUEBLO, NEW MEXICO
Dear ACCET Colleagues,

The Annual Conference is always a highlight of the year and is my pleasure to welcome you to Pueblo Santa Ana, New Mexico where I look forward to personally engaging with you about the work we have done and our focus in the years to come.

These are challenging times for many of our member institutions but the sectors we represent have always been successful in adjusting to the times, especially when we know that serving our students hangs in the balance. With this unique venue as our backdrop, it strikes me that this is the perfect setting to look to the future and re-gear our strategies, as appropriate.

The accreditation community continues to be a target here in Washington with unprecedented actions and considerable unpredictability. We are, however, supportive of continued calls for extra accountability and more emphasis on student outcomes in areas where accreditors have appropriate responsibility and influence. ACCET has long been a leader in expecting high student outcomes from our member institutions and has, therefore, escaped some of the scrutiny. We are, however, bundled in with all of the institutional accreditors and cannot avoid some of the criticism.

A special thank you to Sandy Lockwood and the Conference committee for their hard work in preparing this quality experience for all of us. I hope you leave with new ideas, renewed and new friendships, and memories of a great time in this special setting.

Warm regards,

William V. Larkin, Ed.D.
Executive Director
Dear ACCET Conference Attendees:

On behalf of the Conference Planning Committee, welcome to ACCET’s 2016 Annual Conference! Located on 500 acres of the Santa Ana Pueblo in New Mexico, the Hyatt Regency Tamaya Resort & Spa is a destination unlike anything you have experienced before. Nestled in the cottonwood forest on the banks of the Rio Grande, this unique New Mexican resort was created by the Santa Ana Pueblo Native Americans to showcase their ancient culture and traditions. Relax and enjoy while you explore the inspirational art works and beautiful landscapes found in vibrant New Mexico. This year’s theme: A Partnership for Quality: Soaring Together is in recognition of the continued partnership that binds our members, staff, Commission and colleagues.

The Conference Planning Committee is proud to present a program that is diverse, educational, topical and entertaining. The next three days are filled with sessions and events that you will not want to miss: Monday’s agenda includes two morning workshops, the Keynote Plenary Session with Mr. Myron Armigo, Governor of the Santa Ana Pueblo, NM, ACCET’s Annual Business Meeting and the Exhibitor’s Reception. Tuesday is packed with informative and thought-provoking breakouts followed by an out of this world experience on a tethered Hot Air Balloon ride. Wednesday features a seated breakfast Plenary Session with keynote speaker, Mr. Dave Wilson, followed by a breakout with ACCET Leadership & Commissioners.

On behalf of the Planning Committee, this conference has been designed to leave you with the inspiration of new ideas, a renewed focus on the topical issues facing us as providers of quality education, and new and/or rekindled friendships. Thank you for choosing to join us!

Planning Committee Members and Contributors:

Sandra N. Lockwood
General Conference Chair
Past Chair, ACCET Accrediting Commission

Darlene Foret
Conference Co-Chair
Planning Committee

Anneka Swamy, ACCET Conference Liaison
Linsay Oakden, ACCET Assistant Executive Director

Christina D’Antoni, ACCET Staff Liaison
Simin Xi, ACCET Staff Liaison

Megan Ackerman-Yost, ACCET Senior Accreditation Coordinator

ACCET
### Exhibit Hall—Tamaya Ballroom

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General Information

Conference Registration Center
Registration materials may be picked up at the Registration Center in the Mountain View Foyer during the following hours:

- Monday          October 31          8:00 am to 5:00 pm
- Tuesday         November 1          8:00 am to 5:00 pm
- Wednesday       November 2          8:00 am to 10:00 am

This area is also the general information center for the conference and will be attended by ACCET staff.

Badges
Your name badge serves as your official conference “ticket” and MUST BE WORN AT ALL FUNCTIONS. You may be denied admission if you do not have a badge. Badges will be issued when you sign in at the registration center. Badges are NOT transferable.

Conference registration includes entrance to all sessions and events; one evening reception with Exhibitors, one breakfast with Exhibitors, one lunch with Exhibitors, one evening reception and one seated breakfast.

CEU’s
Earn CEU’s for attendance at conference events. Information is available in your registration materials and at the Registration Desk.

Smoking / Non-smoking / Electronic Devices
ACCET as well as the hotel observes a non-smoking policy during all sessions and events. Please confine smoking to the designated outside areas and, in consideration of other participants, please turn off all cell phones or other electronic devices during sessions.

Exhibit Hall Events
One evening reception with Exhibitors, one breakfast with Exhibitors, and one lunch with Exhibitors will be held in the Exhibit Hall in the Mountain View Foyer during the following hours:

- Monday          October 31          5:00 pm to 7:00 pm  Opening Welcome Reception
- Tuesday         November 1          8:00 am to 9:00 am  Continental Breakfast
- 12:00—1:30 pm  Buffet Luncheon

NOTE: The exhibit hall will remain open between breakfast and lunch.

Conference Mobile Application
We hope ACCET’s mobile conference application helps to improve your experience. Connect, engage and follow-up. See the registration counter staff if you have questions or need assistance.

Special Activities
Join us in the Exhibit Hall Monday, October 31st for lots of Trick or Treats!! What better place to find some ghosts and goblins!!! ACCET’s signature “Secret Exhibitor” game will be a highlight during the exhibit hours. You must be present to win!
### Program

**Monday, October 31, 2016**

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<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:00 am— 5:00 pm</td>
<td>Registration Center Open</td>
<td>Mountain View Foyer</td>
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<td>10:00 am— 4:00 pm</td>
<td>Exhibitor Sign-In and Setup</td>
<td>Mountain View Foyer</td>
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<tr>
<td>8:45 am— 11:45 am</td>
<td>Opening Conference Workshops</td>
<td>Rio Grand Lounge/ Puma</td>
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<td>8:45 am—10:15 am</td>
<td>“Up Close and Personal with the ACCET Accreditation Staff and Commissioners”</td>
<td>Rio Grande Lounge</td>
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<td><strong>Presenters:</strong></td>
<td>ACCET Staff and Commissioners</td>
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<td>This Round Table event has become an ACCET attendee favorite where each of ACCET’s Accreditation Coordinators host a table to share information on specific areas of interest to our attendees. Do you have questions about revised ACCET policies, branching, change of ownership, completion &amp; placement, new programs, or financial review? Visit one or more tables to get updates and ask questions. Also, tables will be hosted by ACCET Commissioners: one with Title IV Commissioners and one with IEP Commissioners (Coffee break inside room).</td>
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<td>10:30 am—11:45 am</td>
<td>“Views from the Field”</td>
<td>Puma A/B/C</td>
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<td><strong>Presenters:</strong></td>
<td>Florence Tate, Executive Director, ABHES</td>
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<td>Dr. Leah Matthews, Executive Director, DEAC</td>
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<td>Steve Gunderson, President &amp; CEO, CECU (formally APSCU)</td>
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<td>Robert Johnson, Executive Director, CAPPS</td>
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<td>Terry O'Donnell, Past Executive Director, CEA</td>
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<td>Fred Lockhart, Executive Director, Arizona Private School Association</td>
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<td><strong>Moderator:</strong></td>
<td>Dr. Bill Larkin, Executive Director of ACCET</td>
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In this signature session, ACCET proudly presents a distinguished panel of dignitaries from accrediting agencies, state and national organizations to share their expertise and offer their opinions on the latest trending topics in higher education. These recognized leaders will discuss varying viewpoints on specific items such as the intense scrutiny on the private for-profit sector, the potential impact of the Presidential election, student outcomes, issues facing intensive English schools, and the status of federal regulations as related to accreditation and accredited schools. ACCET attendees have a unique opportunity for first-hand interaction with these respected national leaders in the regulatory sector of our community.
Monday, October 31, 2016

1:30 pm – 3:00 pm  Keynote Plenary Session  Tamaya F/G/H

“A Central Part of the Culture of the Tamayame at the Pueblo of Santa Ana”

Keynote Speaker: Myron Amijo, Governor of the Santa Ana Pueblo, NM

The Pueblo of Santa Ana Reservation encompasses approximately 79,000 acres of land and includes three villages. The Santa Ana Pueblo’s present-day reservation is home to a village dating back centuries and several tribal enterprises, including the Hyatt Regency Tamaya Resort & Spa and the Santa Ana Star Casino along one of the state’s busiest highways. More than 800 tribal members call the Pueblo of Tamaya home. Many are bilingual and proudly speak the Keresan language, the original language of the people of Tamaya.

Governor Myron Armijo will inspire our attendees as he shares the rich history of his tribe’s culture including their commitment that every tribal student has the opportunity to achieve the highest level of education to which they aspire. The Governor will also share information on language projects that are currently on the Tribal agenda.

Governor Armijo is serving his third term as Governor of Santa Ana. As Governor, Mr. Armijo leads the Tribal Council in their many decisions that help move the Pueblo of Santa Ana forward. While also serving his Pueblo, Mr. Armijo serves as tribal liaison for the New Mexico Office of the State Engineer, where he has played a central role on water rights issues for all 23 tribes within New Mexico. Formerly, Governor Armijo worked at Los Alamos National Laboratory and Sandia National Laboratory. He has three sons, Matthew, Jason, and Chris (baby).

Governor Myron Armijo will be assisted by the Pueblo of Santa Ana Language & Culture program. For at least a decade, the Pueblo has started a journey to revitalize the Keres language, which the pueblo community speaks.

3:00pm – 3:15 pm  Coffee Break  Tamaya F/G/H Pre-function

3:15 pm – 4:30 pm  Annual Business Meeting  Tamaya F/G/H

Res Helfer, Chair of the ACCET Accrediting Commission, will preside over ACCET’s Annual Business Meeting, which will address matters pertinent to the business and activities of ACCET over the past year as well as a financial report. The nominating committee of the Commission will present its report and call for an election of Commissioners as specified in the Bylaws and which requires a quorum of voting members and/or proxies. ACCET Executive Director, Dr. Bill Larkin, will deliver his annual report to the members.

5:00 pm – 7:00 pm  Exhibitors’ Grand Opening Reception  Tamaya D/E

The Grand Opening of the Exhibit Hall is always a favorite centerpiece of the conference as colleagues and vendors join together for sharing information, renewing friendships and enjoying special cuisine and beverages. Tonight is Halloween! And what better place to find some Ghosts, Goblins, and, of course, some Trick or Treat goodies as attendees get the opportunity to support the professionals who provide valuable services and products to our schools. Visit every booth to learn more about how they can contribute to the success of your institutions and students and to be eligible for door prizes. ACCET’s signature “Secret Exhibitor” game will be a highlight during the exhibit hours. You must be present to win!
**Program**

Tuesday, November 1, 2016

8:00 am – 5:00 pm  Registration Center Open  Mountain View Foyer
8:00 am – 9:00 am  Continental Breakfast with Exhibitors  Mountain View Foyer

9:00 am – 10:15 am  Morning Breakouts

**Breakout 1:** “Top 5 Weaknesses That Shouldn’t Be”  Bear A
Presenters:  Judy Hendrickson, Jim Doran, & ACCET Staff

The ACCET standards are clear when it comes to what is required, yet schools are often cited for weaknesses in areas that shouldn’t be a problem. We’re looking at you, Business Plan. This opening break-out session reviews the most commonly cited weaknesses in ACCET team reports that are straightforward fixes. Sit in on this informative session to ensure that your campus is compliant in these areas.

**Breakout 2:** “The All School Audit: Cultivating Internal Compliance”  Bear B
Presenters:  Haviva Parnes, EC Boston
Emily Devenny, National Holistic Institute

How do you maintain compliance at your campus (or campuses) in between an ACCET visit? Two experienced ACCET members share their operational strategies for internal auditing while cultivating a culture of compliance. From best practices to ACCET standards, find out how these multi-site institutions prepare their schools for accreditation year round.

**Breakout 3:** “Views on Marketing from Two Recognized Experts”  Puma A/B/C
Presenters:  Gregg Gragg, President, Gragg Advertising
JP Smith, President, Celsius Marketing

*Part 1: Why an Integrated Marketing Strategy will Improve Your Bottom Line (Greg Gragg)*

The agency business is changing. New channels are emerging and the old channels are changing and it is hard for schools to gain expertise in specific channels as well as develop one integrated strategy. This presentation will look at the spectrum of effective media channels including correct marketing mixes, budgets by media, expected media lead flow and conversions. We will define why an integrated approach is better for your brand, lead flow and bottom line.

*Part 2: Top Digital & Social Trends That Will Impact Your Marketing (JP Smith)*

In today’s fast-paced world of digital marketing, it is critical to stay on top of what is trending in 2016 and beyond. This session explores the areas you should be focusing on in your digital and social campaigns. Schools with a single campus or multiple sites will benefit from this session as we review search engine optimization, social media & ads, content marketing, and digital advertising.

**Breakout 4:** Hot Topics: Substantial Misrepresentation and the “Borrower Defense to Repayment” Proposed Rule; the Eligible Career Pathway Program (ECPP) Alternative to Enrolling Non-High School Graduates; and Updates on Title IX and Clery Act Compliance  Eagle A/B

Presenters:  Katherine Brodie: Special Counsel, Duane Morris LLP
Mike Gartner: Partner, Whiteford Taylor Preston

This session offers valuable information on three hot regulatory topics: Substantial Misrepresentation and the “Borrower Defense to Repayment” Proposed Rule; The Department’s proposal to include a substantial misrepresentation by a school or its staff or vendors as a new basis for a borrower defense to loan repayment marks an unprecedented increase in operational risk for institutions of all types. Learn what you should be doing now to try to mitigate risk in this area before a Final Rule goes into effect in 2017; Title IV Eligible Career Pathway Programs: Learn about the U.S. Department of Education’s latest guidance regarding ECPP compliance, risk areas and operational best practices; and Title IX and Clery Act compliance: Learn more about the latest interpretations by the U.S. Department of Education regarding Title IX and Clery Act compliance including expectations for ACCET accredited institutions that participate in Title IV student aid programs. These two bodies of law pose significant financial and reputational risk to all Title IV participating institutions, and it is never too late to ensure your policies and practices reflect the Department’s latest guidance.
**Program**

**Tuesday, November 1, 2016**

10:30 am – 11:45 am Morning Breakouts

**Breakout 1:** “Refund Review for Vocational Schools”  
Bear A  
Presenters: Megan Ackerman-Yost, ACCET Staff & Patricia Stein, AATI

ACCET Documents 31 – Cancellation and Refund Policy has been revised. ACCET Staff and Commissioners will walk you through the revisions made specifically for vocational institutions and how those changes affect your current process for informing students as well as refunding drops, withdrawals, and terminations.

**Breakout 2:** “Making the Most of Classroom Observations: Revised ACCET Doc 19”  
Bear B  
Presenters: Megan Kobzej, New America College  
Carol Crehan, ACCET Staff

Revised this year, ACCET Document 19 – Instructor Evaluation form has been streamlined to better evaluate key aspects of an instructor’s skill set based on limited classroom observation time. While this form works for ACCET review, is it enough for internal review and development? Learn from experienced classroom managers how to enrich the observation process and supplement any evaluation form to maximize instructor potential and develop their existing talents.

**Breakout 3:** “Walking Away From Typical Marketing & Admission Practices - case studies on being brave …and smart!”  
Puma A/B/C  
Presenters: Dr. Jean Norton, Managing Partner, Norton Norris  
Vince Norris, Managing Partner, Norton Norris  
Liz Schaefer, VP, Central Coast College  
Cathy Del Fante, Director of Admissions, Central Coast College

Everyone knows that the old ways of marketing and recruitment aren’t working any longer, but not everyone is willing to make the major shifts needed to move forward. This session showcases the journey of leading schools that embraced change head on with a focus on quality over quantity in inquiry generation; a rejuvenation of nurturing campaigns; a focus on student fit in the admissions interview; the use of 24/7 pre-enrollment advising for prospective students; and infusing the importance of student outcomes throughout.

Learn from a school owner, DOA’s and partners about the strategies employed and the results before and after these major changes were made. You’ll also get a glimpse of where these schools are headed next.

**Breakout 4:** “E-Learning”  
Eagle A/B  
Presenters: Kassy Tyler, Joint Special Operations University  
John Shaheen, ACCET Staff

What’s all the fuss about E-learning and how does it differ from Interactive Distance Learning (IDL)? ACCET recently adopted an E-Learning program application and approval process for avocational institutions. This hands on session will highlight expert advice from the field on best practices for design, development, deployment and assessment of E-Learning programs and courses.
Program

Tuesday, November 1, 2016

Noon – 1:30 pm Buffet Lunch with Exhibitors  Tamaya

1:30 pm—2:45 pm Afternoon Workshops

Workshop 1  “How to Respond to the Commission: Team Reports And Commission Action Letters”  Bear A
Presenters: Scott Faulstick, ACCET Staff and Nadine Baladi, ILSC

IR Required? Weakness in a team report? This session will focus on how to respond to a Commission directive, from how to demonstrate systematic and effective implementation of revised policy and procedures to documentation of student progress and outcomes. Participate in a case study discussion that puts you in the Commissioner’s seat.

Workshop 2  “You’re Not Alone if your School is Struggling with Compliance in Certification and Licensing Outcomes”  Bear B
Presenters: Dana Van Laeys, VP Education Development, NCCT
Lori Sypher, VP Private Sector Sales, Elsevier
LeeAnn Rohmann, President, High Desert Medical College

This session is led by experts in helping schools adopt better ways to achieve success with their certification & licensure rates. The panel will discuss the integration of preparation into curriculum and will highlight adaptive learning techniques, end of program preparation and incorporating how formative and summative learning techniques can be beneficial in this process. An ACCET school member will share the success her school has had with Nursing licensure.

Presenters: Steve Gunderson, President CECU (formerly APSCU)
Sally Samuels, Director of Compliance, FAME

If you feel the federal government is defining our daily lives; you’re right! Sally Samuels and Steve Gunderson will combine to provide you both an update on what is currently happening, and what we should plan for in the future – after the election and after the Obama Administration. The October 30, 2015 Integrity Regs, especially the Cash Management Requirements, has some major concerns for our sector, there is new guidance on how to handle R2T4’s for Overlapping Loan Periods for clock and non-term credit hour institutions and Program Eligibility issues (programs exceeding more than one and a half times normal time frame). But looking forward, we must look to a final Borrower Defense to Repayment regulation by November 1st; the GE debt/earnings ratios in December; and the Department’s decision on ACICS. Then we prepare for a new Administration and a new Congress. This session is designed to help you “Now & in the Future!”

Workshop 4  “SEVP: IEP Session”  Eagle A/B
Presenters: Louis Farrell & SEVIS Staff

SEVP experts will provide information on common issues and upcoming guidance. ACCET is always pleased to have Louis Farrell, Director, and members of his staff personally attend the ACCET Conference. The session will also include answers to your questions as curated by an ACCET member.
Program

Tuesday, November 1, 2016

3:00 pm—4:15 pm  Afternoon Workshops

Workshop 1  “Best Practices: The Dynamic Business Plan”  Bear A
Presenters:  Yadexy Sierra, Mech-Tech College
David Vice, Asher College
Jim Whitmore, Bridge

One of the most commonly cited weaknesses on ACCET team reports, Standard 1.C – Planning, doesn’t have to be a burden. In fact, the presenters in this session discuss the benefits of comprehensive and agile business plans that change and adapt throughout the year. This session focuses on how to make and use an operational business plan to promote continuous institutional improvement.

Presenters:  Sean McCray, The International School of Hospitality
Anthony K. Kai, The International School of Hospitality
Linsay Oakden, ACCET Staff

Keeping students engaged throughout the program and preparing them for employment are the cornerstones of ACCET accreditation for vocational schools. This presentation will explore how experiential learning and concurrent professional and networking opportunities designed into the curriculum from the beginning of students’ matriculation result in more effective career preparation and better institutional placement outcomes. Additionally, the presentation will outline steps that institutions can take to increase the scope and reach of their career programs and to encourage student success post-graduation.

Workshop 3  “Frameworks for Intensive English Programs: CEFR & GSE”  Eagle A/B
Presenters:  Sara Davila, Instructional Designer, Pearson English
Sarah Khoury, Columbia West College
Shailee Gardiner, Columbia West College

There are many approaches to structuring an Intensive English Program and a variety of tools to implement them. This informative session highlights Pearson English’s Global Scale of English (GSE) based on the principle of efficiency: what vocabulary and grammar gives learners the best chance of successfully communicating in English with other English speakers and learners around the world. Additionally, ACCET members using the Common European Framework of Reference (CEFR) will provide insight into the implementation and benefits of the CEFR’s competencies into a successful IEP curriculum.

4:30 pm—6:30 pm  Hot Air Balloon Ride and Reception  Oxford Pool Area

Up, up and away!! Join the ACCET Commissioners and Staff, the Conference Planning Committee and your fellow colleagues for cocktails and hors d’oeuvres around the Oxford Pool with the beautiful mountains and hot air balloon as the backdrop. NOTE: You must have a ticket to ride the tethered hot air balloon. Tickets will be distributed as you enter the reception with your group’s time stamped to avoid lines.
8:30 am—10:00 am  Keynote Plenary Session  

“Running A School & Running A Political Campaign: Are there any Common Threads?”

Keynote Speaker:  
Dave Wilson

Dave Wilson is no stranger to ACCET! He served as the Chair of the ACCET Accrediting Commission for three years during which he led the transition of ACCET through the changing of the guard to its current Executive Director. Dave’s leadership, knowledge, wisdom and unique wit will engage and inspire our attendees as he shares his insights on both Career Education and politics and what he sees as the keys to surviving and thriving in our sector of higher education.

Dave is the founder and former president of Interface College in Spokane Washington. He opened Interface Computer School in 1982, transitioned it to a degree granting college in 2004, sold it in 2011, stayed on to help the new owner for 18 months and retired in 2013. During the past three years, Dave ran for the US Congress twice. Dave has a breadth of experience in our sector of higher education and now has a unique perspective having run for Congress.

Dave was on the ACCET Accrediting Commission for eight years from 2005-2013, served as Vice-Chair for two years and Chair for three years. Dave was also president of the Northwest Career College Federation, and chair of the Washington State Private School Advisory Committee. After retiring from Interface College, Dave ran for the U.S. House of Representatives in 2014 and 2016.

Dave received his BA from St. Ambrose University in Davenport, Iowa; and earned his MA in education from Gonzaga University in Spokane, Washington. Dave is married, has six children and six grandchildren.

10:00 am—11:30 am  “Discussion and Deliberation: How Accreditation Decisions are Made”

To close this year’s Annual Conference, the ACCET Commissioners will discuss what actually happens at a Commission meeting. Want to know how a grant of accreditation is determined? Hear from the Commissioners themselves as they discuss committee review (Financial Review, Completion and Placement and Standards and Policies Review), Commission deliberation and accreditation grant decisions. Stick around to learn about the comprehensive and layered process required to determine institutional compliance with accreditation standards. Dr. Bill Larkin, Executive Director, Res Helfer outgoing Chair of the Commission, and Peggy Tiderman, incoming Chair of the Commission, along with all the current Commissioners will offer clarity on the Commission’s deliberating process as well as their perspectives on a variety of issues affecting our sector.
**Special Recognition**

**Past ACCET Chairpersons**
Tibby Loveman, David Wilson, Elizabeth J. Schaefer, Karen W. Kershenstein, John S. Shaheen, Thomas R. Tillia, Michael A. Crom, Andrew J. Moore, Sandra N. Lockwood, Florence Tate

**Executive Committee of the Accrediting Commission**
Res Helfer, Chair/ Treasurer
Peggy Tiderman, Vice Chair
Paul Dunlop, Secretary
Tibby Loveman, Past Chair
William V. (Bill) Larkin, Executive Director (ex-officio)

**ACCET Commissioners**
Res Helfer, Chair
Peggy Tiderman, School Member, Vice Chair
Paul Dunlop, School Member/Secretary
Tibby Loveman, Public Member, Past Chair
David Vice, School Member
Dr. Carl Person, Public Member
Sasha Zilovic, School Member
Nadine Baladi, School Member
Dr. Timothy Mott, Public Member
Yadexy Sierra, School Member
Patricia Stein, School Member
Dr. Donnell Bayot, School Member
Mr. Derek Kindle, Public Member

**ACCET Professional Staff**
William V. (Bill) Larkin, Executive Director
Judy Hendrickson, Deputy Executive Director
John Shaheen, Associate Executive Director
Linsay Oakden, Assistant Executive Director
Scott Faulstick, Senior Accreditation Coordinator
Donna Hutchinson, Senior Accreditation Coordinator
Megan Ackerman-Yost, Senior Accreditation Coordinator
James Doran, Senior Accreditation Coordinator
Eric Lee, Accreditation Coordinator
Carol Crehan, Accreditation Coordinator
Stephen Barkley, Accreditation Coordinator
Anneka A. Swamy, Operations Administrator
Simin Xi, Administrative Assistant & Database Liaison
Christina D’Antoni, Administrative Assistant

**Contract Commission Representatives**
Carol Buchanan
George Carter
Charlie Matterson
Mathew Nistico

**Conference Planning Committee**
Sandra N. Lockwood, General Conference Chair
Darlene R. Foret, Co-Chair
Linsay Oakden, ACCET Staff
Megan Ackerman-Yost, ACCET Staff
Anneka Swamy, Staff Liaison

**Volunteers**
ACCET salutes the many volunteers who serve its mission and activities throughout the year. Accreditation is a peer review process which could not function without the committed and capable service of those volunteers who give so generously of their time and talents. Over 250 Volunteers annually serve ACCET, its members and students in various capacities including our Commissioners, team evaluators, appeals panelists, committee members and conference planners. ACCET recognizes these volunteers, with gratitude, for serving leading roles in our Partnership for Quality®.
We Applaud You!!

Thank You to Our Special Sponsors!

The costs of presenting an annual conference are enormous. We rely significantly upon the generosity of our sponsors in providing speakers, food & beverage and a program of substance as well as fun. ACCET expresses its gratitude to all of our exhibitors, and especially acknowledges this year’s supporting sponsors:

**Premier Sponsor**
National Center for Competency Testing (NCCT)

**Prime Sponsor**
Norton | Norris, Inc.

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MDT Marketing
Pearson English
TFC
Whiteford, Taylor & Preston
Hats off to our Exhibitors

Amazon (Booth #102) www.amazon.com
Amazon Education offers solutions and products for schools who are making the transition to digital education. Whispercast is a free online application that enables organizations to manage and deliver eBooks, Kindle apps and documents easily to most any device including Fire tablets, iPads, PC, Mac and Android devices.

Ambassador Education Solutions (Booth #120) www.ambassadored.com
The innovator in course materials management and content integration programs since 1973, Ambassador Education Solutions engineers, develops and implements bookstore and technology solutions of all sizes. Through its advanced supply chain technology, flexible fulfillment processes and highly available support services, ordering course materials is intuitive, delivery is automatic and reporting is seamless. Integrating with leading SIS, LMS and Digital Content Platforms, students and faculty have simplified access to textbooks, eBooks, custom content, supplies and more, while administrators gain key insights and intelligence to manage, measure and improve programs and outcomes. For more information, please visit www.ambassadored.com.

American Medical Certification Association (Booth #115)
www.amcaexams.com
American Medical Certification Association (AMCA) is headquartered in Fairfield, New Jersey. AMCA was established with the vision of enhancing the allied healthcare industry by providing national certification exams that validate the knowledge and expertise of professionals in this field. Certification by definition means, “to attest as being true or as represented as meeting a standard.” It is through a set of standards that the American Medical Certification Association has developed each of its exams.

Career Team (Booth #104) www.careerteam.com
Career TEAM exists to accelerate the human condition. We provide innovative solutions to complex social challenges such as closing the opportunity divide, reducing unemployment, and eradicating poverty.

Celsius Marketing|Interactive (Booth #118) www.celsiusmarketing.com
Celsius Marketing Interactive is a complete marketing and advertising agency tailored to the direct response needs of the career college, post-secondary and general education markets. For each and every client we serve, for every project we take on, we bring nothing short of a new mindset to the work that needs to be done to accomplish your goals. Services include Digital Marketing, Social Media, Website Design & Optimization, Creative Design, Cross Channel Advertising and more.
Champion Colleges Services (Booth #105) www.championcollegeservices.com
Champion College Services has delivered unrivaled results through superior service quality for over 25 years. Our comprehensive array of solutions includes flexible default prevention servicing options, in-house loan management software, custom surveys, placement verification, financial literacy, skip tracing, consulting and more.

Educational Management Services (Booth #12) www.emsinc.org
EMS is an independent firm of professional consultants specializing in post-secondary education management. Our staff has financial aid experience from working with universities, community colleges, historically black colleges and universities, seminaries, nursing schools, career and vocational colleges and various other institutions.

Elsevier (Booth #103) www.elsevier.com
Elsevier is a leading publisher of health science publications, advancing medicine by delivering superior reference information and decision support tools to doctors, nurses, health practitioners and students. With an extensive media spectrum—print, online and handheld, we are able to supply the information you need in the most convenient format.

Enrollment Resources (Booth #122) www.enrollmentresources.com
Enrollment Resources is the leading innovator in the For-Profit Career Education Sector dedicated to helping institutions prosper. Founded in 2003, we help for-profit proprietary schools increase enrollment through empowerment and access to best practices in Marketing and Admissions. We offer services in four main areas: IMarketing Services, Admissions Performance Institute, Virtual Admissions Adviser and Social Deep.

FAME (Both #126) www.fameinc.com
For over 30 years, FAME has provided service excellence to institutions participating in Federal Title IV programs and for those seeking quality, affordable student information systems.

Financial Aid Services/Genesis (Both #129) www.fasinc.com
FAS is a third party servicer in Title IV that has been assisting career schools and colleges for over 35 years with Federal student financial aid support services to automate data, reduce administrative costs, insure accuracy and accelerate student disbursements of Title IV. FAS also provides Genesis SMS, school administrative software.

Gragg Advertising (Booth #110) www.graggadv.com
Gragg Advertising is a full-service direct response marketing company focusing in online technology. We combine brand strategy with direct response marketing tactics to create the most efficient results for your company.
**IntegriShield (Booth #127) www.integrishield.com**
IntegriShield uses proprietary technology that assists your company in maintaining a clear, positive image and services your needs in an ever-changing environment. IntegriShield focuses on creating custom solutions in compliance and brand management.

**Keypath Education (Booth#108) www.keypathedu.com**
Our transition from PlattForm to Keypath Education is, in a sense, a return to basics with a focus on the entire student journey. We continue to build on our history of marketing performance with solutions including online program management (OPM), course design and development, career preparation, and partner network programs, to connect even more students with their educational-goals.

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**Kessler, Orlean, Silver & Co., P.C. (Booth#107) www.koscpa.com**
KOS is a full-service accounting firm in the Chicago-area focused on accounting, audit and tax services, including FSA financials and attestations, governmental and HUD audits, yellow book and single audits, tax compliance and planning, personal financial services, owner/employee benefit programs and business consulting.

**Knutte & Associates (Booth #121) www.knutte.com**
Knutte & Associates, headquartered in suburban Chicago, is a full-service accounting firm providing professional advisory services nationwide. We provide professional audit, tax and advisory services to career colleges. Our unique and dynamic firm culture allows us to partner with our clients at the highest level of service, delivering responsive, thorough results.

**McGraw-Hill (Booth #125) www.mheducation.com**
For McGraw-Hill Education, learning science is our approach to improving educational outcomes. Grounded in deep insights into how learning happens, it guides us to deliver tools, platforms and services proven to power performance and achievement. We harness technology and data insights both inside and outside the classroom to ignite the spark between teaching and learning.

**MDT Direct (Booth #114) www.mdtdirect.com**
MDT Direct is a digital marketing agency focused on providing schools with results-driven inquiry generation programs and strategic multi-channel nurturing campaigns. The combination of our digital marketing programs and integrated marketing technology systems increases inquiries, appointments and enrollments while improving overall admissions efficiencies.
NCCT National Center for Competency Testing (Booth #124)  
www.nccinctc.com  
NCCT is an allied health certifying agency and our certifications provide credentials that help in job placement and meet many state certification regulations. We offer National Certified Medical Assistant, National Certified Phlebotomy Technician, Tech in Surgery, Certified, National Certified Insurance & Coding Specialists and other medical field certifications.

Norton Norris, Inc. (Nn) (Booth #130) www.nortonnorris.com  
Norton Norris is a full-service marketing, training and communications firm dedicated to the education vertical. Founded in 1998, Nn provides consulting and innovative approaches to all facets of enrollment including: direct mail (Print on Demand), creative services, radio/television production and placement, high school presentations, mystery shopping, eLearning, public relations, and training featuring EnrollMatch® - The Ethical Enrollment Process. This break-through training program teaches new approaches for connecting with today’s student!

Pearson (Booth #112) www.pearsonhighered.com  
Pearson, the world’s leading learning company, partners with private sector education institutions to provide innovative solutions and services that improve learning outcomes.

Pearson English (Booth #111) www.english.com  
Pearson English is a division of Pearson and is the world’s largest provider of English language learning, covering everything from basics for beginners to boardroom-level business English. Through engagement and encouragement we’re transforming the process of learning English from one of life’s frustrations to one of its highlights, breaking language barriers around the world.

In 2014 Pearson English released the Global Scale of English, the world’s first common, global benchmark of English language learning. It measures English language progression on a numeric scale in a way that is consistent, granular and actionable for governments, corporates, academics, institutions and learners. The Scale has been created as an Open Standard for English that meets a global need.

Platinum Educational Group (Booth #116) www.platinumed.com  
The testing, scheduling and skills tracking experts. Delivering valid & reliable CoAEMSP and CAAHEP compliant testing, scheduling, skills tracking, reporting for EMS & Allied Health with EMSTesting.com & PlatinumPlanner.com.

Text Aim (Booth # 106) www.textaim.com  
TextAim is a cloud-based communications company that allows back and forth conversations with students by text. Since students prefer to use text instead of phones and email, TextAim allows schools to communicate to hundreds of thousands of students through a system as easy to use as email.
TFC Tuition Financing (Booth #109) www.tfctuition.com
TFC has been providing schools and colleges with professional management of their institutional loans plus a non-recourse receivables purchasing program for over 40 years. Our clients range from small family-run schools to large multi-state public corporations that train students in brick-and-mortar schools and by distance education.

Tribeca Marketing Group (Booth #101) www.tribecamarketinggroup.com
Tribeca Marketing Group is a full-service marketing agency dedicated to fulfilling schools’ and colleges’ marketing and branding needs. We specialize in the Higher Education sector, handling all aspects of marketing communications, from lead generation to technology, creative design and sales support. We appreciate that front-end recruitment is only part of the picture. Schools must recruit students in a way that is ethical and compliant, admitting students who can both complete the program and become gainfully employed in their fields of study. Tribeca has the skills and expertise to plan, execute & optimize your lead generation efforts across all media channels, helping you find your future graduates with integrity. We view each school as a whole, developing brand-building and lead generation approaches that make each customer’s experience with the brand seamless and consistent. Our combination of strategic industry expertise and marketing prowess allows us to execute targeted initiatives that grow enrollments. Give us a call to review your current strategy and hear how we can help you grow!

UNISA Inc. (Booth #119) www.unisainc.com
UNISA specializes in tuition payment plans and Private Education Loan origination while servicing from inception to payoff. Offer a custom loan program to unfunded students with flexible repayment and accommodating interest.

Vector Careers (Booth #117) www.vector-careers.com
At the heart of Vector Careers is the desire to facilitate and support education. We are highly successful, respected national recruiting firm that specializes in placing college administrative staff from C-level executives to middle managers and the people that support these teams.
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