Dear ACCET Colleagues,

Welcome to ACCET’s Annual Conference on the famous Riverwalk in San Antonio, Texas. This gathering is always a highlight of the year and I look forward to personally engaging with you about the work we have done and our focus in the years to come.

This time last year when we convened in New Mexico just prior to the national elections, we had little idea what the year would hold and adjusting to new realities has been a consistent theme in the last twelve months. Indeed, these are challenging times, especially for our Intensive English Program colleagues, but our members have always been agile and adept at dealing with new circumstances, especially when we know that serving our students hangs in the balance.

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 that continues to keep us in good stead.

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 exciting venue.

Warm regards,

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

On behalf of the Conference Planning Committee, welcome to ACCET’s 2017 Annual Conference! Experience an authentic San Antonio atmosphere the moment you step into the Hyatt Regency’s soaring atrium lobby. Enjoy shopping and dining along the Riverwalk, a world-renowned urban waterway, explore the Alamo or take a river cruise. Your adventure awaits you. This year’s theme: A Partnership for Quality: Building Sustainable Brands reflects the ability of our industry to balance the complexities of brand reputation during uncertainty and disruptive change.

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 former Congressman Henry Bonilla, ACCET’s Annual Business Meeting and the Exhibitor’s Reception. Tuesday is packed with informative and thought-provoking breakouts followed by a cocktail reception at the Hyatt Garden Terrace. Wednesday features a seated breakfast Plenary Session with Keynote Speaker, Ms. Roben Graziadei, followed by a breakout with ACCET 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!

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

Darlene Foret  
Conference Co-Chair  
Planning Committee

Planning Committee Members and Contributors:

Anneka Bell, ACCET Conference Liaison  
Christina D’Antoni, Event Coordinator  
Megan Ackerman-Yost, ACCET Senior Accreditation Coordinator

Linsay Oakden, ACCET Assistant Executive Director  
Simin Xi, ACCET Staff, Database Coordinator
Exhibit Hall—Regency East Ballroom

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General Information

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

- **Monday**  November 6      8:00 am to 5:00 pm
- **Tuesday**  November 7      8:00 am to 5:00 pm
- **Wednesday**  November 8  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 afternoon reception, and one seated breakfast.

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

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 Regency Ballroom during the following hours:

- **Monday**  November 6  5:00 pm to 7:00 pm  Opening Welcome Reception
- **Tuesday**  November 7  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, November 6th for some Texas-sized fun! ACCET’s signature “Secret Exhibitor” game will be a highlight during the exhibit hours. You must be present to win!
Monday, November 6, 2017

8:00 am—5:00 pm  Registration Center Open  Regency East Foyer

10:00 am—4:00 pm  Exhibitor Sign-In and Setup  Regency East Foyer

8:45am—11:45 am  Opening Conference Workshops

8:45 am—10:15 am  “Up Close and Personal with the ACCET Accreditation Staff and Commissioners”  Garden Terrace

Presenters: ACCET Staff and Commissioners

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 & placement, new programs, or financial review? Ask our knowledgeable staff. Commissioners are also available to answer questions.

10:30 am—11:45 am  “Views from the Field”  Rio Grande Ballroom

Presenters: Dr. Bill Larkin, Moderator, ACCET Executive Director  
Steve Gunderson, President, CECU  
Robert Johnson, Executive Director, CAPPS  
Nadine Baladi, President, English USA  
Courtney Arbour, Director, Texas Workforce Development Division  
Jay Vaughn, Partner; Chair, Cooley Education Practice Group

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 impact of the new Washington Administration, student outcomes, issues facing intensive English schools, and the status of federal regulations as related to accreditation and accredited schools.
Program

Monday, November 6, 2017

1:30 pm – 3:00 pm  Keynote Plenary Session  Rio Grande Ballroom

“A Light at the End of a Long, Turbulent Tunnel”  
Views from Inside the Beltway

Keynote Speaker: Former Congressman Henry Bonilla, Partner, The Normandy Group

Former Congressman Henry Bonilla has long been a supporter of private career education as validated by his record of 14 years as a US Congressman. Today he will share his perspective on the changes he sees on the horizon in Washington that indicate better times to come for vocational and language schools. Henry strongly believes that all private institutions must BRAND themselves by active interaction with Congressional members and other regulatory agencies.

Henry Bonilla joined The Normandy Group as a Partner after serving 14 years in the U.S. House of Representatives. Henry works with a variety of clients to help them promote their initiatives on Capitol Hill and in the Executive branch. In addition, he has significant experience working across multiple agencies and levels of government to accumulate the right relationships and ensure his clients’ success.

During his tenure in Congress, Henry was chosen to serve on the House Appropriations Committee in his first term, a position not held by a freshman in more than 25 years. He quickly moved up the committee ranks, serving as Chairman of the Subcommittee on Agriculture and a senior member of the Subcommittee on Defense. In his role as Chairman, Henry was responsible for funding America’s agriculture industry, food safety and inspection, the Food & Drug Administration, and food distribution programs in foreign countries. In addition, he served on the Subcommittee on Labor, Health and Human Services, and Education.

Henry was the first Republican Hispanic ever elected to Congress from Texas. In his first term in office, Time Magazine chose him as one of America’s Top 50 Young Leaders. In his final term in office, he was rated by Congress.org as the seventh most influential member of Congress in its Power Rankings.

Before his election to Congress, Henry’s professional career was in television news. Having started as a reporter in Austin, he later became a producer for WABC-TV, the flagship station of the ABC television network in New York City. Henry earned a Bachelor of Journalism degree from the University of Texas at Austin.

3:00pm – 3:15 pm  Coffee Break  Rio Grande Foyer

3:15 pm – 4:30 pm  Annual Business Meeting  Rio Grande Ballroom

Peggy Tiderman, 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  Regency Ballroom

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. Everything’s bigger in Texas and what better place to find 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 institution 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!
Tuesday, November 7, 2017

8:00 am – 5:00 pm    Registration Center Open    Regency East Foyer
8:00 am – 9:00 am    Continental Breakfast with Exhibitors    Regency Ballroom

9:00 am – 10:15 am    Morning Breakouts

Breakout 1: “Conversation of Leaders: A Roundtable for CEOs/Campus Directors (invitation only)    Pecan

Are you a CEO, Campus President/Director, corporate executive, or Regional Director? You’re invited to join ACCET membership leaders and ACCET staff leaders in a round table discussion focused on challenges in the industry, changing regulations, and fostering a culture of compliance sustainability. This conversation will encourage open discussion of topics of interest to the leaders of ACCET and our schools. This is a focus group opportunity for direct discussion and strategizing.

Leaders who will guide this session:
Nick Hastain, Dr. Fardad Fateri, Sasha Zilovic, Peter Mikhail
Dr. Bill Larkin, John Shaheen, Linsay Oakden

Breakout 2: “Exceeding ACCET Standards: What’s in a Strength?”    Nueces/Frio

Presenters: James Doran, ACCET Senior Accreditation Coordinator
Megan Ackerman-Yost, ACCET Senior Accreditation Coordinator

Want to know the most common strengths cited on team reports for ACCET schools? What about the most unique? This opening break-out session reviews the most commonly cited strengths and expands on how to employ these strengths at your own institution.

Breakout 3: “Critical Issues in the DOE’s Recognition of ACCET and other Accrediting Agencies”    Blanco

Presenters: Ken Ingram, ACCET General Counsel & Partner, Whiteford Taylor & Preston
Mike Gartner, Partner, Whiteford Taylor & Preston
Judy Hendrickson, ACCET Deputy Executive Director

Institutions must be accredited by an accrediting agency recognized by the US Department of Education to access Federal Student Aid and to issue student visas. This recognition process is changing and becoming more unpredictable than ever. Attend this session and learn what you can do to help your accrediting agency effectively complete this process which in turn keeps your institution in safe harbor. You will not want to miss this important presentation.

Breakout 4: “Mission Impossible?: How to Get the Most Out of Your Mission Statement”    Llano

Presenter: Jeff Duff, President of Airstreams Renewables,
Cheryl Dixon, Human Resources Instructor, Joseph Business School

Strong mission statements can drive institutions in purpose; leading to positive outcomes. Conversely, weak mission statements can lead to ineffective direction and failure to achieve the desired outcomes. This presentation will offer baseline definitions and pose key questions in formulating a mission statement using real life cases to demonstrate effective application.

10:15 am – 10:45 Coffee Break with Exhibitors    Regency Ballroom
Tuesday, November 7, 2017

10:45 am – 12:00 Morning Breakouts


Presenters: Darryl Mattox, President, Gragg Advertising
Mitch Talenfeld, CEO, MDT Marketing
Gregg Mikeljohn, President, Enrollment Resources
Richard McClooch, VP Mtg & Admissions Consulting, Tribeca Marketing Group
David Vice, CEO, Asher College, Moderator

This panel will discuss the three truths or misconceptions of an institution’s recruiting efforts. The “good” news is that many marketing initiatives are cost effective and affordable. The “bad” news is that some marketing initiatives are not cost effective and are a waste of resources. The “ugly” is not having the data points to recognize the difference. The panel will also discuss the importance of recognizing both the Science and Art of the admissions process. These topics, plus a discussion with the audience on what marketing initiatives are working and what initiatives are not.

Breakout 2: “Scales and Frameworks for English and Workforce: Updates from the Field”

Presenters: Sara Davila, Global Scale English Lead, Pearson English

Last year saw a wealth of information being developed from case studies around the application of the Global Scale of English (GSE). Additionally, research was developed to explore alignments between English proficiencies and career and workforce education using the O-NET database, resulting in the GSE Job Profile. This session will review case studies from institutions using CEFR and GSE to inform program improvements, conduct curriculum audits, develop new courses, and improve program evaluations. We will also explore the applications of the GSE Job Profile tool to align language proficiencies in vocational and career programs reporting to WIOA specifications.

Breakout 3: “Completion and Placement: Placement Verification and 3rd Party Audits”

Presenters: Rick Wood, Senior VP/Chief Compliance Officer, Select Education Group
Elizabeth Herron, Solutions Executive, CARS (Collegiate Admissions & Retention Solutions)
ACCET Staff

Changes in ACCET Document 28 may result in additional review of placement verification for your institution. Join our panel in a discussion regarding the benefits of external placement audits to determine if this approach is right for your vocational school.

Breakout 4: “How Technology is Impacting Today’s Curriculum”

Presenters: Lori Sypher, Vice President, Private Sector Sales, Elsevier
Alan Hensley, Vice President, National Sales Manager, McGraw Hill
Debbie Ogilvie, Asst. VP, Channel Relations, Pearson Learning Solutions
Dana Van Laeys, Vice President, Education Development, NCCT

Learn from the experts in the curriculum field regarding new technologies available to invigorate your classrooms. As educators, it is crucial to have a greater emphasis on integrating technology in education to enhance student retention, improve learning outcomes and to ensure our graduates have the necessary skills to be successful in the workplace. Learn how new technologies for curriculum, testing and licensing can energize your classrooms. Explore ways to utilize adaptive learning, data, and analytics to foster the early interventions and remediation necessary to promote skills for success in the workplace.
Tuesday, November 7, 2017

Noon – 1:30 pm Buffet Lunch with Exhibitors Regency Ballroom

1:30 pm—2:45 pm Afternoon Breakouts

Breakout 1 “The only Constant is Change: An Update on the Federal Landscape” Pecan
Presenters: Steve Gunderson, President, CECU
Jay Vaughan, Partner, Cooley Education Practice Group

Never before has higher education faced so many legislative and regulatory changes at one time! Congress is dealing with both funding bills and a commitment to do HEA Reauthorization in 2018. The Department has embarked upon regulatory reform and will begin new rounds of negotiations on both GE and BDR. In this session, Washington DC veterans will share their insights on what is happening and how it can impact you, your school, and your students.

Breakout 2 “SEVP: IEP Session” Nueces/Frio
Presenters: SEVP Government Representatives

Student and Exchange Visitor Program (SEVP) representatives will discuss best practices for English as a Second Language (ESL) programs and program updates. They will also provide information on common issues and upcoming guidance. Following a brief presentation, SEVP representatives will take questions from the audience.

Breakout 3 “Accreditation Buy-In: Changing Campus Culture” Blanco
Presenters: Alissa Olgun, California Language Academy
Sophia Perkovich, President/Education Manager, Cortiva Institute
Cristina Rodarte, ACCET Accreditation Coordinator

What’s in it for me? A lot. Share strategies for building buy-in with your team, by members, for members. This session will focus on strategies employed by current member institutions to incorporate compliance into everyday culture. Learn how to employ ACCET standards as a way of life on campus without losing school identity.

Breakout 4: “Faculty Development: Creating a Strong Program that Benefits Teachers and Meets Accreditation Standards” Llano
Presenters: Dr. Joseph Shiver, Director, Faculty Development, Joint Special Operations University
Scott Faulstick, Senior Accreditation Coordinator

Faculty development is an ongoing process. Learn how to implement a program to strengthen your faculty and give them the tools they need to improve, the tools you need to assess their skills, and a program that keeps you compliant with ACCET requirements. Also, learn about the ways in which volunteering with ACCET can support a dynamic professional growth plan.
Program

Tuesday, November 7, 2017

3:00 pm—4:15 pm  Afternoon Workshops

Breakout 1 “Critical Federal Update: The Impact of the Latest Title IV Regulations on your institution”  Pecan
Presenters:  Sally Samuels, FAME
            Eileen Keller, Partner, Salmon, Sims, Thomas

Title IV regulations can be very intimidating and confusing, often making it difficult for school administrators to be sure their processes and procedures are in compliance. This session is designed to give you the latest guidance on GE reporting and disclosures, explain confusing cash management guidelines, and present insightful Audit Guide requirements. The presentation will bring awareness to the attendees of the important regulatory elements that affect your day to day operations as well as the future of your institution.

Breakout 2 “Community Service: Training Community Leaders”  Nueces/Frio
Presenters:  ACCET Membership
            Carol Crehan, ACCET Accreditation Coordinator

Hear from member institutions with a unique, spirited, and successful record of community service. Be sure to stick around for the Wednesday closing session which will include the presentation of the first annual Thomas R. Tillia Community Service Award. The top three candidates will present at this session and will share the benefits of community engagement as it relates to school sustainability, student outcomes, and partnership development.

Breakout 3 “Initial Applicants: Start Here—a Map to Accreditation”  Llano
Presenters:  ACCET Initial Application Review Committee

Navigating the road to accreditation can be tough, but this session will help guide new applicants through accreditation roadblocks and detours. Bring your questions and our panel of experts will be ready to provide answers.

4:30 pm—5:30 pm  Happy Hour Cocktail Reception  Garden Terrace

“The Stars at Night are Big and Bright….. Deep in the Heart of Texas” Join the ACCET Commissioners and Staff, the Conference Planning Committee and your fellow colleagues for cocktails and hors d’oeuvres.
Program

Wednesday, November 8, 2017

8:30 am—10:00 am    Keynote Plenary Session    Rio Grande Ballroom

“Instinctology: A Leadership Method to Turn GUT Instincts into Concrete Actions”

Keynote Speaker:  
Roben Graziadei, MA

Roben Graziadei is the founder and president of Net Result$ and is a highly successful speaker and management consultant. Her book *Instinctology*: A Leadership Method to Turn GUT Instincts into Concrete Action can change your life forever, bringing lasting change with sustained results.

Having consulted with the C-suite and boards of many Fortune 500 companies and higher education institutions, Roben then trained over 500,000 people from the mail room to the boardroom. Her client list includes Google, Bank of America, Nordstrom, PG&E, the Gap, the Sharper Image, Advanced Micro Devices, Chevron Corporation, Microsoft, Safeway, Seagate Technologies, Autodesk, Hewlett Packard, Bristol Myers Squibb, Tandem Computers, Remedy Corporation, Oracle, McKesson, Merrill Lynch, Lucky Stores, Kaiser Permanente, Peoplesoft, Household Credit Services, and California State Parole Officers, to name a few.

Roben has developed strong leaders and work units at all levels through consulting and training, including outdoor adventure courses in leadership excellence, values-based time management, sales training, and business development. Through these efforts, she has consistently enabled her clients to increase customer satisfaction and sales revenue results. Clients can expect to see quarterly sales increases of as much as 31 percent over the prior year following the principles she lives by and teaches. Many clients have enjoyed double-digit sales increases year over year.

Roben began her career as a senior consultant with FranklinCovey. She is thrilled to return to this top-rated leadership company in her role as a senior client partner. Roben was also a principal of the Tom Peters Group Learning Systems and worked with Tom Peters and Barry Posner, where she led outdoor adventures courses as a certified “TLC, The Leadership Challenge” instructor. Earlier in her career, while in product development for Foodmaker, Inc., she was on the team that created and introduced the Pita-Pocket Supreme sandwich, an original healthy fast-food item, which created a new market niche for the fast-food industry.

Roben has a BS in business administration and an MA in psychology and graduated with distinction. Her passion for business is evidenced by the kudos she receives from her audiences and repeated requests to return for consulting engagements. Participants describe her as a dynamic and compelling facilitator who is knowledgeable on many levels, as well as being humorous and fun. An outdoor enthusiast, Roben winters in Arizona and summers in Colorado with her family.

10:00 am—11:30 am    Commissioners’ Perspective    Rio Grande Ballroom

To close this year's Annual Conference, select Commissioners will share their industry experience as it relates to changes in the international market, maintaining membership with multiple accreditors, keeping up with job market demands and focus on student outcomes.
Special Recognition

Past ACCET Chairpersons

Executive Committee of the Accrediting Commission
Peggy Tiderman, Chair
Paul Dunlop, Vice Chair
Yadexy Sierra, Secretary
Derek Kindle, Treasurer
Res Helfer, Past Chair
Dr. William V. (Bill) Larkin, Executive Director (ex-officio)

ACCET Commissioners
Peggy Tiderman, Public Member,
Paul Dunlop, Public Member
Res Helfer, School Member
Yadexy Sierra, School Member
Derek Kindle, Public Member
Dr. Carl Person, Public Member
Sasha Zilovic, School Member
Dr. Timothy Mott, Public Member
Dr. Donnell Bayot, School Member
Peter Mikhail, School Member
Sophia Perkovich, School Member
Shenaz Shaffee, School Member
Rick Wood, School 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 Hutchison, Senior Accreditation Coordinator
Megan Ackerman-Yost, Senior Accreditation Coordinator
James Doran, Senior Accreditation Coordinator
Dr. Mary Clare DiGiacomo, Senior Accreditation Coordinator
Eric Lee, Accreditation Coordinator
Carol Crehan, Accreditation Coordinator
Stephen Barkley, Accreditation Coordinator
Cristina Rodarte, Accreditation Coordinator
Maia Williams, Accreditation Coordinator
Anneka A. Bell, Operations Administrator
Simin Xi, Database Coordinator
Christina D’Antoni, Administrative Assistant & Event Coordinator

Contract Commission Representatives
Carol Buchanan
George Carter
Charlie Matterson
Roxanne Wittkamp
Matthew Nistico

Conference Planning Committee
Sandra N. Lockwood, General Conference Chair
Darlene R. Fret, Co-Chair
Linsay Oakden, ACCET Staff
Megan Ackerman-Yost, ACCET Staff
Anneka Bell, 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:

**Prime Sponsors**
- Elsevier
- McGraw-Hill Education
- Pearson Learning Solutions
- Pearson English

**Contributing Sponsors**
- FAME
- Enrollment Resources
- NCCT
- Knutte & Associates
- TFC Tuition Financing
- Gragg Advertising
Hats off to our Exhibitors

Ambassador Education Solutions (Booth #110) www.ambassadored.com
We simplify the adoption, management and delivery of textbooks, eBooks, digital resources, custom content, OER, access codes, online testing, supplies, kits, devices, rentals, school logo merchandise and more, including buybacks. Our total integrated management approach makes the course materials lifecycle more efficient, provides an exceptional student experience, and lowers your operational and financial risk. Through our advanced supply chain software, flexible fulfillment processes, and highly available support services, ordering course materials is intuitive, delivery is automatic, and reporting is seamless.

American Medical Certification Association (Booth #317) www.amcaexams.com
American Medical Certification Association (AMCA) is headquartered in Fairfield, New Jersey. The AMCA was established in 2010 with a vision of enhancing the allied healthcare industry by providing national certification exams that validate the knowledge and expertise of professionals in this field. The AMCA collaborates and actively participates in the allied healthcare industry to serve as a support network for allied healthcare professionals. The AMCA has maintained membership in various organizations to strengthen its ties to the industry.

Career Team (Booth #316) www.careerteam.com
The Career Team’s platform provides content and tools that enhance the candidate experience from admission to job placement resulting in increased retention, graduation, and placement rates. Our solutions provide faculty and career services staff with scalable tools that improve professional development and employer partnerships.

Champion College Services (Booth #307) www.championcollegeservices.com
We are the most effective, specialized default prevention provider for higher education student loans. Since 1989, we have lowered school default rates and assisted over 3 million students to make excellent, well-informed repayment choices. Champion is committed to maintaining our status as the industry leader in student loan default prevention and to continuous development of new programs that serve the needs of both schools and students!

College Admission & Retention Solutions( Booth #305) www.collegiatorssvp.com
Ken Horne, a former college President, launched CARS more than a decade ago to provide Colleges and Universities with the means to quickly scale enrollment and student service initiatives. CARS focuses on improving institutional outcomes by providing structured, systematic, and proactive services to strengthen the college’s existing student service efforts. CARS utilizes best practice processes and technology designed to assist with the heavy volume, repetitive functions while allowing your staff the opportunity to focus on more strategic, student-centric functions. Having a partnership like this just makes sense!—CARS enables Colleges and Universities to improve student outcomes and enhance administrative efficiencies by providing scalable services in the following four key areas:

Admissions Assistance;
Student Contact Center;
Student Retention; and
Independent Placement Verification.
Compliance Point (Booth #104) www.compliancepoint.com
CompliancePoint's placement verification service ensures that all graduate placements are verified. We work with some of the most recognized private sector schools CompliancePoint meets ALL of ACCET's requirements for an "Independent" Third Party. Our client portal allows your team to monitor the real-time status of your placement verification program. A variety of reports are available at the click of a button, and our portal allows your team to check the status of any placement(s) at any time! Our portal also allows your team to provide supplemental information such as emails from employers/graduates, release forms, and graduate attestations.

CSPEN (Booth #210) www.centralstatesedu.com
The Central States Private Education Network (CSPEN) is the first all-inclusive, third-party initiated, multi-state collaborative promoting private education and the benefits these institution of higher education provide to a growing number of both non-traditional and traditional postsecondary student populations.

Digital Air Strike (Booth #108) www.digitalairstrike.com
Discover the Top Social Media Trends that Can Impact Your Business. Get your own team of social media experts to manage your 320+ social and directory sites to improve your online presence and SEO while engaging with your consumers so you can focus on building your business. We monitor and respond to reviews, provide custom content to reach more consumers, provide you with actionable reporting and much more!

Elsevier (Booth #205) www.elsevier.com
Elsevier is the global leader in Science, Technical and Health publishing. Elsevier provides information and analytics that help institutions and professionals progress science, advance healthcare and improve performance for the benefit of humanity.

Enrollment Resources (Both #206) www.enrollmentresources.com
Enrollment Resources (ER) is a leading service provider within the Higher Education Sector. ER works in a field called Enrollment Management. They provide outsource management and consulting services, plus SaaS tools that help schools optimize their conversion rates (CRO). The by product: improved efficiencies which translate to improved Enrollment Revenues while allowing Schools to hold their costs. We were the first marketing company in the for-profit EDU sector to become Google Adwords Certified and the first internet marketing company in the world to become a Certified B Corp. Companies must complete the full B Impact Assessment, have their answers verified by B Lab and re-certify every two years to certify as B Corporations.

FA Davis (Both #301) www.fadavis.com
F. A. Davis is an independent, family-owned publisher of educational solutions for the Nursing and Health Science professions. Headquartered in Philadelphia, the city of its founding in 1879, the company is dedicated to developing teaching and learning solutions that meet the needs of nursing and health science students, educators, and practitioners. The breadth and depth of our digital, print, and online resources across disciplines and specialties provides a firm foundation on which to build the future.
Since 1978, FAME has been dedicated to meeting the diverse needs of postsecondary educational institutions both those participating in Federal Financial Aid programs and those seeking quality, affordable, web based and server based Student Information Systems. FAME prides itself on providing comprehensive, high quality, secure cost effective Student Information Systems and efficient, accurate processing and management of Federal Title IV funding. The longevity of our employees coupled with their expertise in Federal regulations, school management and the latest technology provides our 1,200+ clients with a wealth of knowledge to draw on and secure stable systems to depend on.

Financial Aid Services/Genesis SMS (Booth #109) www.financialaidservices.com
FAS allows institutions to streamline their Title IV Financial Aid Procedures effortlessly. Whether using FAS’ software applications or FAS’ friendly and accessible staff, institutions notice immediate relief and improved administrative capability when outsourcing with FAS.

Franklin Covey (Booth #207) www.franklincovey.com
Franklin Covey is the world leader in helping organizations achieve results that require lasting changes in human behavior, often the most difficult challenge any organization faces. When accomplished, it is also the most durable competitive advantage. We provide content, tools, methodology, training and thought leadership, all based on a foundation of unshakeable principles and proven practices.

Gragg Advertising (Booth #311) www.graggadv.com
We’re people people. Nearly every minute of the day, we’re analyzing how people behave, how people spend their time and how people buy things. From this relentless study comes strategy designed to align a brand’s purpose with its customers’ behavior. It’s what we like to call helpful marketing.

Klass App (Booth #209) www.klassapp.com
Klass App provides an easy-to-use administration portal for college staff combined with fully featured iOS and Android mobile apps for students. Each Klass App client has their own branded mobile app that students & staff can use, available to download for free from the Apple and Google app stores. Our technology allows career colleges, public institutions, non-profit organizations, and elementary schools, to better manage their communication and achieve operational success.

Knutte & Associates (Booth #217) www.knute.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.

Library & Informational Resources Network (LIRN) (Booth #310) www.lirn.net
The Library and Information Resources Network, a 501(c)(3) nonprofit corporation formed in 1996, is a consortium of educational institutions that have joined together to share access to information resources. The LIRN® collection provides students with millions of peer-reviewed and full-text journal, magazine, and newspaper articles, e-books, podcasts, audio, and video resources to support their academic studies from ProQuest, Gale Cengage, EBSCO, eLibrary, Books24x7, and more, covering topics for General Education, Business, and Medical programs.

Magic Marketing (Booth #208) www.magicmarketinginc.com
Magic Marketing is a marketing services company that offers digital strategies to drive traffic, boost conversions and increase sales.
McGraw-Hill Education is an American learning science company and one of the “big three” educational publishers that provides customized educational content, software, and services for pre-K through postgraduate education. The company also provides reference and trade publications for the medical, business, and engineering professions. McGraw-Hill Education currently operates in 28 countries, has more than 4,800 employees globally, and offers products and services to over 135 countries in nearly 60 languages.

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.

Medline is the largest privately held manufacturer and distributor of medical supplies uniquely positioned to provide products, education and support across the continuum of care. Our ability to bring best practices from one care setting to another — from large healthcare systems and independent physician practices to home health patients and their families, is what sets us apart. Our team is made up of clinicians, researchers, engineers, financial experts and 1,200 direct sales representatives with outstanding expertise. They know the healthcare business from the bottom up and top down.

MMI is a Third Party Employment Verification firm that completes employer and graduate placement verification. MMI’s processes meet the verification requirements of accreditation agencies such as ACCSC, ACICS, ABHES, COE and ACCET. MMI has both regionally and nationally accredited clients throughout the United States.

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.

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.

Pearson English works together with professionals around the world to understand how to help learners of all ages reach their goals, investigate tough challenges and explore exciting solutions. We’ve seen groundbreaking curricula and cutting edge digital development, inspirational teaching and outstanding institutions. Every year 1000s of educators review our materials, share their expertise and give us feedback on their experiences. This informs how we develop our courseware and online tools, and has been fundamental in creating The Global Scale of English (GSE). Pearson is the world’s learning company, with expertise in educational courseware and assessment, and a range of teaching and learning services powered by technology.
Pearson (Booth #100-102) www.pearson.com
We unleash the power of technology to enable more affordable educational experiences to students and educators at every stage of the journey. Help students make their mark with modern, technology-based resources and tools. From online college courses to workforce training, you'll find engaging, personalized solutions that inspire learners to become their best selves in life and career.

Salmon Sims Thomas (Booth #118) www.sstcpa.com
Career schools and colleges operate in a highly complex and regulated market. Dealing with all of the regulations, accrediting requirements, the IRS and more may seem like an impossible task. The professionals at Salmon Sims Thomas know what it's like to sit in your chair. Our education team members have backgrounds in Title IV compliance and financial aid. Their careers are dedicated to discerning and anticipating the needs of your school. And because of our history in your sector, we identify potential issues before they impact you and streamline the reporting and auditing process for time-pressed schools. We have a national reputation for expertise in the tax, audit and strategic needs of career schools and colleges. We offer the following services for career schools and colleges:
- Financial Audits—Title IV Compliance Audits and Consulting-Change of Ownership
- Financial Consulting-Compliance Consulting-Income Tax Preparation and Planning
- Cost Segregation Studies-Succession Planning-Internal Controls-Retirement Plan Audits
- Corporate Organizational Structure Consultation-Due Diligence on Potential Acquisitions/Affiliations-Cash-Flow Analysis

TFC Financing (Booth #304) 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.

TJS Deemer Dana (Booth #308) www.tjsdd.com
TJS Deemer Dana LLP is a full-service certified public accounting firm with offices in Atlanta, Dublin and Savannah, Georgia. Our firm offers traditional services in accounting, auditing and taxation as well as consulting services. We are committed to creating value in each relationship by providing personal attention and professional resources to each of our clients.

Tribeca (Booth #315) 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!

Tuition Options (Booth #108) www.tuitionoptions.com
Tuition Options delivers customized institutional loan servicing and financing solutions to post-secondary schools nationwide. Through our compliant online platform, we offer products and services that allow schools to remain focused on providing the best educational experience and value for their students.

Vector Careers (Booth #112) 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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