A PARTNERSHIP FOR QUALITY:™
A Sweet Alliance

2015 ACCET ANNUAL CONFERENCE
OCTOBER 26-28
THE HOTEL HERSHEY
HERSHEY, PENNSYLVANIA
Dear ACCET Colleagues,

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

With Hershey as our backdrop, it strikes me that this is the perfect setting to look to the future and re-gear our strategies, as appropriate. 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.

At the same time, the accreditation community has been a target here in Washington this past year with calls for extra accountability and more emphasis on student outcomes. 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 all of the criticism. Usually, accreditors are “above the fray” but that has not recently been the case.

This should be a great conference and Hershey is a fascinating location for us to meet. Milton Hershey, himself, had three failed businesses before building his chocolate empire and a planned community to support his endeavor. His decision to devote all of his resources to the continuation of a school his wife and he created for financially and socially needy children is the epitome of philanthropy and his vision lives on decades after his passing.

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, seeing old friends and meeting new ones, and having had a great time in this special setting.

Best Wishes,

William V. Larkin, Ed.D.

Executive Director
Dear ACCET Conference Attendees:

On behalf of the Conference Planning Committee, welcome to ACCET’s 2015 Annual Conference! Experience a combination of classic elegance, modern amenities and uncompromising service at the world class Hershey Hotel. Tucked in the rolling hills of Central Pennsylvania, the town of Hershey is an idyllic escape for premier entertainment and hospitality. Built atop a hill overlooking the Hershey chocolate factory, The Hotel Hershey was modeled after the many sweet trips Milton and Catherine Hershey enjoyed in the Mediterranean. This year’s theme: A Partnership for Quality: A Sweet Alliance is in recognition of the continued partnership between 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 Opening General Session with Mr. Peter Gurt, President of the Milton Hershey Schools, ACCET’s Annual Business Meeting and the Exhibitor’s Reception; Tuesday is packed with informative and thought provoking breakouts, followed by a trolley ride through the town of Hershey and cocktails at the Blue Mountain Room. Wednesday features a seated breakfast Closing Session with Keynote Speaker, Dr. Scott Fitzgibbon, followed by the ‘Open Forum with ACCET Leadership’ session with ACCET staff and 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  Darlene Foret
General Conference Chair  Conference Co-Chair
Past Chair, ACCET Accrediting Commission  Planning Committee

Anneka Swamy, ACCET Conference Liaison  Linsay Oakden, ACCET Assistant Executive Director
Grace Kye, ACCET Staff Liaison  Simin Xi, ACCET Staff Liaison
Megan Ackerman-Yost, ACCET Senior Accreditation Coordinator

The Hotel Hershey

Exhibit Hall—Garden Terrace Ballroom

<table>
<thead>
<tr>
<th>Booth #</th>
<th>Exhibitor</th>
<th>Booth #</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>Muno Summers &amp; Associates</td>
<td>116</td>
<td>ie Links</td>
</tr>
<tr>
<td>102</td>
<td>Gragg Advertising</td>
<td>117</td>
<td>Knutte &amp; Associates</td>
</tr>
<tr>
<td>103</td>
<td>Wonderlic</td>
<td>118</td>
<td>Penn Foster</td>
</tr>
<tr>
<td>105</td>
<td>Norton Norris</td>
<td>119</td>
<td>FAME</td>
</tr>
<tr>
<td>106</td>
<td>Kessler Orlean Silver</td>
<td>120</td>
<td>MDT Marketing</td>
</tr>
<tr>
<td>107</td>
<td>Pearson</td>
<td>121</td>
<td>Champion College Services</td>
</tr>
<tr>
<td>108</td>
<td>Effective Student Marketing</td>
<td>122</td>
<td>Text Aim</td>
</tr>
<tr>
<td>109</td>
<td>Training Masters</td>
<td>123</td>
<td>Elsevier</td>
</tr>
<tr>
<td>110</td>
<td>Vector Careers</td>
<td>124</td>
<td>Tuition Options</td>
</tr>
<tr>
<td>111</td>
<td>NCCT</td>
<td>125</td>
<td>Velocify</td>
</tr>
<tr>
<td>112</td>
<td>Imagine America</td>
<td>202</td>
<td>Dale Carnegie</td>
</tr>
<tr>
<td>113</td>
<td>Target Direct Marketing</td>
<td>203</td>
<td>Platinum Educational Group</td>
</tr>
<tr>
<td>114</td>
<td>American Medical Technologists</td>
<td>204</td>
<td>UNISA</td>
</tr>
<tr>
<td>115</td>
<td>TFC</td>
<td>205</td>
<td>Integrishield</td>
</tr>
</tbody>
</table>
General Information

Conference Registration Center
Registration materials may be picked up at the Registration Center in the Garden Terrace Lounge during the following hours:

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>October 26</td>
<td>8:00 am to 5:00 pm</td>
</tr>
<tr>
<td>Tuesday</td>
<td>October 27</td>
<td>8:00 am to 5:00 pm</td>
</tr>
<tr>
<td>Wednesday</td>
<td>October 28</td>
<td>8:00 am to 10:00 am</td>
</tr>
</tbody>
</table>

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 (with Trolley ride) 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 Garden Terrace Ballroom during the following hours:

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>October 26</td>
<td>5:00 pm to 7:00 pm</td>
<td>Opening Welcome Reception</td>
</tr>
<tr>
<td>Tuesday</td>
<td>October 27</td>
<td>8:00 am to 9:00 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12:00—1:30 pm</td>
<td>Buffet Luncheon</td>
</tr>
</tbody>
</table>

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

Conference Mobile Application
We hope the launch of 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 Tuesday afternoon at 4:30pm at the outside entrance of the hotel for a trolley ride through the town of Hershey. Learn the history of Chocolate Town and Milton Hershey’s life story. Join the ACCET Commissioners and Staff, the Conference Planning Committee, and your fellow colleagues immediately afterwards for cocktails and hors devours at the Blue Mountain (over the Harvest Restaurant).
### Program

**Monday, October 26, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am— 5:00 pm</td>
<td>Registration Center Open</td>
<td>Garden Terrace Lounge</td>
</tr>
<tr>
<td>10:00 am— 4:00 pm</td>
<td>Exhibitor Sign-In and Setup</td>
<td>Garden Terrace Lounge</td>
</tr>
<tr>
<td>8:45 am— 11:45 am</td>
<td>Opening Conference Workshops</td>
<td>Fountain Lobby/Starlight Terrace</td>
</tr>
<tr>
<td>8:45 am—10:15 am</td>
<td>“Up Close and Personal with the ACCET Accreditation Staff and Commissioners”</td>
<td>Fountain Lobby</td>
</tr>
</tbody>
</table>

**Presiders:** ACCET Staff and Commissioners

Join this Round Table event where each of ACCET’s Accreditation Coordinators will host a table to share information on specific areas of interest to our attendees. Do you have questions about branching, change of ownership, completion & placement, new programs, financial review, etc.? Visit one or more tables to get updates and ask questions. Also, a couple tables will be hosted by ACCET Commissioners: one with Title IV Commissioners and one with IEP Commissioners (Coffee break inside room).

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 am—11:45 am</td>
<td>“Views from the Top”</td>
<td>Starlight Terrace</td>
</tr>
</tbody>
</table>

**Presenters:**
- Dr. Bill Larkin, Executive Director, ACCET
- Dr. Mary Reeves, Executive Director, CEA
- Dr. Leah Matthews, Executive Director, DEAC
- Dr. Al Gray, Executive Director, ACICS
- Steve Gunderson, President & CEO, APSCU
- Robert Johnson, Executive Director, CAPPS
- Patty Landis, Division Chief, Higher & Career Ed, PA

**Moderator:** Dr. Bill Larkin, Executive Director of ACCET

In this signature session, ACCET proudly presents a distinguished panel of dignitaries from accrediting agencies and state 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 student outcomes, assessment of student learning, 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 26, 2015

1:30 pm – 3:00 pm Opening General Session Castilian

“The Inspirational Story of the President of the Milton Hershey School”

Keynote Speaker: Peter Gurt, President, Milton Hershey Schools

In August 2014, Peter G. Gurt began serving as President of Milton Hershey School. Upon taking office as the 10th MHS president, Gurt designed an ambitious strategic plan to lead MHS into the future. His 2020 Vision strategy includes increasing enrollment to provide an excellent education to hundreds of new students; developing new approaches to advance graduate success; and implementing a mission-oriented, values-based professional development model to ignite staff engagement and exceptional performance. Under his leadership, the school has grown to a record enrollment of 2,000 students.

Milton Hershey School Board Chairman Robert F. Cavanaugh said, “Pete is the ideal leader for Milton Hershey School as we progress into our second century of serving children in financial and social need and helping them to reach their full potential. He's a Milton Hershey graduate who exemplifies all of our core values and who has dedicated his professional life to serving the School in a range of capacities.”

Because his dedication to help children realize a brighter future extends beyond the MHS campus, Gurt serves on the Board for the Pennsylvania Association of Independent Schools and on the Commission for Accreditation, the body responsible for all independent schools in Pennsylvania. In 2009, the Coalition for Residential Education (CORE) named Gurt Administrator of the Year. In 2014, he received an Alumni Achievement Award from The School of Behavioral Sciences and Education at Penn State Harrisburg for his dedication to educating children from families of lower income.

3:00pm – 3:15 pm Coffee Break Fountain Lobby

3:15 pm – 4:30 pm Annual Business Meeting Castilian

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 Garden Terrace 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. 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, October 27, 2015

8:00 am – 5:00 pm  Registration Center Open  Garden Terrace Lounge
8:00 am – 9:00 am  Continental Breakfast with Exhibitors  Garden Terrace Ballroom
9:00 am – 10:15 am  Morning Breakouts

Breakout 1: “Top 5 Commonly Cited Weaknesses at Vocational Schools”  Starlight West
Presenters: ACCET Staff

ACCET Staff present the top five most common weaknesses cited at vocational institutions. Session includes review of the standard, strategies for improvement, and audience question and answer. Learn best practices and valuable tips as you prepare for visits.

Breakout 2: “Top 5 Commonly Cited Weaknesses at Schools with Intensive English Programs”  Starlight East
Presenters: ACCET Staff

This session is a must for ACCET attendees as the ACCET Professional Staff and Commissioners discuss the Top Five Findings noted on team reports over the past two years for avocational institutions offering intensive English programs. Learn how to remedy these common weaknesses and join the Best Practices discussion.

Breakout 3: “Professional Development (In-Service)”  Overlook Room
Presenters: David Vice, President, Asher College
Brenda Robati, President, The Language Company
Buddy Bresnick, Partner, Dale Carnegie Training, Mid Atlantic

Are your Professional Development practices effective? Please join our esteemed panel as they discuss their perspective on Professional Development for faculty and staff and its impact on their institutions. This session will focus on the philosophy, strategies, and best practices that drive effective Professional Development and help lead to successful student outcomes.

Breakout 4: “Marketing: Cutting the Cord to Reach Digital Natives”  Castilian
Presenters: Eric Beier, President, First Institute
Amanda Ambriz, VP Education Development, Text Aim
Greg Gragg, CEO, Gragg Advertising

Did You Know: 70% of mobile searches lead to online action within an hour. There are still a surprisingly large number of organizations with no mobile strategy in place. Many others claim to be “doing mobile” but with little success. It is a challenging medium for many marketing teams. In this session we will discuss the impact, trends and opportunities of mobile strategies and how your organization can make the most of it in 2015 and beyond.
Tuesday, October 27, 2015

10:30 am – 11:45 am Morning Breakouts (continued)

Breakout 1: “IEP—Don’t SAP Your Student’s Spirits: Giving Effective Feedback for Student Success” Starlight West

Presenters: Nadine Baladi, Director, ILSC—San Francisco
Tyrone Marsh, Academic Director, ELS Educational Services

In this session for ESL programs, we’ll cover best practices for providing students constructive feedback to support their success through counseling, progress reports, and learning plans. Student success in a program can be greatly influenced by suggestions and feedback from instructors and academic directors. Incorporating constructive feedback into processes for Student Academic Progress can increase the effectiveness of the SAP policy by providing guidance for students before or during warning/probation periods.

Breakout 2: “Clery Act and Campus Management” Starlight East

Presenters: Ken Ingram, Partner, Whiteford, Taylor, Preston
Mike Gartner, Partner, Whiteford, Taylor, Preston
Peggy Tiderman, Executive Director, DCI Career Institute

Are you familiar and in compliance with the Clery Act? The Clery Act requires all colleges and universities that participate in federal financial aid programs to keep and disclose information about crime on and near their respective campuses. This session will offer a discussion of requirements and expectations for ACCET membership relative to the Clery Act and Campus safety requirements. Hear from ACCET legal counsel as well as ACCET members to understand best practices and how to avoid violations.

Breakout 3: “Strategies for On-Site Visit Preparation” Overlook Room

Presenters: Megan Kobzej, Assistant Dean, New America College
Dainah Craft, CEO, Indiana School of Sports and Medical Massage
Guy Benjamin, Executive Director, Hawaii Medical College

Going through reaccreditation soon? Quickly approaching the midterm of your current grant? Get advice from our panel regarding preparation strategies for ACCET visits. Learn from successful initial applicants, reaccreditation applicants, and survivors of the Quality Assurance Visit (QAV).


Presenters: Scott Aaron, President & COO, New Horizons Computer Learning Center
Dr. Jean Norris, Managing Partner, Norton|Norris, Inc.
Vince Norton, Managing Partner, Norton|Norris, Inc.

It’s no secret that the traditional admissions funnel has run its course - what’s replacing it? Come learn what companies like Google, Twitter, Intuit and Visa have already figured out about the consumer journey that you can employ. An updated higher education model will be showcased to demonstrate how to turn “Strangers into Students” and even into promoters of your school! Additionally, participants will be able to share in the experience of a school leader who brought his team through the changes required to successfully adapt marketing and recruitment processes.
Tuesday, October 27, 2015

Noon – 1:30 pm  Buffet Lunch with Exhibitors  Garden Terrace Ballroom

1:30 pm—2:45 pm  Afternoon Workshops

Workshop 1  “SEVP Update”  Starlight West

Presenters:  SEVP Staff

SEVP experts provide information on common issues and upcoming guidance for institutions who enroll international students, whether already accredited or in the process of accreditation. The session will also include answers to your questions as curated by ACCET staff and Commissioners. This annual session is always popular and beneficial to IEP’s as well as schools enrolling international students.

Workshop 2  “Competency Based Methodology”  Overlook Room

Presenters:  Donnell Bayot, Director of Academic Affairs, International School of Hospitality,
Brad Boute, Director of Compliance, Southwest Institute of Healing Arts

Competency-based education (CBE) is not new, but there has been increased interest in it as employers seek graduates with the skills necessary to contribute to the present-day workforce. CBE is learner-focused and stresses outcomes, allowing institutions greater capacity to measure student learning. Join us in this informative session to learn what CBE is and how it emphasizes learning outcomes and performance of skills over simply describing knowledge.

Workshop 3  “Federal Updates for Vocational Institutions”  Castilian

Presenter:  Steve Gunderson, President, APSCU
Sally Sammuels, Director of Compliance, FAME

The landscape for vocational schools and colleges has been rather turbulent in recent times. The question is what next? Will there be more regulation by the Department? Will there be any action by the Congress before the 2016 Election? Hear from experts about Title IV issues, developments in accreditation reform, and the reauthorization of HEA. This session will address key points relative to Gainful Employment, student outcomes, ATB, SAP and return to Title IV on both funding and policy changes. The presenters will offer guidance and recommendations to colleges in both complying with current regulations and preparing for possible changes in policy.
Program

Tuesday, October 27, 2015
3:00 pm—4:15 pm Afternoon Workshops (continued)

Workshop 1  “ESL Program Refund Policies”  Starlight West
Presenters: ACCET Staff and Commissioners

Does this apply to me? Learn from the ACCET Staff and Commissioners how to apply refund policies for ESL programs in order to maintain compliance with the ACCET standards. This session will provide step-by-step explanations of the requirements for ESL programs relative to refund calculations, timeframes, and fees. As part of the session, participants will have the opportunity to share their own policy with peer groups, so bring your school’s policy!

Workshop 2 “Assessment: A Strategic Key to Improve Compliance, Decision Making and Outcomes”  Starlight East
Presenter: Dana Van Laeys, VP Education Development, NCCT
Amanda Opperman, Institutional & Program Effectiveness Specialist, Wonderlic

Assessment is crucial to every stage of the student life cycle, from admissions to certification and job placement. The presenters demonstrate how institutional leaders, educators, administrative staff, and students can better utilize assessment processes on their campuses. Content will address (1) cognitive and non-cognitive measures for admissions (including Ability-to-Benefit testing), (2) micro-credentials and digital badges for job placement, and (3) roles and value of certification. Certification points will include Meaningful Use incentives for electronic healthcare records, regulations affecting scope of practice, recognition by employers, and utility as an outcome measure. Attendees will gain a greater understanding of how student assessment and graduate certification can do much more than just satisfy regulatory requirements by helping improve organizational and student outcomes, including job placement and loan repayment.

Workshop 3 “ACCET’s New and Revised Standards”  Overlook Room
Presenter: ACCET Staff and Advisory Committee

Learn more about revisions to ACCET Standards for Accreditation and their scheduled implementation following the five-year review process, which involved significant participation and comment from ACCET institutions and their students. What are the changes to the ACCET Standards for Accreditation, and why were they proposed? What revisions are proposed to the Analytic Self-Evaluation Report (ASER) and supplementary templates for specific programs (e.g. ESOL, Occupational Associate Degrees, and Nursing/Allied Health)? Hear from the Commissioners and institutional members who supported and participated in the standards review process.

Workshop 4 “The Infamous DOCUMENT 28/28.1—New & Improved”  Castilian
Presenter: ACCET Staff and Commissioners

YOU ASKED FOR IT and the Commission has delivered! Documents 28 and 28.1 are getting a makeover. Join us for a review of the proposed revisions at the 2015 Annual Conference. What does this mean for completion, verification, transfers, and waivers? This session will focus on both policy revision and strategies to meet benchmark. Come prepared to discuss your strategies for successful student outcomes.

4:30 pm—6:00 pm  Trolley Ride and Reception  Blue Mountain

Meet at the outside front entrance of the hotel promptly at 4:30 for a trolley ride through the town of Hershey. Learn the history of Chocolate Town and Milton Hershey’s life story. Join the ACCET Commissioners and Staff, the Conference Planning Committee, and your fellow colleagues immediately afterwards for cocktails and hors devours at the Blue Mountain (over the Harvest Restaurant). NOTE: You must have a ticket to board the Trolley. A limited amount of tickets are available at the conference registration desk.
“Release of Student Potential”
Keynote Speaker:
Dr. Scott Fitzgibbon
The Pacific Institute

Dr. Scott Fitzgibbon has been involved in higher education since 1991 with wide-ranging experience in academics, admissions, student services, and career services. Scott has worked extensively with school administrators and faculty specializing in cognitive-behavioral training directed toward affecting employee and student persistence and retention. He has taught thousands of employees and students to apply behavioral understanding to teaching, learning, teamwork, customer service, and sales.

Dr. Fitzgibbon has been a Master Facilitator of The Pacific Institute’s Investment In Excellence and Thought Patterns for a Successful Career curriculum since 1995. Working The Pacific Institute Higher Education Initiative, this student success curriculum has been implemented in over 500 career schools across North America reaching over 1,500,000 students and 35,000 school employees.

In addition to his work within education, Dr. Fitzgibbon has designed and implemented professional development training and evaluation initiatives for healthcare and service providers, social service and government agencies, and manufacturing. He has earned a Doctorate in Education Administration from the University of Pittsburgh (2002), a Master’s degree in Student Personnel Services and Counseling also from the University of Pittsburgh (1995), and a Bachelors degree in Business Finance from St. Vincent College (1991). In addition, he is a Pennsylvania Licensed Professional Counselor (2002).

Dr. Fitzgibbon has guest lectured for numerous international, national and state association conferences.

“Open Forum with ACCET Leadership”

ACCET accredited members and initial applicants should not miss the ACCET Open Forum. This is a signature session of the ACCET Annual conferences where the ACCET Executive Director and Commissioners engage with attendees in sharing views and answering questions. Anonymous questions are solicited from our members to be addressed by Dr. Bill Larkin and the ACCET Commissioners. This is a unique opportunity to engage in the free-flowing forum that offers keen insights into issues of interest to members and guests.
Special Recognition

Past ACCET Chairpersons

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

ACCET Commissioners
Res Helfer, Chair
David Vice, School Member/Secretary
Tibby Loveman, Public Member, Past Chair
Peggy Tiderman, School Member, Vice Chair
Karen Kershenstein, Public Member
Paul Dunlop, Public Member
Sasha Zilovic, School Member
Nadine Baladi, School Member
Carl Person, Public Member
Yadexy Sierra, School Member
Patricia Stein, 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
John Gregg, Senior Accreditation Coordinator
Megan Ackerman-Yost, Senior Accreditation Coordinator
James Doran, Senior Accreditation Coordinator
Eric Lee, Accreditation Coordinator
Carol Crehan, Accreditation Coordinator
Anneka A. Swamy, Operations Administrator
Simin Xi, Administrative Assistant & Database Liaison
Grace Kye, Administrative Assistant

Contract Commission Representatives
Carol Buchanan
Charlie Matterson
Mathew Nistico
Donna Hutchison
George Carter

Conference Planning Committee
Sandra N. Lockwood, General Conference Chair
Darlene R. Foret, Co-Chair
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 the 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 our exhibitors, and especially acknowledges this year’s supporting sponsors:

Prime Sponsors

National Center for Competency Testing (NCCT)

Norton | Norris, Inc.

Wonderlic

Contributing Sponsors

FAME

Gragg Advertising

Knutte & Associates

Muno, Summers & Associates

Text Aim

Velocify

Please take time to express your appreciation to these sponsors for supporting this conference in such a significant manner. Visit each booth to learn about the services and products they offer to our sector. ACCET acknowledges their contributions to our 2015 conference with gratitude.
Hats off to our Exhibitors

American Medical Technologists (Booth #114)
www.americanmedtech.org
American Medical Technologists (AMT) is a recognized certification agency for allied health professionals, including Medical Assistants, Phlebotomists, Medical Administrative Specialists, Dental Assistants, Medical Laboratory Technicians, and Allied Health Instructors. In existence since 1939, AMT is also a membership association, providing continuing education and other services to over 60,000 members.

Champion Colleges Services (Booth #121) 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.

Dale Carnegie & Associates (Booth #202) www.dalecarnegie.com
Dale Carnegie Training works with companies of all sizes to meet business challenges. We ignite workplace enthusiasm by developing your employees into more confident, empowered, inspired, and enthusiastic individuals. See how our research on employee engagement can unlock your organization’s competitive advantage.

Effective Student Marketing (Booth #108)
www.effectivestudentmarketing.com
We are a team of creative data geeks who are as passionate about education as we are about digital marketing. We care about your mission and your numbers as much as you do and we want to forge a real partnership where your success is our success.

Elsevier (Booth #123) 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.
FAME (Booth #119) 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.

Gragg Advertising (Booth #102) 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.

ieLinks (Booth #116) www.ieinstitute.net
ieLinks provides eCampusLynx Campus Management Software. eCampusLynx links all departments student records and software functionalities. As low as $1,500 to go live and pay $500/ up to 10 user licenses. No new hardware or software to buy. 100% uptime and highly secure.

Imagine America (Booth #112) www.imagine-america.org
The Imagine America Foundation (IAF), has been serving the career college community since 1982. IAF provides scholarships, awards, financial aid information, sector research and faculty training; honors achievement in career education; and supports and promotes the benefits of career colleges to the general public.

Integrishield (Booth #205) www.integrishield.com
IntegriShield uses proprietary technology that assists your company in maintaining a clear, positive image and services your needs in an every-changing marketing environment. As compliance and tracking experts, Integrishield ensures your company's well-being no matter your needs.

Kessler, Orlean, Silver & Co., P.C. (Booth#106) 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 #117) 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.
MDT Direct (Booth #120) 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.

Muno, Summers & Associates (Booth #101) www.munosummers.com
Muno, Summers & Associates is an employee assessment firm. The ability to hire, manage and promote employees with strengths matched to specific positions is paramount in maximizing organizational success. Our customized talent acquisition and management system enables you to reduce employee turnover, increase employee productivity and develop managers into leaders.

NCCT National Center for Competency Testing (Booth #111) www.ncctinc.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 #105) 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 #107) 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.
Penn Foster (Booth #118) www.pennfoster.edu
Founded in 1890, Penn Foster has been a leader in career-focused distance and hybrid learning for over 125 years. More than 13 million people have enrolled in our College, Career School and High School to further their education and learn advanced skills to better position them for life success.

Platinum Educational Group (Booth #203) 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.

Target Direct Marketing (Booth #113) www.targetdirectmarketing.com
Target Direct Marketing is a Performance Marketing Company that has provided lead management services within the education sector for over 20 years. We have a proven track record of increasing our clients’ enrollment rates through services such as: Bullseye Lead Management System; Lead Generation; TDM Text Messaging; Direct Mail. Let us help you increase your enrollment rate!

Text Aim (Booth # 122) 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 #115) 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.

Training Masters (Booth #109) www.trainingmasters.com
Whatever type of training challenge you’re facing, Training Masters® can help. Having amassed a wealth of experience in raising the level of instructional excellence in career schools. Training Masters also reaches beyond the career school environment with customized programs. What’s the bottom line? No matter what type of training you require, Training Masters has developed or can customize an effective program to meet your needs.
**Tuition Options (Booth #124) www.tuitionoptions.com**
Tuition Options is a complete private loan servicer for post-secondary schools. Since 2008, the company has originated and serviced over $1.3 billion of private education loans. Our SSAE 16 compliant platform provides seamless application flow, data analytics, industry-leading collections results and reporting with all functionally managed internally.

**UNISA Inc. (Booth #204) 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 #110) 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.

**Velocify (Booth #125) www.velocify.com**
Velocify is a market-leading provider of cloud-based intelligent sales software, designed for high-velocity sales environments. Velocify helps sales teams keep pace with the speed of opportunity and increase revenue by driving rapid lead response, increased selling discipline, improved productivity, and actionable selling insights.

**Wonderlic (Booth #103) www.wonderlic.com**
Wonderlic is a leader for student admissions and placement testing, pre-employment assessments and engagement surveys. Increase the quality and efficiency of your recruitment and retention processes through Wonderlic’s proven solutions that help predict student and employee success. Approved by the US Department of Education and recognized by all major accrediting associations.
ACCET appreciates the contributions and participation of our exhibitors.

Thank you for your support
A Toast to Our Sponsors
Our Services

Marketing Communications
Media Production, Planning & Placement
Mystery Shopping
Training
*featuring EnrollMatch® and EnrollMatch® Essentials
Variable Print on Demand
Website Design & Development

55 E. Jackson Blvd., Suite 950 • Chicago, IL 60604
(312) 262-7400 • NortonNorris.com

Got People Problems?

- Admissions Rep Turnover?
- Instructors affecting student retention?
- Need more of the right kind of enrollments?
- Employee turnover costing you time and money?

Visit us in the Exhibit Hall to learn how career colleges throughout North America are utilizing our Assessment System to reduce their people problems.

Muno, Summers & Associates
Hire, Manage, and Promote with Confidence

P.O. Box 882 • Oldsmar, FL 34677 • Phone 813-925-6410 • Fax 813-925-6420
Toll free: 866-JOB-FITS • Internet: munosummers.com
Don’t Miss the Wonderlic Session:
Assessment: A Strategic Key to Improve Compliance, Decision Making, and Outcomes

Assessment is crucial to every stage of the student life cycle, from admissions to certification and job placement.

Presented by:
Amanda Opperman
Senior Institutional Effectiveness Specialist, Wonderlic

&
Dana Van Laeys
VP Education Development, N CCT

Come learn how institutional leaders, educators, administrative staff, and students can better utilize assessment processes on their campuses.

Tuesday
October 27th
3:00 - 4:15 p.m.

Visit Our Website: wonderlic.com

DROP BY THE GRAGG BOOTH FOR A CHANCE TO WIN A FREE IPAD MINI!

Your students communicate by text... do you?

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 or thousands of students through a system as easy to use as email. Ask us for a demo and we can show how it would work for you.

textalm.com
602.795.5470
“Thank you for choosing to join us for the 2015 ACCET Annual Conference”

Mark your calendars NOW!

ACCET Annual Conference
Oct. 31—Nov. 2, 2016
Santa Ana Pueblo, New Mexico