

2017 ACCET Conference Preliminary Program Highlights

November 6-8, 2017

Monday: November 6

- **8:30am – 10:15am: Up Close and Personal with the ACCET Accreditation Staff & 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, financial review? Commissioners are also available to answer questions.

Hosts: ACCET Staff & Commissioners

- **10:30am – 11:45am: Views from the Field**

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.

Presenters:

Dr. Bill Larkin, Moderator

Steve Gunderson, President, CECU

Michelle Edwards, President, ACICS

Robert Johnson, Executive Director CAPPS

Nadine Baladi, President, USA Operations, ILSC Education Group

Courtney Arbour, Director, Texas Workforce Development Division

Jay Vaughan, Partner, Chair Cooley Education Practice Group

- **1:30pm – 3:00pm: Keynote Plenary Session**: Speaker, Former US Congressman Henry Bonilla of Texas; Partner, The Normandy Group

- **3:15 – 4:30pm: Annual Business Meeting:**

Peggy Tideman, 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 which requires a quorum of voting members and/or proxies. ACCET Executive Director, Dr. Bill Larkin, will deliver his annual report to the members.

- **5pm – 7pm: Exhibitor's Reception:**

The Grand Opening of the Exhibit Hall is always a favorite hallmark of the conference as colleagues and vendors join together to share information, renew friendships and enjoy special cuisine and beverages. Visit every booth to support the professionals who provide valuable services and products to our schools and 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: Nov. 7

- 8am – 9am: Continental breakfast with Exhibitors in Exhibit Hall
- 8:00am – 8:30AM: ACICS schools meet and greet with ACCET Management
- 9am – 10:15am:
 - **Exceeding ACCET standards: What's in a strength?**

Want to know the most common strength 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.

Presenters: ACCET Staff

- **Mission Impossible: How to get the most from your school's Mission Statement**

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.

Presenters:

Jeff Duff, Airstreams Renewables
The Joseph Business School

- **Conversations of Leaders: A Roundtable for CEOs/Campus Directors (Invitation Only)**

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 and 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.

- **Critical Issues in the DOE's Recognition of ACCET and other Accrediting Agencies**

Institutions must be accredited by an accrediting agency recognized by the Department of Education to access federal student aid and to issue student visas. That process is changing and becoming more unpredictable than ever. Attend this session and learn what you can do 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.

Presenters:

Ken Ingram, Legal Counsel & Partner, Whiteford Taylor & Preston
Mike Gartner, Partner, Whiteford Taylor & Preston
Judy Hendrickson, ACCET Staff

- **10:15am – 10:45am: Coffee Break with Exhibitors**

- 10:45am – Noon

- **Completion and Job Placement: Placement verification and 3rd party audits**

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.

Presenters:

Rick Wood, Institute of Technology

Elizabeth Herron, Solutions Executive, CARS (Collegiate Admissions & Retention Solutions)

ACCET staff

- **How Technology is Impacting Today's Curriculum**

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. Hear 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.

Presenters:

Lori Sypher, Vice President Private Sector Sales, Elsevier

Alan Hensley, Vice President, National Sales Manager, McGraw Hill

Debbie Ogilvie, Asst. Vice President Channel Relations, Pearson Learning Solutions

Dana Van Laeys, Vice President Education Development, NCCT

- **Marketing & Admissions: The Good, The Bad, and the Ugly**

This panel will discuss the three truths or misconceptions of an Institutions 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.

Presenters:

Darryl Mattox, President, Gragg Advertising

Mitch Talenfeld, CEO, MDA Marketing

Gregg Mikeljohn, President, Enrollment Resources

Richard McColloch, CP Client Services, Tribeca Marketing Group

David Vice, CEO, Asher College, Moderator

- **Scales and Frameworks for English and Workforce: Updates from the Field**

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 the 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.

Presenter:

Sara Davila, Global Scale of English Lead, Pearson English

- **Lunch with Exhibitors: Noon – 1:30pm**

- 1:30pm – 2:45pm

- **The Only Constant is Change - an Update on the Federal Landscape**

Never before has higher education faced so many legislative and regulatory changes at one time! The 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!

Presenters:

Steve Gunderson, President, CECU

Jay Vaughan, Partner, Chair, Cooley Education Practice

- **SEVP: IEP Session**

SEVP experts will provide information on common issues and upcoming guidance. ACCET is always pleased to have the SEVP staff personally attend the ACCET Conference. This session will also include responses to your questions as curated by an ACCET member.

Presenters:

SEVP Staff

- **Maintaining Compliance between grants**

Join our panel of ACCET staff to discuss the requirements of maintaining accreditation between site visits. Relocating, adding new programs, changing ownership? Find out what is required, by when and to whom to ensure continued compliance.

Presenters: ACCET Staff

- **Accreditation Buy-in: Changing Campus Culture**

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.

Presenters: Alissa Olgun, California Language Academy;
ACCET Staff

2:45pm – 3:00pm: Break

3:00pm – 4:15pm

- **Initial Applicants: Start Here – a map to accreditation**

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.

Presenters:

ACCET Staff

Commissioners

- **Critical Federal Update: The Impact of the Latest Title IV Regulations on your Institution**

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.

Presenters:

Sally Samuels, Director of Compliance, FAME

Eileen Keller, Partner, Salmon Sims Thomas

- **Standard III - Financial Capacity and Responsibility (IEPs)**

Are you compliant with Standard III? Join this session for a review of stability requirements, CPA attested audits, auditor notes, periods of financial obligation, and refund calculation worksheets for Intensive English Programs.

Presenters:

ACCET Staff and Financial Review Committee Members

- **Community Service: Training Community leaders**

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. Tilia Community Service Award.

Presenters

Carol Crehan, ACCET Accreditation Coordinator

ACCET Membership

- **4:30pm – 5:30pm:** Happy Hour Cocktail Reception

Wednesday: Nov. 2

- **8:30am – 10:00am: Seated Breakfast: Keynote Plenary Session: Roben Graziadei, Senior Consultant, Franklin Covey, Speaker**
Presentation of Community Service Award to Deserving ACCET Institution

- **10:00am – 11:30am: Commissioner’s Perspective**

Select Commissioners share their industry experience as it relates to changes in the international market, maintaining membership with multiple accreditors, keeping up with job market trends, and focus on student outcomes.

Presenters:

ACCET Commissioners