

Case Name: *In the Matter of* Accrediting Council for Independent Colleges and Schools

Docket No.: 16-44-O

Filing Party: Respondent, Accrediting Council for Independent Colleges and Schools

Exhibit No.: B-O-19

Advocacy ★ Communication ★ Professional Development

 **CAPPS**

CALIFORNIA



A Better Way!

CAREER EDUCATION



**CAPPS LEGISLATIVE
POLICY CONFERENCE**

APRIL 16-17, 2018

SACRAMENTO, CA

WELCOME TO THE CAPPS 2018 LEGISLATIVE POLICY CONFERENCE!

On behalf of the Board of Directors of the California Association of Private Postsecondary Schools (CAPPS), I would like to welcome you to the 2018 CAPPS Legislative Policy Conference.

Our Conference theme this year is: California Career Education: A Better Way." We know that the benefits of enrolling in occupationally specific training that is designed to match employer needs and student talent is a winning formula for Higher Education. We are the Higher Education Sector that accepts adult students who are seeking a more focused educational experience and turns them into successful employees.

Our message and our theme are if one puts aside their partisan ideology for a moment and examines what we do for students, there would be a better environment for all of us. No single Higher Education sector can meet all the differing educational demands that people have, and we should all respect what the various Higher Education Institutions offer. But in the hyper-partisan world we live in, that is very difficult.

This year we are again confronted with challenges regarding our sector's ability to prosper in the coming year. Our Governor and Attorney General along with their supporters in State Government have commenced "Operation Resistance" which is in its essence an opposition to anything coming out of the Trump Administration. They have filed dozens of lawsuits against the Federal Government and are intent on blocking the Trump Administration whenever and wherever possible.

The Department of Education under Secretary DeVos has been the recipient of a number of these lawsuits due to their rewrite of some of the more onerous

regulations from the Obama era. As the frustration level mounts for those who wrote the original Gainful Employment and Borrower Defense regulations and our sector is once more treated like any other sector of Higher Education, we can expect more pushback from those in California that are part of the "Resistance". Some of this pushback may come in the form of new State Legislation and some in the form of new initiatives to limit our access for funding resources such as Cal Grants and Veterans.

There is much we can do together to keep our sector of Higher Education alive and moving forward. We must work together and support those who support us. We must work with our National Association, CECU, to reauthorize the Higher Education Act. We must stay united as a sector to continue to stand up for ourselves and our students. We must improve our collaboration with those who are open to collaborating with us. No Institution can survive without supporters and that is true of Associations as well. We must organize the support of our students, faculty, employers, and alumni.

Our sector is not easy. Higher Education is not easy. We are here because we love what we do. We cherish our staff and students, partner companies, and each other. Let our Exhibitors and Sponsors know how much we appreciate their participation. Without them it would be very difficult to have this event.

If there is anything I, or the Board and Staff can do, please let us know. Thank you for your attendance

(b)(6)

Sincerely,
Sal Younis
Executive Director, Institute
for Business & Technology
CAPPS Board President 2018

CAPPS 2018 EXCELLENCE IN COMMUNITY SERVICE AWARDS

The CAPPS Excellence in Community Service Awards were inaugurated in 2016 to recognize CAPPS Member Schools that have demonstrated exceptional commitment to their local community.

Three awards (Gold, Silver, and Bronze) are given annually to recognize and encourage initiatives in community service, service learning, and civic engagement that have a significant impact on the communities served by our schools.

Please join us in congratulating our 2018 award winners!



Learn more about our award winners' community service programs during the awards ceremony, right here at the conference, April 17th at 1:00 PM.

Thank you to all of the CAPPS Member Schools that submitted award applications. We are proud to count such generous and civic-minded schools as part of our Association!

- Advanced Training College
- American Career College *GOLD**
- Bellus Academy *SILVER**
- California Institute of Advanced Management (CIAM) *BRONZE**
- High Desert Medical College
- Institute for Business and Technology
- Institute of Technology - Clovis
- Institute of Technology - Modesto

- Premiere Career College
- San Diego University of Integrative Studies (SDUIS)
- SBB College
- Studio School (formerly Relativity Media)
- UEI – San Marcos
- Unitek College
- West Coast University - Ontario

MONDAY, APRIL 16

9:30 AM - 11:15 AM in ROOM 127 @ THE CAPITOL BUILDING

Morning @ The Capitol

CAPPS Lobbyist Matt Back will talk about how to successfully engage with any elected official and what you can do to exert legislative influence in Sacramento and your local area. Followed by visits to your chosen legislator's office.

1:00 PM - 2:30 PM in REGENCY B

CAPPS President's Welcome

Sal Younis, Executive Director, Institute for Business & Technology

State Legislative Update

Matt Back, President, Matt Back Government Relations

Robert W. Johnson, Executive Director, CAPPS

A Word from the DCA

Dean R. Grafilo, Director, California Department of Consumer Affairs (DCA)

2:30 PM - 3:00 PM in REGENCY C

Break with Exhibitors sponsored by Enrollment Resources

3:00 PM - 4:00 PM in REGENCY B

All Summer Vacations: Deferred or Cancelled!

Steve Gunderson, President, Career Education Colleges and Universities (CECU)
This may be our sector's busiest summer yet! Are you ready? The proposed new rules on both Gainful Employment and Borrower Defense are expected in June. That means we'll have 30 to 60 days to submit thousands of public comments. And, we must prepare for the avalanche of attacks that will come from those seeking to preserve and protect the Obama Regulations. Then, there is the Higher Education Act. Both the House and Senate Committee Chairs remain committed to action in 2018. Can you delay that summer vacation until Christmas?

4:00 PM - 5:00 PM in REGENCY B

The Legal Update

CAPPS General Counsel Keith Zakarin,

Partner, Chair of the Education Practice Group, Duane Morris LLP

5:00 PM - 6:00 PM in VENTURA

Independent Coalition of Educators PAC (ICEPAC) Reception with special guest Senator Richard D. Roth

Requested donation: \$500 per person, \$1000 per institution (2 people). To RSVP, please see CAPPS Executive Director Robert Johnson or the CAPPS Registration staff.

5:00 PM - 7:00 PM in REGENCY C

Welcome Reception with Exhibitors Sponsored by Elsevier

TUESDAY, APRIL 17

8:00 AM - 9:00 AM in REGENCY C

Breakfast with Exhibitors

9:00 AM - 10:30 AM in REGENCY B

CAPPS President's Welcome

Sal Younis, Executive Director, Institute for Business & Technology

Message from Elsevier, our Grand Sponsor

Lauren Armstrong, National Account Specialist, Elsevier

Special Guest from the California Assembly

California State Assemblywoman Shirley Weber (D-San Diego)

The BPPE Update

Leeza Rifredi, Deputy Bureau Chief, BPPE

10:30 AM - 11:00 AM in REGENCY C

Break with Exhibitors sponsored by Powers Pyles Sutter & Verville PC

11:00 AM - 12:00 PM in REGENCY B

The Accreditor Panel

Florence Tate, Executive Director, ABHES

Dr. William V. Larkin, Executive Director, ACCET

Michelle Edwards, President, ACICS

Dr. Leah K. Matthews, Executive Director, DEAC

Dr. Jamiene S. Studley, President, WSCUC

12:00 PM - 1:00 PM in REGENCY C

Luncheon with Exhibitors featuring Speed Matchmaking!

Join Educational Advisors during your lunch as they host speed matchmaking between institutional support services and institutions.

1:00 PM - 2:00 PM in REGENCY B

The Many Benefits of Community Service: A Panel Discussion

Roy Hurd, President, Empire College

Sherie Hurd, Executive Vice President, Empire College

Yasith Weerasuriya, President, Stanbridge University

CAPPS 2018 Excellence in Community Service Awards

Presentation of the 2018 Gold, Silver, and Bronze awards

2:00 PM - 3:15 PM in REGENCY B

What's Next for ACICS?

Michelle Edwards, President, ACCIS

The Federal Update

Stanley A. Freeman, Principal, Powers Pyles Sutter & Verville PC

Closing Remarks

CAPPS President Sal Younis, Executive Director, Institute for Business & Technology



Table #4 thecoursekey.com

CourseKey is a location-based active learning platform that automatically captures and tracks clock-hours and student attendance. Whether in the classroom, lab, or clinical setting, the flexible solution becomes a key element of an institution's compliance and accreditation strategy. Additionally, CourseKey offers engagement and analytics solutions that help track career readiness and improve outcomes -- all through the devices students are already bringing to class; their smartphones, tablets or laptops. Neither an LMS nor SIS, CourseKey is a classroom-centric solution that pulls real-time data from the classroom and pushes it right to your existing systems.

ELSEVIER

Table #10 elsevieradvantage.com/career

Elsevier Education empowers higher learning institutions and educators with exceptional content, learning technology, and assessment tools that help transform today's students into tomorrow's healthcare professionals.



Table #6 enrollmentresources.com

Enrollment Resources is the leading innovator in the proprietary Career Education Sector, dedicated to helping our clients increase student enrollment and profitability. Since 2003, Enrollment Resources has outpaced the competition with proven and reproducible marketing systems that represent the very best practices the industry has to offer. These systems – our iMarketing Services, Admissions Performance Institute, and our Virtual Adviser suite of software – can be used separately, or for best results, together. The results are effective marketing campaigns, productive admissions staff, happier students and a stronger bottom line.



Table #1 graggadv.com

Gragg Advertising is a full service, direct response EDU agency focused in marketing technology. We create a fluid and compliant admission process, develop holistic marketing strategies and provide quantifiable results for our clients. Traditional branding strategy with proven direct response tactics creates advertising that makes a difference.



Table #2 textaim.com

TextAim is a communications company that allows back and forth conversations with students by text. Since students prefer to use text instead of phones and email, TextAim helps schools to communicate with hundreds or thousands of students through a system as easy to use as email. It is cloud-based, so no IT department needed. TextAim is different than any other text program available and helps streamline and simplify communications with students for different departments.



Table #8 tfctuition.com

For nearly 50 years, **TFC Tuition Financing** has provided tuition-financing alternatives. Our programs enable schools to increase cash flow and enrollments while eliminating the difficult tasks of tuition collection, servicing and reporting. **NO CREDIT CHECKS, NO ORIGINATION FEES & NO START-UP FEES.** TFC Tuition Financing provides all the materials necessary to implement our tuition financing programs at no cost to the school. Our mission is to provide long-term quality service to our clients. The government required TILA disclosures are available on our website for no additional cost to our client schools.



Table #9 tuitionoptions.com

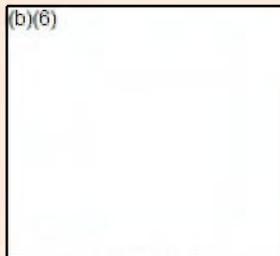
Tuition Options is a licensed institutional loan and payment plan servicer. We help schools implement and manage the recovery of accounts receivable via a compliant origination process, student-friendly effective servicing strategies, comprehensive reporting tools and flexible borrower repayment options. Stop by our booth to learn how we can help your school comply with the new Student Loan Servicing ("SLS") Act.



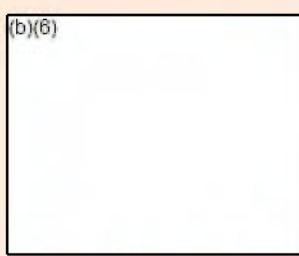
Table #7 vanRijnCPAs.com

Specializing in providing services to private postsecondary schools, **van Rijn & Associates** is a full-services Certified Public Accounting firm committed to serving clients with personalized attention. The firm's educational partner is intimately involved in all phases of services to career schools and has a solid reputation for being responsive and attentive to clients' needs in a timely manner. In addition to financial statement and compliance audits, the firm also provides other comprehensive accounting and tax services.

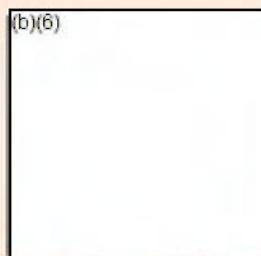
SPEAKER BIOS



Matt Back



Michelle Edwards



Stanley A. Freeman

Matt Back

President
Matt Back Government Relations

Matt Back has worked in California politics for nearly 20 years, with experience both in and out of State Government. In this time, he gained extensive knowledge of the legislative and regulatory process, while developing strong contacts throughout state government. This experience, coupled with a strong reputation and work ethic, has helped the firm achieve success for its clients in California's complex legislative and regulatory arena.

Michelle Edwards

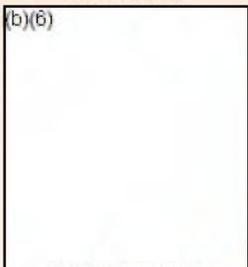
President and CEO
Accrediting Council for Independent Colleges and Schools (ACICS)

Michelle Edwards joined ACICS as the President and CEO in July 2017. Prior to her appointment she served on over 50 on-site evaluation team visits for ACICS, participated on their Intermediate Review Committee, and served on the Council/Board of Directors; most recently in the role of Chair. Edwards has been engaged in proprietary education since 2008 most recently serving as Chief Academic and Compliance Officer, member of the Board of Directors, and Corporate Secretary for Delta School of Business & Technology (Delta Tech) in Lake Charles, LA. During the same time period she was active with the Louisiana Association of Private Colleges and Schools and served on their Board of Directors, as well as numerous other non-profit organizations. Prior to entering proprietary education Edwards worked in various companies in the role of corporate training.

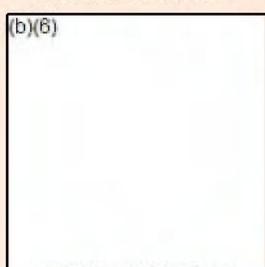
Stanley A. Freeman

Principal
Powers Pyles Sutter & Verville PC

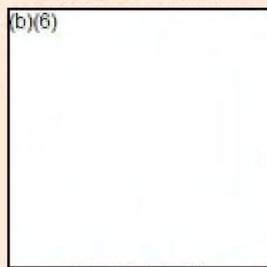
Stanley A. Freeman joined Powers Pyles Sutter & Verville in 1994. He is the former president of the firm and founder of the firm's education practice. Stanley has been actively involved in representing educational institutions for more than 20 years. In his practice, he counsels individual educational institutions, corporate investors in higher education, associations of schools and colleges, and allied educational companies on administrative, transactional, regulatory and litigation matters. He has represented numerous schools before the U.S. Department of Education and before other federal agencies, state educational oversight agencies, and accreditors on compliance matters, financial responsibility concerns, legislative issues, and investigative matters. He has also litigated cases in the state and federal courts. He spends much of his time advising clients concerning regulatory and compliance matters arising under the Higher Education Act of 1965, including program reviews, audits, substantive changes, changes in ownership and control, and other oversight matters. Stanley has authored numerous articles on federal student financial aid issues for higher education publications and frequently speaks to gatherings of college officials and student aid administrators.



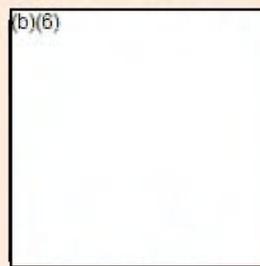
Dean R. Grafilo



Steve Gunderson



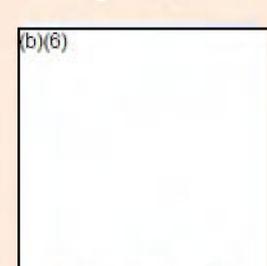
Roy O. Hurd



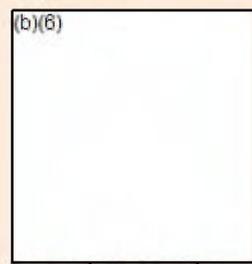
Sherie L. Hurd



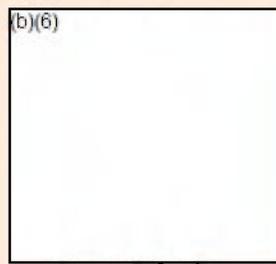
Robert W. Johnson



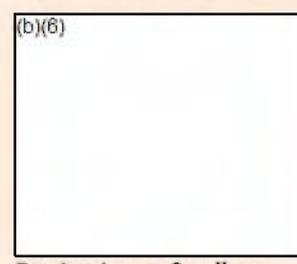
Dr. William V. Larkin



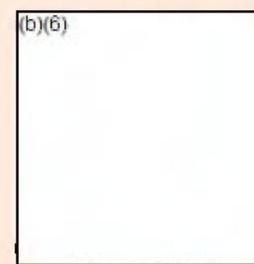
Dr. Leah K. Matthews



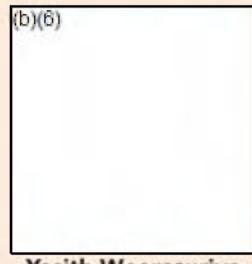
Leeza Rifredi



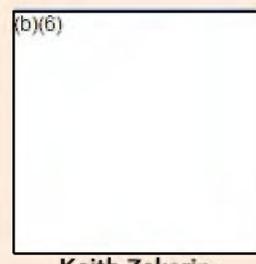
Dr. Jamiene Studley



Florence Tate



Yasith Weerasuriya



Keith Zakarin

SPEAKER BIOS

Dean R. Grafilo

Director
California Department of Consumer Affairs (DCA)

Dean R. Grafilo was appointed director at the Department of Consumer Affairs in February 2017. With DCA's executive team, he leads the regulatory entities and other divisions within DCA. Prior to his appointment, Grafilo was chief of staff in the office of state Assembly Member Rob Bonta since 2012. He was associate director of government relations at the California Medical Association from 2009 to 2012, chief of staff in the office of Assembly Member Warren T. Furutani from 2008 to 2009, and a senior legislative assistant in the office of Assembly Member Alberto Torrico from 2004 to 2008. Grafilo was an organizer representative at Service Employees International Union Local 925 from 2003 to 2004, and a political intern at the M.L. King County Labor Council in Seattle in 2002. Starting in 1996 through 2001, he was a field representative and organizer at International Longshore and Warehouse Union Local 142 in Hawai'i.

Steve Gunderson

President and CEO
Career Education Colleges and Universities (CECU)

Steve Gunderson's entire career has held the issues of education and workforce investment as priorities for both the nation and his professional work. His commitment began at the age of 23, when he was first elected to the Wisconsin State Legislature. After three terms in Madison, Gunderson served 16 years in the U.S. Congress. Following his career in public service, he was named the senior consultant and managing director of the Washington office of The Greystone Group, a strategic management and communications consulting firm. Gunderson served as President and CEO of the Council on Foundations between 2005 and 2011. In 2012 Steve became President and CEO of the Association of Private Sector Colleges and Universities. Under his leadership, he has worked to refocus the association and the sector on workforce education programming. He has become a strong voice for postsecondary career education, writing and speaking on this topic across the nation.

Roy O. Hurd

President
Empire College

Roy Hurd has been involved in private education and school administration for more than 40 years., the past 31 years as President of Empire College in Santa Rosa, CA. Prior to 1987, Roy was President of Sawyer College in Santa Clara and earlier served as Executive Vice President and Chief Executive Officer of a 12-campus postsecondary college. He has acted as a vocational and degree-granting institution evaluator for the ACICS and for the California Council for Private Postsecondary and Vocational Education (CPPVE). Roy has served on the board of directors of the California Association of Private Postsecondary Schools (CAPPS), serving as president in 2004. In 2011, Roy was inducted into the CAPPS S.T.A.R. Hall of Fame.

SPEAKER BIOS

Sherie L. Hurd

Executive Vice President
Empire College

Sherie Hurd has over 30 years experience in the private postsecondary education sector with Empire College. As Executive Vice President, Sherie oversees, and plays a hands-on role, in marketing, public relations, and overall administration at the college. Sherie has also served as accreditation evaluator for the ACICS.

Robert W. Johnson

Executive Director
CAPPS

Robert Johnson has been the Executive Director CAPPS since 1998. Robert's responsibilities include working closely with his Board of Directors and membership in representing the Association and the Private Postsecondary Education Sector to Policy Makers and the Public. He has worked with Governors, State and Local Legislators, Boards, Commissions, as well as State regulatory bodies such as the Department of Consumer Affairs (DCA) on matters relating to the Private Postsecondary Education Sector. He administers the Independent Coalition of Educators Political Action Committee (ICEPAC) and the CAPPS 501C3 Foundation. Robert is responsible for implementing sector capacity building programs, and spends much of his time advising member schools on business, regulatory, accrediting, and legal matters that may affect their institutional readiness. Before assuming his position as Executive Director of CAPPS, Robert managed public sector economic development and job training programs in California, including extensive work on Military Base closures. He also worked with Federal and State officials in crafting National Job Training Legislation. Robert has been an active member of the California State Bar Association since 1980 and has offices in both Sacramento and Southern California.

Dr. William V. Larkin

Executive Director
Accrediting Council for Continuing Education & Training (ACCET)

Dr. William V. Larkin's career in education spans four decades of service to students and educational institutions and he holds the distinction of being one of the few college presidents who has served in that capacity for both a not for-profit and a for-profit institution. Dr. Larkin's early higher education career was in student affairs and professional development. In 2003, Pennsylvania's Governor appointed Dr. Larkin to the position of Deputy Secretary for Postsecondary and Higher Education. Dr. Larkin was appointed President of The Art Institute of Philadelphia in 2005. In 2010, he left The Art Institute to accept the position of President and CEO at Pennsylvania Institute of Technology, a Middle States accredited two- campus, two-year, technical and allied health, not for- profit college in the Philadelphia region.

SPEAKER BIOS

Dr. Leah K. Mathews

Executive Director
Distance Education Accrediting Commission (DEAC)

Dr. Leah Mathews began serving as the DEAC Executive Director in 2013. Dr. Mathews comes to DEAC from her previous position as Vice President for Recognition Services at the Council for Higher Education Accreditation (CHEA). Dr. Mathews served nearly 12 years on the staff of the Accrediting Commission for Career Schools and Colleges. Prior to joining ACCSC, Dr. Mathews worked for five years as a civilian based at the U.S. Army Japan Headquarters in Zama, Japan where she directed family support services and education programs for children and youth and where she directed the Army Family Action Plan advocating for post-secondary education opportunities for soldiers and families assigned to the U.S. Army Japan, Headquarters. Dr. Mathews also taught for several years in the Baltimore City Schools system. Dr. Mathews frequently speaks on the topic of accreditation and distance education. She served as a non-federal negotiator for the U.S. Department of Education's 2014 Rulemaking Sessions on multiple areas that included distance education state authorization. Dr. Mathews is currently serving an At-Large Member of the WICHE Cooperative for Educational Technologies (WCET) and as a board member of the National Council for State Authorization Reciprocity Agreements (NC-SARA).

Leeza Rifredi

Deputy Bureau Chief
Bureau for Private Postsecondary Education (BPPE)

Ms. Leeza Rifredi, Deputy Bureau Chief has worked for the Bureau for Private Postsecondary Education and its predecessor agency since 1995, in the last 13 years Ms. Rifredi has worked in all aspects of the Bureau and most recently managed the Licensing Unit prior to becoming the Deputy Bureau Chief.

Dr. Jamiene Studley

President
WASC Senior College and University Commission (WSCUC)

Jamiene S. Studley became the sixth president of the WASC Senior College and University Commission (WSCUC) on January 16, 2018. Ms. Studley was deputy undersecretary of the U.S. Department of Education from 2013 to 2016. She also acted during vacancies in the positions of under secretary and assistant secretary for postsecondary education. Ms. Studley served on the federal advisory committee on accreditation, the National Advisory Committee on Institutional Quality and Integrity (NACIQI) from 2008 to 2013 (chair, 2011-13). Earlier Ms. Studley was the department's deputy and then acting general counsel from 1993 to 1999. Ms. Studley has served in a number of other higher education roles, notably as the first female president of Skidmore College and as Associate Dean & Lecturer in Law at Yale Law School. Her nonprofit leadership experience includes CEO and now President Emerita of Public Advocates Inc. and executive director of the National Association for Law Placement. She serves on the boards of KQED and the Foundation for Student Success.

SPEAKER BIOS

Florence Tate

Executive Director
Accrediting Bureau of Health Education Schools (ABHES)

Ms. Florence Tate commenced as the ABHES Executive Director, effective November 2014. Ms. Tate, former President of Potomac College, Washington, DC, has worked in postsecondary education for over 30 years. Previously, she served as Commissioner and Chair of the Accrediting Council for Continuing Education and Training (ACCET) and has participated in over 300 accreditation evaluation visits for three national accrediting agencies, including ABHES. Ms. Tate has served on several boards, regulatory councils, and advisory groups, and has been a frequent presenter on issues affecting higher education. As the Executive Director, Ms. Tate manages the operations of ABHES, including overseeing accreditation activities and staff. She serves as liaison to state and federal regulatory bodies, including the U.S. Department of Education, and works closely with other national accrediting agencies, as well as credentialing agencies in the health care disciplines. She is the primary liaison to the ABHES Commission and serves as staff liaison to a variety of committees, including the Commissioner Nominating. She also oversees and is the primary editor for ABHES' bi-annual newsletter, The Advantage.

Yasith Weerasuriya

President & CEO
Stanbridge University

Yasith Weerasuriya currently serves as CEO of Stanbridge University and has over 20 years of executive leadership experience in private sector colleges. Yasith serves on a number of boards including Discovery Cube Orange County and World Affairs Council of Orange County. He has previously served on the boards of CAPPs, the Orange County Workforce Investment Board, and the Second Harvest Food Bank of Orange County.

Keith Zakarin

Partner
Duane Morris LLP

Keith Zakarin is the chair of Duane Morris' Education Practice Group and is a member of the firm's Partners Board. Mr. Zakarin exclusively represents private postsecondary schools and colleges. His representation of these schools nationwide includes such diverse areas of law as student and employee litigation, regulatory and administrative counseling and litigation, mergers and acquisitions, accreditation counseling and advocacy, employment counseling and risk management. Mr. Zakarin is not just an attorney representing colleges; he also owned and operated an accredited private college for thirteen years. Mr. Zakarin is a 1986 graduate of the University of California, Berkeley, Boalt Hall School of Law, and a summa cum laude graduate of the University of California at San Diego.

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