**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-20
Session Details

Monday, June 4, 2018

9 – 10 a.m.

Plenary Session

Opening Plenary: Your Role in Creating Tomorrow’s Workforce

Seth Mattison

10:30 – 11:30 a.m.

Campus Development
Between Storms: Use the Opportunity to Recruit Transparent, Fair and Successful Admissions Processes
Duane Morris

Government Relations
The Impact of Tax Reform: What Must Your Institution Know
CliftonLarsonAllen LLP

Marketing Outreach
The Silver Bullet in Lead => Enrollment Improvement
Level Agency

Navigating the New Compliance Audit Guide

The Marketing vs. Admissions Divide:
Leadership Mindset and High Performance Cultures: How to Thrive in a Time of Accelerating Change
The Pacific Institute

Workforce Alignment and Deliberate Employee Development
Nightingale College

Staying On-Course Online: Best Practices for Engaging Successful Online Students
Rouse Frets Law Firm

Building a Collaborative Environment to Drive Improved Student Outcomes & ROI
MDT Marketing and Southeastern College

Campus Development

No Internet? No Device? No Problem: Making Digital Course Materials Easily Accessible
Ambassador Education Solutions

Skate to Where the Puck is Going: Advising Students Based on Occupation Insight
Campus Management Corp.

"Flipped Leadership:" A New Employee Management Approach for a New Era
MaxKnowledge, Inc.

Understanding Employment Law and the Cost of Non-Compliance: What You Don't Know CAN Hurt You!
Oasis Outsourcing

"What do you mean I can't give everyone a 20% raise?" Ways to engage and retain your staff
Sullivan University

Marketing Outreach

EDU Lead Gen The Next Gen
Higher Ed Growth

Google (Yes, Google) Presents on three Things You Should Be Doing to Get Better PPC Results
Ooze Media
Session Details | Annual Convention & Exposition

2:15 - 3:15 p.m.
Campus Development
Advanced Analytics
Empower Educators
National Healthcare Association (NHA)
Break Convention & Increase Retention:
Proven Skill Growth Strategies to Increase Student Success
PAIRIN
Today’s training leading to tomorrow’s jobs
ThruLine
To Close the Skills Gap,
Teach, Measure, then Share
Credly

3:30 - 4:30 p.m.
Plenary Session
Share Tank

Tuesday, June 5, 2018
9 - 10 a.m.
Plenary Session
Plenary: A Commitment to Service
Congressman Brian Mast

10:30 - 11:30 a.m.
Campus Development
Predictive Modeling for Financial Sustainability
CliftonLarsonAllen
Career Advancement Certifications: The use of
Government Relations
Embracing Change
Duane Morris LLP
Update on the Gainful Employment Rule
Hogan Marren Babbo & Rose

Marketing Outreach
How to Create a Culture of Innovation
Enrollment Resources
Evaluating your true acquisition cost per student
Statwax
Crunching the Data: Projection Modeling and Forecasting
Gragg Advertising

2 - 3 p.m.

Campus Development

Student Outcomes: How Schools Maintain and Accreditors Assure that Institutions are Fulfilling their Mission
Ritzert & Leyton, PC

Closing the Financing Gap and Expanding Access to Quality Education
Climb Credit

Partnering on Soft Skills-S/P2 and Cengage
Cengage

Composite Score Ratios

Impact of Future Accounting Changes and Neg Reg Discussions of Consequences
McClintock & Associates, PC
Almich & Associates
Drinker Biddle & Reath LLP

Government Relations

Consumer Information Boot Camp
Thompson Coburn LLP
Surviving (or even Thriving in) a Program Review by ED
Powers Pyles Sutter & Verville PC

Marketing Outreach

Getting the most out of your Facebook campaign for your school
Becker Media
Media Advertising in The Millennial Age: Bulls Eye planning & Realtime measurement of TV, Radio, and Digital Media Advertising
Engage | EDU

Plenary: Accreditation Panel

Moderator: David Vice, CECU Board Chair
Florence Tate, ABHES
Michelle Edwards, ACICS
Michale McComis, ACCSC
# Session Details

## Annual Convention & Exposition

### Peggy Tiderman, ACCET

#### Wednesday, June 6, 2018

<table>
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<tr>
<th>Time</th>
<th>Session Details</th>
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| 9 - 10 a.m. | Campus Development  
No More Square Pegs in Round Holes: Exploring Adult Learner Mindsets  
Eduventures/NRCCUA  
Government Relations  
Student Loan  
Repayment Analytics  
Loan Science  
OIG updated Audit Guide for Proprietary Schools and Servicers  
Department of Education Office of Inspector General  
New Borrower Defense to Repayment Proposed Regulations  
DeLuca Law LLC  
Marketing Outreach  
Growing Your High School Student Population - Why now is the right time!  
Association for the Advancement of the College Admissions Profession  
Which test Won?  
Enrollment Resources  
Marketing Speed Dating - Round Two  
Norton | Norris |
| 10:30 a.m. - Noon | Plenary Session  
Closing Plenary: Can We find Consensus: The Future of Postsecondary Career Education  
Moderator Doug Lederman, Inside Higher Ed  
Ben Miller, Center for American Progress  
Keith Zakarin, Duane Morris |

The Government Relations track will be submitted for CLE general credit hours by the MCLE Board of the Supreme Court of Illinois and the Florida Bar. The track has been submitted to additional state boards and is awaiting approval.

*Note: Session times and dates are subject to change based on confirmation by presenters.*