

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



2018 CECU Annual Convention & Expo

JOIN US AT THE **PREMIER EVENT** FOR THE POSTSECONDARY CAREER EDUCATION SECTOR

#CECU18



Session Details [View Track Descriptions](#)

[Monday, June 4, 2018](#) | [Tuesday, June 5, 2018](#) | [Wednesday, June 6, 2018](#)

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 Recraft Transparent, Fair and Successful Admissions Processes

Duane Morris

Government Relations

The Impact of Tax Reform: What Must Your Institution Know

CliftonLarsonAllen LLP

Navigating the New Compliance Audit Guide

Marketing Outreach

The Silver Bullet in Lead => Enrollment Improvement

Level Agency

The Marketing vs. Admissions Divide:

Leadership Mindset and High Performance Cultures: How to Thrive in a Time of Accelerating Change

Cooley LLP

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

1 – 2 p.m.

■ 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

Oozle Media

2:15 – 3:15 p.m. ■ Campus Development

**Advanced Analytics
Empower Educators**

National Healthcareer
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

■ 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

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

Additional Certifications to help Students in today's Job Market."

American Medical Certification Association

HR Boot Camp An Overview of Harassment, Discrimination and Bullying on Campus

Hogan Marren Babbo & Rose and Broadview University

Competing Career Education Models: Apprenticeships, Boot Camps, OPMs, Industry Partnerships and Other Alternative Training Models How to Keep Current Amidst the Disruption

Powers Pyles Sutter & Verville PC

Composite Score Ratios Impact of Future Accounting Changes and Neg Reg Discussions of Consequences

McClintock & Associates, PC

Almich & Associates

Drinker Biddle & Reath LLP

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

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

Engine | EDU

3:30 – 4:30 p.m.

Plenary Session

Plenary: Accreditation Panel

Moderator David Vice, CECU Board Chair

Florence Tate, ABHES

Michelle Edwards, ACICS

Michale McComis, ACCSC

Peggy Tiderman, ACCET

Wednesday, June 6, 2018

	■ Campus Development	■ Government Relations	■ Marketing Outreach
9 – 10 a.m.	<p>No More Square Pegs in Round Holes: Exploring Adult Learner Mindsets</p> <p>Eduventures/NRCCUA</p>	<p>Student Loan Repayment Analytics</p> <p>Loan Science</p> <p>OIG updated Audit Guide for Proprietary Schools and Servicers</p> <p>Department of Education Office of Inspector General</p> <p>New Borrower Defense to Repayment Proposed Regulations</p> <p>DeLuca Law LLC</p>	<p>Growing Your High School Student Population - Why now is the right time!</p> <p>Association for the Advancement of the College Admissions Profession</p> <p>Which test Won?</p> <p>Enrollment Resources</p> <p>Marketing Speed Dating – Round Two</p> <p>Norton Norris</p>

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.