

2014 ACCET Conference Program

Conference Summary:

Monday: Nov. 3

8:45am – 10:15am: Up Close and Personal with the ACCET Accreditation Staff & Commissioners: Join this Round Table event where each of ACCET's Accreditation Coordinators will be on hand to share information relative to their areas of specialization. Do you have questions about branch campuses, changes of ownership, completion & placement, business plans, financial review, academic progress, etc.? Visit one or more tables to get updates and ask questions.

10:30am – 11:45am: Views from the Top: *Dr. Bill Larkin (ED, ACCET), Gena Wikstrom (ED, NW Career Colleges Assoc.), Joanne Wenzel (Bureau Chief, BPPE), Martina Fernandez-Rosario (US DOE), Dr. Mary Reeves (ED, CEA), Chris Lambert (Assoc. ED, ACCSC)*

ACCET proudly presents a distinguished panel of dignitaries from accrediting agencies, state organizations and the US Department of Education to share their expertise and offer their opinions on the latest trending topics in higher education.

Keynote Session: 1:30pm – 3:00pm

Keynote Speaker: **The Power of a Teacher:** *Dr. Adam Saenz*

Business Meeting: 3:15 – 4:30pm *Dr. Bill Larkin and the ACCET Commissioners*

Exhibitor's Reception: 5pm – 7pm:

Tuesday: Nov. 4

- 8am – 9am: Breakfast with Exhibitors
- 9am – 10:15am:
 - **Top Ten Findings on ACCET Visits: Vocational Schools** *ACCET Staff & Commissioners*
 - **Top Ten Findings on ACCET Visits: Avocational Schools** *ACCET Staff & Commissioners*

The ACCET Professional Staff and Commissioners discuss the Top Ten Findings noted on team reports over the past two years for both vocational and avocational institutions. Learn how to remedy these common weaknesses and join the Best Practices discussion.

- **Admissions Strategies : 10,000 Mystery Shops Reveal 10 BIG Opportunities For Your School** *Jean Norris & Vince Norton (Norton-Norris)*
From small schools to large chains; for-profit and non-profit, our shopping teams have covered the nation. Come join industry experts Dr. Jean Norris and Vince Norton as they share the most significant trends gained from over 10,000 mystery shops. In this MUST SEE session, everyone will have key takeaways to implement immediately to improve admissions, compliance and campus operations.
- **Emerging Issues in Disabilities Law in Employment, Admissions, Testing and More** *Ken Ingram & Mike Gartner (Whiteford Taylor & Preston)*
From physical building requirements to employment policies and procedures, school owners have a wide range of regulatory requirements to satisfy to maintain compliance with disability laws. We will provide you with the tools you need to stay on top of them.
- 10:15am – 10:30 am: Coffee Break with Exhibitors
- 10:30am – 11:45am
 - **ACCET: Best Practices: Planning, Policies and Procedures, and Personnel** *Tom Otley (Dale Carnegie); Yadexy Sierra (Mech-Tech College); Cristina Rodarte, (ACCET)*
Check out this session for a discussion of best practice examples on how strategic planning, robust policies and procedures, and focused personnel management can improve student outcomes, create a positive institutional culture, and foster better relationships with students, staff, and faculty.
 - **Occupational Wellness** *Dr. Adam Saenz ... Keynote speaker*
Three key “dashboard lights” tell us when it’s time to check under the hood of the vehicle we call our vocation: emotional exhaustion, depersonalization, and reduced personal accomplishment. You really do have power to make lives better, including your own.
 - **SEVIS/ SEVP Presentation** *Lou Farrell (SEVP Director); Susanna Warner (Unit Chief, SEVP Analysis and Operations Center); Roman Peacock (Program Analyst, SEVP Analysis and Operations Center)*
This session is always a highlight of the conference for schools who enroll international students, current SEVIS users, and those schools seeking initial certification. Whether your school is already accredited or in the process of accreditation, these experts from the SEVP will provide valuable information and updates.

- **Consumer Information Boot Camp**

Aaron Lacey (Thompson Coburn, LLP)

This session explores “best practice” strategies for managing the expanding universe of annual disclosure and reporting requirements. This breakout provides attendees with a framework for managing consumer information requirements in as effective and cost-efficient manner as possible.

- Lunch with Exhibitors: Noon – 1:30pm

- 1:30pm – 2:45pm

- **ACCET: Best Practices: Communication for Change**

Nadine Baladi (ILSC) & Matthew Nesson (ACCET)

How do you rate the conference facilities and presenters? Don’t know how to answer this double barreled question? Neither do your students. Want to get better feedback from student surveys? Take this crash course in effective survey writing and learn how to ask the right questions.

- **Leveling The Playing Field: A Key Factor in Program Design for IEP’s**

Brenda Robati (TLC President) & Lynore Carnuccio (TLC Director of Curriculum)

What is the relationship between level designations, their criteria, student placement, and curriculum in an IEP? Participants will examine various frameworks, and discuss the validity of each.

- **Assessment as an Innovation for Improving Student and Graduate Outcomes**

Candace Rodeman (Consultant, Noel Levitz)

Assessment is more important now than ever. Building and sustaining viable student success initiatives is critical, especially as media outlets question the value of career education. The current economic realities and educational policies present significant challenges for our schools and our students. What is the best way to respond?

- **Federal Updates: Critical Changes That Affect You Directly**

Keith Zacharin (Duanne Morris); Sally Samuels (FAME)

The last year has seen dramatic changes in federal regulation of private sector colleges. This session will discuss what’s happening, and what you can do about it.

3:00pm – 4:15pm

○ **Using Data to Get It Right: A Step-by-Step Approach to Holistic Cross-Channel Marketing**

Akeel Haider (Sparkroom Director of Marketing Services); Elizabeth Dye (Sparkroom Director of Marketing Analytics)

Do you really know who successful your student is and how to reach him or her? This workshop takes attendees through the process of defining target audiences, including demographics, behavioral attributes and media consumption to contribute to the development of cross-channel media campaigns that perform. If you're actively spending money in multiple media channels and not sure what is or is not working, this is the session for you.

○ **It's All About the Forms: Workshopping Refund Calculation Worksheets and Placement Verification forms**

Megan Ackerman-Yost and Lindsay Oakden (ACCET)

Are your refund calculation worksheets and placement verification forms working for you? Are they ACCET compliant? Have the experts take a look. Members of the Financial Review Committee and Completion and Placement Committee will lead a form workshop session. Bring in your institution's forms to see how they measure up.

○ **Assessing Oral Communication Skills**

○ *Beata Schmid (EF)*

Most teachers nowadays use communicative approaches in the classroom, but assessment of oral proficiencies is easily overlooked in favor of traditional, written assessment. Based on the Common European Framework of Reference's (CEFR) Oral Assessment Criteria, we will explore various ways of formally and informally assessing oral proficiency in the classroom on an on-going basis.

○ **Improving Completion and Placement :Equipping Your Students with Skills for Success**

Steve VerBurg (President, Dale Carnegie, Orange County, CA)

Equipping students for successful placement and sustained employment is critical to the success of vocational schools. Likewise, language schools are preparing their students for success in their lives and in their career. Dale Carnegie has more than 100 years of experience in equipping individuals for success in their careers. In the marketplace today, individuals are required to have more than just a technical education, they need to have the communication skills, human relation skills, and self-confidence to successfully get a job and keep it.

4:30pm - 6:00pm: Happy Hour Reception event

Wednesday: Nov. 5

Seated Breakfast: Keynote Session: 8:30am – 10:00am

Keynote Speaker: **“Being the Best:” Leading Yourself & Others to the Top**
Dr. Denis Waitley

10:00am – 11:30am: ACCET Town Hall (Bill Larkin & the ACCET Commissioners)

ACCET accredited members and initial applicants should not miss the ACCET Town Hall. 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.