A Partnership for Quality: Building on the Best.

2014 ANNUAL CONFERENCE
November 3-5 | San Diego, California
Hyatt Regency, Mission Bay Hotel
Dear ACCET Colleagues,

Having recently completed my first year as ACCET’s Executive Director, I am excited to say that it has been a very full and productive year. The Annual Conference is always a highlight of the year and is my pleasure to welcome you to San Diego where I look forward to personally engaging with you about the work we have done and our focuses in the years to come. The theme of this conference is aptly named “A Partnership for Quality: Building on the Best.”

With San Diego and Mission Bay as our backdrop, it strikes me that this is the perfect setting to reflect about our collective futures. During my first year in office, the Commission and I began an assessment and planning process with ACCET members, staff and Commissioners to better gauge how ACCET can serve its membership in the coming years. We look forward to sharing our findings and thoughts with you. Your ideas and contributions to this process are important and we welcome your input and engagement during this conference.

It is also an interesting time to reflect on the future of postsecondary education. New regulations and difficult challenges face parts of our community. The sectors of postsecondary education that ACCET serves have exhibited agility over the years and this characteristic may be increasingly necessary in the years to come.

More important, in the work that all of us do, are the futures of the students we serve for they are dependent upon the quality of our partnership for future success. ACCET standards are high but they exist in order to ensure that students at ACCET organizations are receiving the best possible learning experiences. Your commitment to the bottom line of “student success” is the cornerstone of our adventure into the future.

A special thank you to Sandy Lockwood and the Conference committee for their hard work in preparing this quality experience for all of us. I hope you leave with new ideas, seeing old friends and meeting new ones, and having had a great time in this special setting.

Best Wishes,

William V. Larkin, Ed.D.
Executive Director
Dear ACCET Conference Attendees:

On behalf of the Conference Planning Committee, welcome to ACCET's 2014 Annual Conference! Experience the epitome of California coastal beauty at the Hyatt Regency Mission Bay Spa and Marina San Diego. The Hyatt is the only resort hotel in the San Diego area with multiple water slides, three pools, a water front health club and a full service marina with jet skis, sailboats, kayaks, sport fishing and whale excursions. This year’s theme: A Partnership for Quality: Building on the Best is in honor of the continued partnership between our members, staff, Commission and colleagues.

The Conference Planning Committee is proud to present a program that is diverse, educational, topical and entertaining. The next three days are filled with sessions and events that you will not want to miss: Monday’s agenda includes two morning workshops, the Opening General Session with Dr. Adam Saenz, Keynote Speaker, Annual Business Meeting and Exhibitor’s Reception; Tuesday is packed with informative and thought provoking breakouts, followed by a cocktail reception in the Hyatt Penthouse. Wednesday features a seated breakfast Closing Session with Keynote Speaker, Dennis Waitley followed by the ACCET Town Hall meeting.

On behalf of the Planning Committee, this conference has been designed to leave you with the inspiration of new ideas, a renewed focus on the topical issues facing us as providers of quality education, and new and/or rekindled friendships. Thank you for choosing to join us!

Sandra N. Lockwood
General Conference Chair
Past Chair, ACCET Accrediting Commission

Darlene Foret
Conference Co-Chair
Planning Committee

Planning Committee Members and Contributors:

Anneka Swamy, ACCET Conference Liaison
Megan Paulk, ACCET Staff Liaison
Grace Key, ACCET Staff Liaison
Cristina Versari, ACCET member

Linsay Oakden, ACCET Assistant Executive Director
Megan Ackerman-Yost, ACCET Accreditation Coordinator
Res Helfer, Vice Chair, ACCET Accrediting Commission
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General Information

Conference Registration Center
Registration materials may be picked up at the Registration Center in the Mission Foyer area during the following hours:

- **Monday** November 3 8:00 am to 5:00 pm
- **Tuesday** November 4 8:00 am to 5:00 pm
- **Wednesday** November 5 8:00 am to 10:00 am

This area is also the general information center for the conference and will be attended by ACCET staff.

Badges
Your name badge serves as your official conference "ticket" and MUST BE WORN AT ALL FUNCTIONS. You may be denied admission if you do not have a badge. Badges will be issued when you sign in at the registration center. Badges are NOT transferable.

Conference registration includes entrance to all sessions and events, one continental breakfast, one seated breakfast, one evening reception with Exhibitors, one buffet luncheon, and the Tuesday afternoon cocktail reception.

CEU's
Earn CEU’s for attendance at conference events. Information is available in your registration materials and at the Registration Desk.

Smoking / Non-smoking / Electronic Devices
ACCET as well as the hotel observes a non-smoking policy during all sessions and events. Please confine smoking to the designated outside areas and, in consideration of other participants, please turn off all cell phones or other electronic devices during sessions.

Exhibit Hall Events
One continental breakfast, a buffet luncheon, and one evening reception will be held in the Exhibit Hall in the Regatta Pavilion during the following hours:

- **Monday** November 3 5:00 pm to 7:00 pm  Opening Welcome Reception
- **Tuesday** November 4 8:00 am to 1:30 pm  Continental Breakfast & Buffet Luncheon (Breakfast served from 8:00am—9:00am and lunch served from 12:00noon to 1:30pm)

Message Board
A message board will be located in the Registration Center for your convenience.

Special Activities
Join us Tuesday afternoon at 4:30pm in the Penthouse for cocktails and hors d’oeuvres. Join the ACCET Commissioners and Staff, the Conference Planning Committee, and your fellow colleagues as we toast the future together.
Program

Monday, November 3, 2014

8:00 am— 5:00 pm  Registration Center Open  Mission Foyer
10:00 am— 4:00 pm  Exhibitor Sign-In and Setup  Mission Foyer
8:45 am— 11:45 am  Opening Conference Workshops  Mission I/II/III
8:45 am— 10:15 am  ACCET: “Up Close and Personal with the ACCET Accreditation Staff and Commissioners”  Mission II/III

Presenters:  ACCET Staff and 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. New to ACCET? Here’s your chance to meet the dedicated accreditation staff including Judy Hendrickson, John Shaheen, Linsay Oakden, Scott Faulstick, Eric Lee, Megan Ackerman-Yost, Cristina Rodarte, and Matthew Nessan. Don’t know where to start? Ask the Commissioner’s table for directions.

10:30 am— 11:45 am  “Views from the Top”  Mission I

Presenters:  Dr. Bill Larkin, Executive Director, ACCET
Fred Lockhart, Executive Director, Arizona Private Schools Association
Joanne Wenzel, Bureau Chief, California BPPE
Martina Fernandez-Rosario, US DOE
Dr. Mary Reeves, Executive Director, CEA
Chris Lambert, Associate, Executive Director, ACCSC

Moderator:  Dr. Bill Larkin, Executive Director, ACCET

In this signature session, 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. These recognized leaders will discuss varying viewpoints on specific items such as student outcomes, assessment of student learning, the impact of Immigration regulations on intensive English schools, and the status of federal regulations as related to accreditation and accredited schools. ACCET attendees have a unique opportunity for first-hand interaction with these respected national leaders in the regulatory sector of our community.
How did he go from juvenile detention to two doctorates with training at Harvard Medical School and Oxford University? Adam Sáenz will tell you: it was the power of a teacher. Dr. Saenz’ story is one the Huffington Post says “will never fail to inspire,” a journey through profound lows and soaring highs. At every important juncture, there have been two common elements—lifesavers that appeared when he most needed it: education and teachers. Whether you’re searching for a reason to believe or you just need a hope-filled reminder, the bottom line is that you do have tremendous power to make a difference in students’ lives, and Dr. Sáenz’ message will compel you to engage your calling with passion, with purpose, with vision, and with faith.

Dr. Sáenz earned his Doctorate in School Psychology from Texas A&M University. He completed his pre-doctoral clinical training under a fellowship appointment to Harvard Medical School, and has a post-doctorate in clinical psychology from the Alpert Medical School of Brown University. Dr. Sáenz also earned a Doctorate of Ministry in Pastoral Counseling from Graduate Theological Foundation with residency at Christ Church College of Oxford University. He currently serves as the clinical director of the Brazos Valley Counseling and Assessment Clinic, which he founded in 2003.

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

The Grand Opening of the Exhibit Hall is always a favorite centerpiece of the conference as colleagues and vendors join together for sharing information, renewing friendships and enjoying special cuisine and beverages. Attendees get the opportunity to support the professionals who provide valuable services and products to our schools. Visit every booth to learn more about how they can contribute to the success of your institutions 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!
Program

Tuesday, November 4, 2014

8:00 am – 5:00 pm  Registration Center Open  Mission Foyer
8:00 am – 9:00 am  Continental Breakfast with Exhibitors  Regatta Pavilion
9:00 am – 10:15 am  Morning Breakouts

Breakout 1:  “Top Ten Findings on ACCET Visits: Vocational Schools”  Mission I

Presenters:  ACCET Staff and Commissioners

This session is a must for ACCET attendees as the ACCET Professional Staff and Commissioners discuss the Top Ten Findings noted on team reports over the past two years for vocational institutions. Learn how to remedy these common weaknesses and join the Best Practices discussion.

Breakout 2:  “Top Ten Findings on ACCET Visits: Avocational Schools”  Mission II

Presenters:  ACCET Staff and Commissioners

This session is a must for ACCET attendees as the ACCET Professional Staff and Commissioners discuss the Top Ten Findings noted on team reports over the past two years for avocational institutions. Learn how to remedy these common weaknesses and join the Best Practices discussion.

Breakout 3:  “Admissions Strategies: 10,000 Mystery Shops Reveal 10 BIG Opportunities For Your School!”  Mission III

Presenters:  Vince Norton, Managing Partner, Norton Norris
            Dr. Jean Norris, Managing Partner, 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.

Breakout 4:  “Emerging Issues in Disability Law in Admissions, Testing and & More”  Belmont

Presenters:  Ken Ingram and Mike Gartner, Whiteford, Taylor & Preston

This interactive program is a “must attend”. 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. This program will provide you with the essential information you need to recognize the requirements that may apply to you and to address any issues or problems that may arise. Disability issues are as prevalent as ever, and we will provide you with the tools you need to stay on top of them.
Program

Tuesday, November 4, 2014

10:30 am – 11:45 am  Morning Breakouts (continued)

Breakout 1:  “ACCET Best Practices: Mission I
Planning, Policies & Procedures, and Personnel”

Presenters:  Tom Otley, Dale Carnegie, Yadexy Sierra, Mech-Tech College,
Cristina Rodate, ACCET, John Shaheen, 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.

Breakout 2:  “Consumer Information Boot Camp” Mission II

Presenters:  Aaron Lacey, Thompson Coburn, LLP

This session explores “best practice” strategies for managing the expanding universe of annual disclosure and reporting requirements. The presentation will cover the best format and design for disclosures, which key disclosures may be paired together, and when and how during the year various key disclosures should be made. The goal of the presentation is to provide attendees with a framework for managing consumer information requirements in as effective and cost-efficient manner as possible.

Breakout 3:  “SEVIS/SEVP” Mission III

Presenters:  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.

Breakout 4:  “The Power of a Teacher: Belmont
Occupational Wellness”

Presenters:  Dr. Adam Saenz

Are you too busy to prepare to fully engage your students academically or behaviorally (let alone finding time to exercise and eat right)? Are you relationally-isolated at work and carrying emotional baggage from experiences you’ve had on your campus or with colleagues? Are you barely able to get by financially, and wondering why you ever decided to become an educator or whether you want to continue in the profession?

Dr. Sáenz’s The Power of a Teacher is a self-care manual for teachers & educators that the Houston Chronicle describes as a “must read for every educator who wants to make a difference.” In this session, you will gain a deeper understanding of emotional, occupational, financial, spiritual and physical well being. You will leave with practical strategies to increase well being in each area.

As an educator, your profession is wrought with squeaky wheels—students, parents, curriculum, federal guidelines and so on. The educator intent on a lifetime journey on the road of education is wise to consistently invest meaningful attention on the wheel that matters most: the wheel of personal wellbeing. We have great news for you: you really do have power to make lives better, including your own.
Tuesday, November 4, 2014

Noon – 1:30 pm  Buffet Lunch with Exhibitors  Regata Pavilion

1:30 pm—2:45 pm  Afternoon Workshops

Workshop 1  “ACCET: Best Practices: Communication for Change”  Mission I

Presenters:  Nadine Baladi, ILSC, Matthew Nessan, ACCET

How do you rate the conference facilities and presenters? Don’t know how to answer this type of question? Neither do your students. Avoid the double barrel survey question and get better feedback from student surveys. Take this crash course in effective survey writing and learn how to ask the right questions to get the answer that can improve programs and guide institutional change.

Workshop 2  “Federal Update: Critical Changes that Affect you Directly”  Mission II

Presenters:  Keith Zakarin, Partner, Duane Morris LLP
Sally Samuels, Sr. VP Regulatory Affairs, FAME

The last year has seen dramatic changes in federal regulation of private sector colleges. A new Gainful Employment regulation, CFPB scrutiny and suits, Qui Tam interventions, and emerging departmental interpretations of the Violence Against Women Act, the Clery Act and other regulations all bring critical challenges for compliance. This session will discuss what’s happening, and what you can do about it.

Workshop 3  “Leveling the Playing Field: A Key Factor in Program Design for IEPs”  Mission III

Presenters:  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.

Workshop 4  “Assessment as an Innovation for Improving Student And Graduate Outcomes”  Belmont

Presenter:  Candace Rodeman, Independent Consultant working with 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. Prospective students and legislators define success in terms of student retention and employment outcomes. The current economic realities and educational policies present significant challenges for our schools and our students. What is the best way to respond?
Workshop 1
“Using Data to Get it Right: A Step-by-Step Approach to Holistic Cross-Channel Marketing”
Presenter: Akeel Haider - Sparkroom Director of Marketing Services
Elizabeth Dye – Sparkroom Director of Marketing Analytics

Do you really know who your successful 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.

Workshop 2
“It’s all About the Forms: Refund Calculation Worksheets & Placement Verification”
Presenter: Megan Ackerman-Yost, ACCET, Linsay 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 that outlines the common errors found by ACCET teams. Bring in your institution’s forms to see how they measure up.

Workshop 3
“IEP: Assessing Oral Communication Skills”
Presenter: 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, such as tests, quizzes and essays. 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. Various types of oral practice activities and tasks will be explored. Leading participants to oral assessment, this will be a hands-on session, starting from aims and objectives to activities and tasks. Different assessment forms will be discussed and participants will be able to leave with concrete suggestions for assessment of oral communication skills.

Workshop 4
“Improving Completion and Placement: Belmont Equipping Your Students with Skills for Success”
Presenter: Steve VerBurg, President, Dale Carnegie, Orange County

One of the biggest determining factors of success is your team's willingness to go the extra mile. Dale Carnegie equips students for successful placement and sustained employment which 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. Come and learn how Dale Carnegie can help accelerate the success of your students.

4:30 pm—6:00 pm Happy Hour Reception
It's time to mix and mingle!!!! Enjoy hors d’oeuvres and cocktails as you take in a spectacular view of the bay and ocean from the top of the Hyatt!!
Dr. Waitley, an internationally acclaimed motivational speaker, will review seven key qualities of a leader in today’s volatile environment.

- How to gain more confidence in your own ability to achieve
- Taking more responsibility for outcomes in your organization
- The importance of clear focus on desired results
- How to inspire and motivate others
- Resilience in treating setbacks as target corrections
- Being a role model worth emulating
- Viewing leadership as stewardship and partnering

Dr. Denis Waitley is one of America’s most respected authors, keynote lecturers and productivity consultants on high performance human achievement. He has inspired, informed, challenged and entertained audiences for over 25 years from the board rooms of multi-national corporations to the locker rooms of world-class athletes and in the meeting rooms of thousands of conventioneers throughout the world. Recently, he was voted business speaker of the year by the Sales and Marketing Executives’ Association and by Toastmasters’ International and inducted into the International Speakers’ Hall of Fame. With over 10 million audio programs sold in 14 languages, Denis Waitley is one of the most listened-to voices on personal and career success. He is the author of 16 non-fiction books, including several international best sellers, “Seeds of Greatness,” “Being the Best,” “The Winner’s Edge,” “The Joy of Working,” and “Empires of the Mind.”
Wednesday, November 5, 2014 (continued)

10:00 am—11:30 am  “ACCET Town Hall”  Mission I

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. Anonymous questions are solicited from our members to be addressed by Dr. Bill Larkin and the ACCET Commissioners. This is a unique opportunity to engage in the free-flowing forum that offers keen insights into issues of interest to members and guests.

“Thank you for choosing to join us for the 2014 ACCET Annual Conference”
Past ACCET Chairpersons

Executive Committee of the Accrediting Commission
Tibby Loveman, Chair/ Treasurer
Res Helfer, Vice Chair
David Vice, Secretary
Karen Kershenstein, Past Chair
William (Bill) Larkin, Executive Director (ex-officio)

ACCET Commissioners
Tibby Loveman, Public Member/ Chair
Res Helfer, School Member, Vice Chair
David Vice, School Member/Secretary
Steven Johnson, Public Member
Karen Kershenstein, Public Member
Peggy Tiderman, School Member
Paul Dunlop, Public Member
Nick Hastain, School Member
Sasha Zilovic, School Member
Carl Person, Public Member
Patricia Stein, School Member
Yadexy Sierra, School Member

ACCET Professional Staff
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Judith Hendrickson, Deputy Executive Director
John Shaheen, Associate Executive Director
Linsay Oakden, Assistant Executive director
Scott Faulstick, Senior Accreditation Coordinator
John Gregg, Senior Accreditation Coordinator
Eric Lee, Accreditation Coordinator
Megan Ackerman-Yost, Accreditation Coordinator
Cristina Rodarte, Accreditation Coordinator
Matthew Nessan, Accreditation Coordinator
Anneka A. Swamy, Operations Administrator
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Diana Simmons
George Carter
Donna Hutchison

Conference Planning Committee
Sandra N. Lockwood, General Conference Chair
Darlene R. Foret, Co-Chair
Anneka Swamy, Staff Liaison
Meagan Paulk, Staff Liaison
Grace Kye
Linsay Oakden, ACCET Staff
Megan Ackerman-Yost, ACCET Staff

Volunteers
ACCET salutes the many volunteers who serves its mission and activities throughout the year. Accreditation is a peer review process which could not function without the committed and capable service of those volunteers who give so generously of their time and talents. Over 250 Volunteers annually serve ACCET, its members and students in various capacities including our Commissioners, team evaluators, appeals panelists, committee members, and conference planners. ACCET recognizes these volunteers, with gratitude, for serving the leading roles in our Partnership for Quality™.
Thank You to Our Special Sponsors!

The costs of presenting an annual conference are enormous. We rely significantly upon the generosity of our sponsors in providing speakers, food & beverage, and a program of substance as well as fun. ACCET expresses its gratitude to all our exhibitors, and especially acknowledges this year’s supporting sponsors:

**Prime Sponsors**

National Center for Competency Testing (NCCT)

Sparkroom

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**Contributing Sponsors**

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Please take time to express your appreciation to these sponsors for supporting this conference in such a significant manner. Visit each booth to learn about the services and products they offer to our sector. ACCET acknowledges their contributions to our 2014 conference with gratitude.
Hats off to our Exhibitors

Ambassador Education Solutions (Booth #37) www.ambassadored.com
Ambassador engineers, develop and implement customized bookstore and technology solutions to increase school control and student satisfaction with course materials. Integrations with leading SIS, LMS and Digital Content Platforms provide an optimized learning experience with extensive student and faculty support while enabling institutions to leverage best practices and streamline costs.

American Medical Technologists (Booth #23) www.americanmedtech.org
American Medical Technologists (AMT) is a recognized certification agency for allied health professionals, including Medical Assistants, Phlebotomists, Medical Administrative Specialists, Dental Assistants, Medical Laboratory Technicians, and Allied Health Instructors. In existence since 1939, AMT is also a membership association, providing continuing education and other services to over 60,000 members.

American Student Financial Group (Booth #34) www.asfgrp.com
ASFG is the resource for origination and purchasing of student loans. We specialize in 90/10 solutions and keeping schools out of the finance business. We make it possible for students to obtain the financing needed to attend school. ASFG provides a user-friendly, fully compliant loan origination platform meeting all federal regulations.

Champion Colleges Services (Booth #36) www.championcollegeservices.com
Champion College Services has delivered unrivaled results through superior service quality for over 25 years. Our comprehensive array of solutions includes flexible default prevention servicing options, in-house loan management software, custom surveys, placement verification, financial literacy, skip tracing, consulting and more.

Dale Carnegie & Associates (Booth #19) www.dalecarnegie.com
Dale Carnegie Training works with companies of all sizes to meet business challenges. We ignite workplace enthusiasm by developing your employees into more confident, empowered, inspired, and enthusiastic individuals. See how our research on employee engagement can unlock your organizations competitive advantage.

DD Consulting (Booth #24) www.ddinc.biz
DD Consulting provides a comprehensive process analysis and implementation support for the post-secondary education sector. We use our extensive experience to work with schools to help them analyze and improve their operations, become more efficient and ease the pains of growth while staying within the boundaries of compliance. DD Consulting provides comprehensive process analysis and implementation support for the post-secondary education sector. We use our extensive experience to work with schools to help them analyze and improve their operations, become more efficient and ease the pains of growth while staying within the boundaries of compliance.

Diamond SIS (Booth #26) www.diamondsis.com
DD Consulting provides comprehensive process analysis and implementation support for the post-secondary education sector. We use our extensive experience to work with schools to help them analyze and improve their operations, become more efficient and ease the pains of growth while staying within the boundaries of compliance.
Hats off to our Exhibitors

**DJA Financial Aid Services (Booth #38) www.gotodja.com**
DJA Financial Aid Services, Inc. offers comprehensive financial aid servicing and consulting to Title IV institutions nationwide. Our clients receive live toll-free phone support, detailed client memos, a procedures manual and free access to DJA’s monthly webinar series & training seminars.

**Elsevier (Booth #28) www.elsevier.com**
Elsevier is a leading publisher of health science publications, advancing medicine by delivering superior reference information and decision support tools to doctors, nurses, health practitioners and students. With an extensive media spectrum—print, online and handheld, we are able to supply the information you need in the most convenient format.

**Enrollment Resources (Booth #33) www.enrollmentresources.com**
Enrollment Resources (ER) has expertise in optimizing conversion rates for schools. ER’s new proprietary software, The Virtual Admissions Advisor, turns leads into qualified prospects requesting appointments.

**FAME (Booth #18) www.fameinc.com**
For over 30 years, FAME has provided service excellence to institutions participating in Federal Title IV programs and for those seeking quality, affordable student information systems.

**Financial Aid Services (Booth #12) www.financialaidservices.com**
FAS is a third party servicer in Title IV that has been assisting career schools and colleges for over 35 years with Federal student financial aid support services to automate data, reduce administrative costs, insure accuracy and accelerate student disbursements of Title IV. FAS also provides Genesis SMS, school administrative software.

**Gragg Advertising (Booth #11) www.graggadv.com**
Gragg Advertising is a full-service direct response marketing company focusing in online technology. We combine brand strategy with direct response marketing tactics to create the most efficient results for your company.

**Higher Ed Growth (Booth #13) www.higheredgrowth.com**
Higher Ed Growth matches students to schools based on the individual's and clients common goals. We provide the services schools desire, to meet Higher Ed Growth merges innovations, experience, and technology to help schools enroll more students. Our proprietary solutions, such as Call Comply and exceed their enrollment objectives.

**ieLinks (Booth #16)**
ieLinks provides eCampusLynx Campus Management Software. eCampusLynx links all departments student records and software functionalities. As low as $1,500 to go live and pay $500/ up to 10 user licenses. No new hardware or software to buy. 100% uptime and highly secure.
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Kessler, Orlean, Silver & Co., P.C. (Booth#25) www.koscda.com
KOS is a full-service accounting firm in the Chicago-area focused on accounting, audit, and tax services, including FSA financials and attestations, governmental and HUD audits, yellow book and single audits, tax compliance and planning, personal financial services, owner/employee benefit programs and business consulting.

MDT Direct (Booth #22) www.mdtdirect.com
MDT Direct is a digital marketing agency focused on providing schools with results-driven inquiry generation programs and strategic multi-channel nurturing campaigns. The combination of our digital marketing programs and integrated marketing technology systems increases inquiries, appointments, and enrollments while improving overall admissions efficiencies.

Muno, Summers & Associates (Booth #35) www.munosummers.com
Muno, Summers & Associates is an employee assessment firm. The ability to hire, manage and promote employees with strengths matched to specific positions is paramount in maximizing organizational success. Our customized talent acquisition and management system enables you to reduce employee turnover, increase employee productivity and develop managers into leaders.

NCCT National Center for Competency Testing (Booth #17) www.ncctinc.com
NCCT is an allied health certifying agency and our certifications provide credentials that help in job placement and meet many state certification regulations. We offer National Certified Medical Assistant, National Certified Phlebotomy Technician, Tech in Surgery, Certified, National Certified Insurance & Coding Specialists and other medical field certifications

Norton Norris, Inc. (Nn) (Booth #20) www.nortonnorris.com
Norton Norris is a full-service marketing, training and communications firm dedicated to the education vertical. Founded in 1998, Nn provides consulting and innovative approaches to all facets of enrollment including: direct mail (Print on Demand), creative services, radio/television production and placement, high school presentations, mystery shopping, eLearning, public relations, and training featuring EnrollMatch® - The Ethical Enrollment Process. This break-through training program teaches new approaches for connecting with today’s student!

Pearson (Booth #32) www.pearsonhighered.com
Pearson, the world’s leading learning company, partners with private sector education institutions to provide innovative solutions and services that Improve learning outcomes.

Salmon Sims Thomas & Associate (Booth #21) www.sstcpa.com
For over 25 years, Salmon Sims Thomas has met the tax, audit, consulting and needs of career schools and colleges across the nation. As former compliance officers, financial aid directors and internal auditors, we understand compliance challenges and deliver proactive, strategic and responsive advice to help meet ever-changing business.
Hats off to our Exhibitors

Sparkroom (Booth #40) www.sparkroom.com
Ignite your performance marketing with Sparkroom. If you want analytics-based enrollment marketing strategies with full transparency Sparkroom is here to help. We work as an extension of your marketing team to provide strategic solutions and resources—all designed to help you maximize your enrollment campaign efforts.

Text Aim (Booth # 30)
TextAim is a cloud-based communications company that allows back and forth conversations with students by text. Since students prefer to use text instead of phones and email, TextAim allows schools to communicate to hundreds of thousands of students through a system as easy to use as email.

TFC Tuition Financing (Booth #31) www.tfctuition.com
TFC has been providing schools and colleges with professional management of their institutional loans plus a non-recourse receivables purchasing program for over 40 years. Our clients range from small family-run schools to large multi-state public corporations that train students in brick-and-mortar schools and by distance education.

UNISA Inc. (Booth #27) www.unisainc.com
UNISA specializes in tuition payment plans and Private Education Loan origination while servicing from inception to payoff. Offer a custom loan program to unfunded students with flexible repayment and accommodating interest.

Vector Careers (Booth #29) www.vector-careers.com
At the heart of Vector Careers is the desire to facilitate and support education. We are highly successful, respected national recruiting firm that specializes in placing college administrative staff from C-level executives to middle managers and the people that support these teams.

Weworski & Associates (Booth #39) www.weworski.com
Weworski & Associates is a Certified Public Accounting firm that was formed specifically to service the proprietary school industry. We provide a wide array of services, including financial statement audits, student financial aid audits, income tax planning, and preparation, acquisition due diligence, and other management advisory services.

Wonderlic (Booth #15) www.wonderlic.com
Wonderlic is a leader for student admissions and placement testing, pre-employment assessments and engagement surveys. Increase the quality and efficiency of your recruitment and retention processes through Wonderlic’s proven solutions that help predict student and employee success. Approved by the US Department of Education and recognized by all major accrediting associations.

Wright International Student Services (Booth #14) www.studentservicesint.com
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