**Kentucky Association of Career Colleges & Schools**

**Breakout Session Overview**

**2016 Educational Conference & Annual Meeting**

**Breakout Session A**

**Title IV Regulation Outside of the FA Office**

Presenter: David Canaski, Financial Aid Experts, Inc.

There are dozens of regulations in Title IV that have nothing to do with the financial aid office, from “misrepresentation,” to attendance, campus security, consumer disclosures and gainful employment.  An overview of these requirements (including some you  may not be aware of!) and a discussion of institutional strategies for assigning responsibilities, coordinating efforts across departments and maintain compliance.

**Unleashing Your Passion and Purpose: Reducing Stress, Increasing Creativity**

Presenter: Ginny First, Spencerian College

Whether you’re a student, an educator or an administrator, stress can be overwhelming, greatly decreasing your effectiveness in the classroom, overall performance and satisfaction.  Enrollment statistics show the fastest growing statistics are shoes coming from underserved populations, meaning they are likely first generation to attend college, and those over the age of 25, meaning they are likely juggling full time work, family responsibilities, child care, etc.  The roles of educator and administrator demand: expert knowledge, creativity, patience, ability to meet students where they are, ability to see and give different perspectives and compassion.  This program demonstrates: multiple ways to reduce stress, that stress doesn’t have to be the enemy, how to harness stress energy, using it to enhance your creativity, passion and effectiveness, empowering tools to take your wellbeing into your own hands and easy self-care techniques to incorporate into daily life.

**Recognizing National Accreditation at a Regionally Accredited University**

Presenter: Sean Ashcraft and Dr. Anthony Piña, Sullivan University

Recent statements from reporters and elected officials have displayed a lack of knowledge and understanding about the important role that nationally accredited institutions play in U.S. higher education.  Officials at nationally accredited institutions have generally not taken the time and effort to understand the standards of national accreditation.  This session provides a comparison of regional and national accreditation and how they are (and are not) differentiated by the U.S. Department of Education.  We will discuss a case study of a regionally-accredited institution that recognizes the value of national accreditation.  Students with degrees and credits from nationally accredited schools are treated equally compared to students from regionally accredited schools and have completed degrees, enhanced their lives and careers and enhanced the university.

**That’s a Great Post!  Can I Put it on Facebook?  Let’s Ask the DOE**

Presenter: Jennifer Flood, Singularity Solutions Group

Most of us are aware that marketing is important for business and we must engage in some form of marketing on a consistent basis.  Less than most of us also understand and follow the rules for marketing products and services.  Social media is one of the major areas potential students reference before deciding on a school.  The purpose of enacted marketing regulations in the school sector is to make sure students have access to all of the relevant information they need to make an informed decision.  So, why are schools treating social media like it’s not marketing?  Advertising, including social media, is monitored by the Department of Education, the Federal Trade Commission, State Attorneys General where your school is operating and, last but not least, the accrediting body that oversees your school has specific rules regarding advertising.  Join me for a session about the rules and tips for compliant marketing on social media.

**Breakout Session B**

**The 7 MINDFRAMES**

Presenter: Jamie Jones, Pivot Point International

How the Brain Learns: The 7 MINDFRAMES is an educational seminar that will provide an inside look at a specific way to guide students to use their brainpower.  7 MINDFRAMES helps students become a more successful, self-directed learner and can be used by educators in learning environments immediately.  Educators will learn how to transform the traditional lecture, homework–based environment to a more learner-centric, collaborative environment.  You’ll gain insight into how to engage your students and get the maximum from each learner.  The 7 MINDFRAMES helps educators modernize their classroom and help with the discovery and practice of information in a fun, energetic and collaborative environment.

**The Culture of Communication: How to Make a Positive Impact in the Most Challenging Times**

Presenters: Jeri Prochaska, TextAim and Michelle Mumma, Beckfield College

Communication has always had a huge impact between school and students, sometimes positive but unfortunately sometimes negative.  Now more than ever, the negative has been portrayed not only to the community, but often draws the attention of national media and law makers.  This session focuses on how to refocus and deliver communication in a positive light, allowing you to showcase the excellent graduates that are benefiting from our sector.  Please join us in the interactive sector where we will explore current trends, actual school communications and best practices to protect your schools from scrutiny.

**Career Services in the Gainful Employment World: Designing a Program that Works**

Presenter: Jarlath O’Carroll, Jobspeaker

The goal of this session is to provide you some lessons learned on how to design a career services program that works to solve some of the challenges of Gainful Employment: student engagement, data gathering, job placement, reporting, employer interaction, etc.  We’ll provide insight on what has been tried, what has worked, what hasn’t and how to put the building blocks of a successful program in place for your schools and solicit input from the audience on what has been successful for them.  We’ll discuss approaches to preparing students for their job search; empower them to run an efficient and effective job search; how your career services agents provide assistance and how to work with employers.  Whether you have offline only programs or a combination of offline and online programs, one campus or multiple, we’ll discuss what an approach should look like.  The insights shared are based on years of knowledge gained from speaking with, gathering approaches and working with career services departments across the country in both offline and online schools.

**Breakout Session C**

**How to Communicate with Diplomacy & Tact**

Presenter: Dick Brien, Sullivan University System and Dale Carnegie Training

Takeaways:

1. Respond to difficult situations in a confident, diplomatic & tactful way
2. Give and receive feedback without eliciting negative emotions
3. Apply mediation techniques to find common ground among opposing viewpoints

Expectations: Helps participants with the opportunity to practice dealing with trying situations in a confident way. Participants will learn to speak honestly and tactfully, give and receive constructive feedback and use mediation skills to help others find common ground.

**Solving the Placement Puzzle…4 Pillars to Placement Success**

Presenter: Harrison Tonne, Career TEAM

With greater focus emerging on the Gainful Employment of our graduates, Career TEAM brings, “Placement Best Practices,” to our partners in Higher Education.  With over 20 years of successful Workforce Development experience, join us as we explore ideal hiring profiles and performance assessment tips for Career Services.  We will also share opportunities for creating scale in building employer networks and student connection.  Finally, we will discuss the importance of developing a, “career culture,” and how to infuse these ideas at every level of your organization.  All with the ultimate goal of helping students succeed in the interview and beyond!

**Academics, Metrics & Performance Evaluation: Using a Quarterly Evaluation System to Inform Development Efforts and Improve Accountability**

Presenter: Dr. Lance Garrison, Daymar College

In this presentation the weaknesses of the traditional annual evaluation of performance model will be discussed and an alternative system of evaluation will be proposed.  Evaluation of performance should be a systematic and ongoing process during which employees receive actionable feedback that can be used to adjust performance to align with expectations and a catalyst for professional growth.  Many formal evaluation systems are built on a model of annual reviews and are not informed by metrics or clear behavioral performance standards.  Additionally, annual evaluation systems rely too heavily on recollections of performance during the year which can result in bias from both the employee and the appraiser.  A model of quarterly evaluations for academic personnel will be presented that is built on student success metrics.  It is believed this model ameliorates many of the shortcomings of the traditional annual evaluation system through improved communication, accountability and data-driven professional development.

**Breakout Session D**

**Low Cost Tips that Improve Conversions**

Presenter: Tom King, Enrollment Resources, Inc.

Many students will not respond to attempts of contact which will decrease the motivation of an admissions team.  This session outlines different techniques Admissions teams can implement to increase conversion rates from first point of contact, to appointment set, to interview, to enrollment, to start.  The tips provided are proven to engage students and cultivate trusting and secure relationships.

**Impact of Free/Open Educational Resources**

Presenter: Dr. Anthony Piña, Sullivan University System

Much is being written about Free/Open Educational Resources (OER).  A growing number of institutions are developing courses and entire degree programs based on OER.  Others are considering OER, but have questions: Can quality materials really be available for free?  Is OER limited to online courses?  What is the impact of OER on students and faculty? How does OER affect course development? Can OER co-exist with paid educational resources?  Come join us for a lively discussion and you will leave with the answers to these and other questions and will receive a comprehensive list of OER resources.

**Problem Solving Through Communication: the Key to an Effective Academic Environment**

Presenter: Dr. Henry Johnson, McGraw-Hill

Are there certain individuals or groups within your organization that you simply do not get along with?  Does it seem like every time you try to say or do something nice to these individuals, it always gets turned around in a negative manner?  I believe we have the solution to just such a problem.  This presentation is designed to offer participants the tools to effectively ameliorate problems in communication and to build a more positive and supportive academic environment through the use of communication styles and Emotional Intelligence.  Participants will be given the opportunity to identify their communication style.  Once your style has been identified, it will become apparent why communication with certain individuals is so difficult.  Then, through a lively discussion of Emotional Intelligence, participants will discover the barriers to effective communication and the means by which to eliminate such barriers.  This will be a highly interactive presentation and one that you do not want to miss.

**The Impact the General Election Will Have on the For-Profit EDU Sector**

Presenter: Shawn Graybill, IntegriShield

Compliance expert Shawn Graybill will discuss problems and solutions under current regulations for the EDU sector.  He will also discuss upcoming legislation and discuss rule making and the impact it could have on who wins the Presidential General Election.  Make sure you are ready for it.