

# Join the Kentucky, Ohio and Tennessee State Associations at Our Regional Leadership Institute

October 20-21, 2016    ♦    Lexington, Kentucky

This event is designed for emerging leaders at our regions private career colleges and schools. The institute will focus on campus leadership and the vital role each department plays in making our communities a success. This will be a hands-on, interactive learning experience. Attendees should be leaders on campus looking to strengthen their skills and/or advance to the next level in their campus community.

## TENTATIVE AGENDA

### Thursday, October 20

#### 8:30 - 10:00 (Eastern Time)

*The Big Picture: How Your Unique Piece Fits Into the Corporate Puzzle*

#### 10:00 - 11:30

*Turning Strangers into Students (and Advocates): Examining Inbound Marketing and Admission Strategies to Engage Today's Student*

#### 11:30 - 12:00

*Lunch*

#### 12:00 - 1:30

*Admissions 101: It's All About Them*

#### 1:30 - 2:30

*Financial Aid Overview for Leaders*

#### 2:30 - 4:00

*Raising the Bar: Developing Effective Compliance Policies and Practices*

#### 4:00 - 5:30

*Using Emotional Intelligence to Become a Better Leader*

### Friday, October 21

#### 8:30 - 10:30

*Academic Affairs: Avoiding Student Pitfalls and Potboles Using Leadership Skills to Create/Sustain Departmental Partnerships*

#### 10:30 - 12:00

*Understanding the Importance of Career Services and Alumni Relations*

#### 12:00 - 12:30

*Lunch*

#### 12:30 - 1:30

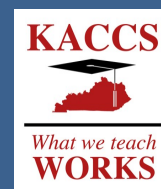
*Government Relations and Political Advocacy*

#### 1:30 - 2:30

*Communicating During a Crisis Situation*

#### 2:30 - 4:00

*The 2% Principle*



Join us for this event at:  
**American National University**

2376 Sir Barton Way  
Lexington, KY 40509

### **Cost for Members**

of the participating State Associations will be \$350 due by September 30.

The non-member rate is \$475. Invoices will be sent with class acceptance notification.

Applications can be submitted via email to the below listed state association directors.

**Space is Limited! Applications must be submitted by August 26th for this 2016 Leadership Class. Those selected will be notified of their acceptance the week of August 29th.**

### Contact Us For Additional Information!

Candace Bensel  
Kentucky Association of  
Career Colleges & Schools  
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(502) 727-3456

Kent Trofholz  
Ohio Association of  
Career Colleges & Schools  
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(614) 487-8180

Gary Adcox  
Tennessee Association of  
Independent Colleges & Schools  
[jgadcox@taics.org](mailto:jgadcox@taics.org)  
(615) 594-0110

# Kentucky, Ohio and Tennessee Regional Leadership Institute Application

This event is designed for emerging leaders at our regions private career colleges and schools. The institute will focus on campus leadership and the vital role each department plays in making our communities a success. This will be a hands-on, interactive learning experience.

***Space is limited for this event. Please submit your application by August 26<sup>th</sup> to be considered for this leadership class!***

Name: \_\_\_\_\_

Title: \_\_\_\_\_

School: \_\_\_\_\_

Campus Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Please provide a brief overview of your career path including previous titles and length of time in each position: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please provide a brief overview of your career goals and how you feel this event will help you achieve those goals: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Cost for Members** of the participating State Associations will be \$350 due by September 30.  
The non-member rate is \$475. Invoices will be sent with class acceptance notification.

Email application to: [candacebenschel@kycareercolleges.org](mailto:candacebenschel@kycareercolleges.org), [ktrofholz@ohiocareercolleges.org](mailto:ktrofholz@ohiocareercolleges.org) or [jgadcox@taics.org](mailto:jgadcox@taics.org).

