

# Navigating Change through Innovation

## Focus & Plenary Sessions Presentations > 8.9.19

<p><b>Kathy Hays</b> <i>Pantheon Student Solutions</i></p>	<p><b>Default Management and Your School – The Value of Outsourcing</b> &gt; Cohort default rates on federal student loans can generate positive (or negative) reputations for a proprietary school brand. CDR performance may detract from recruitment efforts, motivation and morale for financial aid operations, and the school's on-going eligibility to participate in Title IV Federal Student Aid programs. This presentation focuses on best practices for effective CDR management, including retention, graduation &amp; placement, counseling, financial literacy and other techniques.</p>
<p><b>Cristina Vela</b> <i>McGraw Hill</i></p>	<p><b>10 Ways to Incorporate Digital into the Classroom</b> &gt; Digital learning has completely changed the landscape of education. Innovative and engaging digital learning environments are not only the new model to follow but the wave of the future. Whether you are an early adaptor or just starting your digital journey in the classroom, this focus session will provide ideas that can be implemented in your next instructional program.</p>
<p><b>Chris Ernst</b> <i>Sullivan University</i></p>	<p><b>Making Good First Impressions and Positive Communications</b> &gt; Activating and developing good communication and quality service skills delivers a caring and positive approach toward students and co-workers. Leaders understand the importance of exceptional service and encounter a multitude of situations that can impact a student's retention. This session emphasizes the different ways people interact and how feelings can impact a person's attitude and decision-making abilities. The session focuses on making first and lasting impressions, how feelings influence decisions and attitude, positive communication techniques and pitfalls of negative communication.</p>
<p><b>Calvin J. Fortenberry</b> <i>TFC Tuition Financing</i></p>	<p><b>“Making Good on School Growth and Student Retention through Flexible Financing”</b> &gt; Retention and growth will continue to be substantial challenges for colleges and schools in 2019, faced with both Title IV funding gaps as well tuition rates that may be out of reach for many students. This session explores and provides a prescription for how to make good on achieving growth benchmarks by outlining key approaches to offering flexible and customized financing options. Attendees will gain a better understanding of how to retain students and grow their enrollments by removing some of the financial challenges that all schools invariably face.</p>
<p><b>Yolanda Gallegos</b> <i>Gallegos Legal Group</i></p>	<p><b>Distance Education Innovation &amp; Accreditation: ED.Gov's Proposed Rules</b> &gt; The U.S. Department of Education's latest rulemaking on the accreditation of distance education programs is designed to enhance agility and innovation by program providers while ensuring quality and integrity. Better service to workforce development in the 21<sup>st</sup> Century is a top priority of this policy. Attendees will learn about the Department's positive regulatory agenda and the feedback from negotiators and the broader higher education community.</p>
<p><b>Gathan Borden</b> <i>VisitLex</i></p>	<p><b>Harnessing Innovation and Change for Effective Marketing</b> &gt; This session explores how to integrate the full array of outreach tools to effectively market and promote your brand. The session focuses on the synergies derived from coordination of public relations, advertising, social media, community relations and special events to achieve maximum profile and acclaim for your brand.</p>
<p><b>Zack Lesak</b> <i>Viktory Student</i></p>	<p><b>Recruiting, adapting and motivating the Generation Z/iGen Student</b> &gt; To better adapt to the Generation Z, educators must change delivery methods and classroom management strategies to keep students engaged. This focus session encounters gamification tactics and reward-based curriculum enhancements, some of which have become popular tools across all industries. For example, the Army uses gamification to recruit and train soldiers; Fitbit applies gamification to promote daily fitness habits; Starbucks applies it to the customer rewards “Star” program. These techniques promote classroom engagement, encourage specific behaviors, increase student motivation and improve learning outcomes. Harness students' mobile devices and adapt gamification to ensure student engagement and strengthen motivation. These concepts help drive new student acquisitions, referrals, retention and completion.</p>
<p><b>Student Panel</b></p>	<p><b>Meeting the Expectations of Career College Students</b> &gt; A facilitated discussion among several career colleges students/alumni regarding their aspirations, expectations and perspectives on the resources that most effectively help them acquire career skills and gain access to economic opportunity.</p>
<p><b>Lt. Governor Jenean Hampton</b> <i>Commonwealth of Kentucky</i></p>	<p><b>Featured Luncheon Speaker:</b> &gt; Personal reflections on persistence and achievement to overcome adversity.</p>
<p><b>Misty Edwards</b> <i>KY Commission for Proprietary Education</i> <b>Melissa Aguilar</b> <i>KY Workforce Innovation Board</i> <b>Rachel Adams</b> <i>KY Office of Career Development</i></p>	<p><b>Harnessing the strength of Kentucky's skills development resources to increase participation in the workforce and boost economic outcomes</b> &gt; Panel discussion with three important leaders of the Commonwealth's initiatives to impart career skills and match qualified employees with employers in need of associates.</p>