



Draft Agenda for MAACS 2023

Pre-Conference Activities

July 24th

12:00-5:30 - Annual Golf Tournament (Tanglewood Manor Golf Club), hosted by Oozle Media

6:30 -8:30 - Reception with Elected Officials on the US House Education Committee (Greenfield Restaurant). Special Guests:

- US Congresswoman Virginia Foxx (North Carolina), Majority Chair Of Committee
- US Congressman Lloyd Smucker (Pennsylvania), Member of Committee

July 25th

8:30-12:00 – Advanced Legal Workshop for Schools, hosted by Duane Morris LLC

9:30-12:00 – Cosmetology & Barber School Meeting, with Special Guest State Representative Mike Sturla

12:00-1:00 – Cosmetology and Barber School Luncheon, hosted by Milady, Oozle Media, Beauty Schools Marketing Group, and Beauty As A Business

Full Conference Activities

July 25th

9:30 AM-4:00 PM - Registration Table Open

9:30 AM-1:00 PM - Exhibitor Set-Up

1:00 – Annual Business Meeting

1:15-2:45 – Plenary Session: “Federal Regulatory & Legislative Affairs”

Part 1: US Congressman Lloyd Smucker, Member of US House Education & Workforce Committee

Part 2: Tom Netting, TEN Government Strategies

2:45-3:15 – Break with Exhibitors, hosted by Burmax

3:15-4:15 – Breakout Sessions #1

Title	Up Your Texting Game! How To Build Rapport And Engage Leads over Text	Improving Financial Literacy For More Successful Repayment Outcomes	What's In Your Wallet? How To Turn Limited Financial Resources Into A Long-Term Plan To Fulfill Student Outcomes And Spur Growth	State Regulatory Update For Maryland Schools Under The Higher Education Commission
Speaker	Jenn Lyles, Beauty School Marketing Group	Matt Chin, UNISA	Calvin Fortenberry, TFC Tuition Financing	Emily Dow, Maryland Higher Education Commission
Recommended Audience	Admissions/Marketing	Financial Aid & Career Services	School Leaders & Financial Aid	School Leaders & Compliance Staff

4:30-5:30 – Breakout sessions #2, hosted by FA Davis

Title	Leveraging Technology To Increase And Retain Enrollments	Post-Pandemic Pandemonium! Strategies to Keep Student Loans from Being Your Worst Nightmare!	Best Practices For Schools In Technological Change Management	Proceed With Caution! Important Changes To US Department Of Education's Change In Ownership And Financial Responsibility Regulations
Speaker	Steven Sabold, Pittsburgh Institute Of Aeronautics	Mary Lynn Hammer, Champion Col-EDGE Solutions	Ahmed Zaeem, Pathway Labs	Mike Wherry, McClintock & Associates Jonathan Tarnow, Drinker Biddle & Reath LLP
Recommended Audience	Admissions/Marketing & IT Staff & School Leaders	Financial Aid	School Leadership	Legal/Compliance & School Leadership

5:30-7:00 – Opening Reception & Annual Cocktail Challenge, hosted by Crown Brush

7:00-9:00 – Dinner on your own

9:00-10:30 – Presidents Reception, hosted by Case Sabatini

July 26

7:30-10:00 – Registration Table Open

7:30-8:30 – Breakfast available

8:00-8:15 – Opening Announcements

8:15-9:15 – Plenary Session: “Maximizing Student Resilience: Passion, Perseverance and Purpose”
Duncan Kirkwood, National Education Speaker & Director Of Center For Resilience at Villa Maria College
(This plenary session will also be eligible for Continuing Education Credits for educators and faculty)

9:30-10:30 – Breakout Sessions #3

Title	Does Your Website Actually Bring In Students? Conversion Best Practices Your Site Could Be Missing	Tips And Tools For Job Search Success	Organized! What It Takes To Be A Really Organized Instructor	Title IV & Financial Statement Audit Update
Speaker	Becky Banks, Oozle Media	Bob Amell, STARS Campus Solutions	Doug Fisher, McGraw Hill Speakers Bureau	Chris Wade, Symphona LLP
Recommended Audience	Admissions/Marketing & School Leaders	Career Services	Education/Faculty	Financial Aid & Legal/Compliance & School Leadership

10:30-11:00 – Break with Exhibitors,

11:00-12:00 – Breakout Sessions #4

Title	Test Your Knowledge With Trivia	Certification, Job Placement, Compensation, And What Employees Are Looking For	Imparting Knowledge And Skill With Staying Power	State Regulatory Update For Pennsylvania Private-Licensed Schools
Speaker	Lisa Olmedo, Gragg Advertising	Danielle Sadighi, AMCA Exams	Carol Woodard, YappyCarol	Nichole Campbell, PA Private License School Board
Recommended Audience	Admissions/Marketing & School Leaders	Career Services & School Leaders	Education/Faculty	School Leaders & Compliance Staff

12:15-1:15 – Breakout Sessions #5

Title	Advance 360 Reveals Opportunities For Mid-Atlantic Region Higher Education Recruitment	How To Navigate These Changing Times	Words Matter – Effective Communication	Complying with New Regulatory Requirements
Speaker	Joel Espinoza, Advance 360 Education	Patty O’Rourke, School Consultant & Former Career Services Director	Carol Woodard, YappyCarol	Roger Swartzwelder, Maynard Nexsen LLP
Recommended Audience	Admissions/Marketing & School Leaders	Career Services “Placeholder”	Educators/Faculty & School Leaders	Legal/Compliance & School Leaders

1:15-2:30 – Awards Luncheon

- Annual Awards presentation during lunch, sponsored by Campus Cloud Solutions
- Drawing of raffles and prizes