

Conference Agenda

July 20th (Pre-Conference)

12:00 – 5:30 PM: (Crossgates Golf Course) **Golf Tournament & Lunch**

7:30 – 9:00 PM: (“Commons On Vine” In Lancaster Marriott) **Welcome Reception**

July 21st (Pre-Conference)

9:00 AM – 11:45 PM (Heritage Room C): **Annual Cosmetology & Barber School Meeting**

9:30 -11:30 AM (Heritage Room D): **Artificial Intelligence (AI) Workshop For Schools**

11:45 – 12:30 PM: (Commons On Vine) **Cosmetology & Barber School Luncheon**

July 21st

12:30 PM (Heritage Room C): **Full Conference Begins**

12:30 PM – 5:00 PM (Heritage Exhibit Hall): **Maryland Higher Education Commission (MHEC) Staff Available For Meetings With Schools**

12:30 – 12:35 PM (Heritage Room C): **Opening Remarks**

12:35 – 1:45 PM (Heritage Room C): **Plenary Session #1**

“Updates From Washington DC” – Panel Discussion To Include: Aaron Shenck (MAACS), Eric Gutshall (CECU), Tom Netting (CSPEN), and John Russell (AACS)

1:45 – 3:00 PM (Heritage Room C): **Plenary Session #2**

“Everything Is Fine Until It Isn’t... Understanding The Correlation Between Professional Leadership And Personal Mental Health Wellness” – Dr. Julie Basler

3:00 – 3:30 PM (Heritage Exhibit Hall): **Break With Exhibitors**

3:30 – 4:30 PM (Heritage A, B, D, & E): **Breakout Sessions #1**

4:45 – 5:45 PM (Heritage A, B, D, & E): **Breakout Sessions #2**

5:45 – 7:00 PM (Heritage Exhibit Hall):

Reception In Exhibit Hall

7:00 PM: **“Dinner On Your Own”**

July 22nd

7:30 – 9:00 AM (Heritage Exhibit Hall):

Breakfast Available In Exhibit Hall

8:00 AM – 1:00 PM (Heritage Exhibit Hall):

Pennsylvania Department Of Education (PDE)/Private License School (PLS) Board Staff Available For Meetings With Schools

8:00 AM – 1:00 PM (Heritage Exhibit Hall):

Maryland Higher Education Commission (MHEC) Staff Available For Meetings With Schools

9:00 – 9:10 AM (Heritage C): **Opening Remarks**

9:15 – 10:15 AM (Heritage A, B, D, & E):

Breakout Sessions #3

10:30 – 11:30 AM (Heritage A, B, D, & E):

Breakout Sessions #4

11:30 AM – 12:00 PM (Heritage Exhibit Hall):

Break With Exhibitors

12:00 – 1:00 PM (Heritage A, B, D, & E):

Breakout Sessions #5

1:00 – 2:30 PM: (Commons On Vine) **Awards Luncheon**

2:30 – 3:00 PM: (Commons On Vine) **Raffles & Prizes**

3:00 PM: **Conference Closes**

July 22nd - Post-Conference

3:00 – 3:30 PM: (Commons On Vine) **Business Meeting of Members**

Breakout Session Schedule

	Heritage A	Heritage B	Heritage D	Heritage E
Breakout 1 July 21 3:30 – 4:30 PM	“Navigating Post-Covid-Payment-Pause Challenges with Student Loans” Mary Lyn Hammer & John White <i>Champion Col-EDGE Solutions</i>	“How AI Is Affecting Search (Google) Traffic and What Schools Are Doing About It” Patrik Connole <i>Oozle Media</i>	“Strategic Growth: Planning and Executing Complex Transactions from Acquisitions to Other Institutional Partnerships” Jonathan Tarnow, Esq. <i>Faegre Drinker Biddle & Reath LLP</i> Dave McClintock <i>McClintock & Associates</i>	“Rocking Leadership” Dr. P. Michael Lanouette <i>New England Tractor Trailer Training School</i>
Breakout 2 July 21 4:45 – 5:45 PM	“When Every Day Is A Site Visit: Building A Culture Of Accreditation And Compliance On Your Campus” Dr. Julie Basler <i>StrongTeams.Com</i>	“Engage, Share, Support - An Interactive Session on Financial Aid Customer Service” Carrie Wilson <i>Pennsylvania Gunsmith School</i> Robin Hall <i>Reading Hospital School Of Health Sciences</i>	“Clarity in Chaos: Building Smarter Digital Marketing Strategies” Jackie Cauley & Aaron Edwards <i>Edwards Schoen</i>	“Scaling Student Success: How PIA Leverages Student Voice Data to Drive Retention and Consistent Support” Dr. Phil Klein <i>Pittsburgh Institute of Aeronautics</i> Anne-Marie Thakkar <i>Ed Sights</i>
Breakout 3 July 22 9:15 – 10:15 AM	“New Generations: Old Expectations” Carol Woodard <i>Yappy Carol</i>	“Institutional Lending Compliance- What You Need to Know” Brandon Sherman & Jason McElroy <i>Saul Ewing</i> Eric Maister <i>PITC Institute</i>	“Current & Emerging Impacts to Enrollment & Financial Aid from the One Big Beautiful Bill” Katie Norris <i>ECM/FA Solutions</i>	“Trauma-Informed Education: A Practical Framework for Student Success, Retention, and Workforce Readiness in Career Schools” Beth Docharty <i>Trust Project</i> Julie Evans <i>Silver Moon Strategies</i>
Breakout 4 July 22 10:30–11:30 AM	“10 Laws Of Teaching” Carol Woodard <i>Yappy Carol</i>	“Retention Tips For Admissions” Lisa Olmedo <i>Gragg Advertising</i>	“Reframing the Debate on Extended Payment Plans: How to Build Positive Momentum And Full Classrooms” Calvin Fortenberry <i>TFC Tuition</i>	“Earnings Accountability: The Painful Deployment of Gainful Employment” Luke Hoey <i>McClintock & Associates</i>
Breakout 5 July 22 12:00–1:00 PM	“Instructional Strategies That Work Anywhere: Simple Techniques for Career School Instructors” Christina Thomas GW Publishing	“Negotiated Rulemaking and Regulatory Changes: Where We Are and What’s Still to Come” Roger Swartzwelder, Thompson Coburn LLC	“Updates In Financial Aid From PHEAA” Elizabeth McCloud PHEAA	Career & Student Services Panel Discussion Hillary Morgan Empire Education Barbara Chadick South Hills School of Business & Technology