



CAPPS



CAPPS 32ND ANNUAL CONFERENCE

**TODAY'S
STUDENTS,
TOMORROW'S
WORKFORCE**

OCTOBER 5-7, 2016 * PASADENA, CA

**CALIFORNIA ASSOCIATION OF PRIVATE POSTSECONDARY SCHOOLS
ADVOCACY * COMMUNICATION * PROFESSIONAL DEVELOPMENT**

**32ND ANNUAL CONFERENCE
OCTOBER 5-7, 2016
THE LANGHAM HUNTINGTON
PASADENA, CA**

PRESIDENT'S WELCOME

On behalf of the CAPPs Board of Directors, staff, our exhibitors, and all those who work so hard to bring you what we believe is the best Association Annual Conference in the Nation, we would like to welcome you to the CAPPs 32nd Annual Conference. We hope you will take the time to experience all facets of our Conference. If you do, you will depart with the latest news, information and changes occurring in our Sector of Higher Education.



every Institution that has a "for-profit" tax status. For example, we know that the gainful employment regulations are riddled with false assumptions and if they were applied evenly across all sectors it would not have been implemented.

As they have actively coordinated multi-agency attacks against us, they have forgotten that the weak economy in this country is, in part, due to the failure to train and educate the non-skilled for the skilled jobs that are still here. The one sector that fixes this problem is ours, but their political agenda has superseded a rational education/jobs policy. This will be the real legacy of this President.

The Conference theme this year is "Today's Students, Tomorrow's Workforce." The theme reflects that we are the only sector of Higher Education that plans and implements a direct education to work linkage. Our Institutions do not assume that jobs will naturally occur for our graduates upon graduation. We take affirmative action to ensure that our graduates are placed in the occupations for which they are educated and trained. We are the sector that integrates the workforce with students on a formal basis.

Our struggle against the policies initiated by the Obama Administration has no end in sight. Progressives have taken on the mantle of attacking our sector through friendly media, attention-seeking Attorney Generals and left-end politicians spouting talking points they know nothing about. We face their unreasonable expectations that anything less than perfection is a violation. The Democratic nominee for President promises to continue the Obama assault and her team already includes some of the worst critics of our sector. State Regulators, fearful of being considered "too easy" continue the regulatory assault on us.

The last eight years have been a difficult time as the Obama Administration has led a sustained and coordinated attack on our sector. Under the guise of "cracking down" on suspect Institutions, they have passed onerous and irrational regulations targeting

As a sector, we must not stand silent while

we are unfairly demonized. We must take every opportunity to discuss, explain, and advocate for our Institutions, and create the political support so necessary to survive. We must create our own momentum and support. Just one elected official being on our side can make a difference. It happened in the latest State Reauthorization.

We urge you to find a legislator in your area and establish a positive relationship. We urge you to support the Association in its efforts to overcome the negatives at the State level. We urge you to be your own representative for the good that you do. It will make a difference.

Finally, we would really like to urge you to enjoy the Conference. We have planned excellent workshops, outstanding exhibitors that can help your Institution, and receptions with wonderful food and wine. This is the largest gathering of Private Postsecondary Institutions in this State. We are a wonderfully diverse and interesting group of people. Take some time to get to know each other. You will be glad you did!

Welcome to the CAPPs 32nd Annual Conference!

Yasith Weerasuriya
President, Stanbridge College
CAPPs Board President 2016

GENERAL INFORMATION

CAPPs REGISTRATION CENTER

Registration materials are available at the CAPPs Registration Center, located in the Huntington Foyer, during the following hours:

Wed, Oct 5th: 10:00 a.m. - 7:00 p.m.
Thu, Oct 6th: 8:00 a.m. - 7:00 p.m.
Fri, Oct 7th: 8:00 a.m. - 12:00 p.m.

EXHIBIT HALL HOURS

Wed, Oct 5th: 5:00 p.m. - 7:00 p.m.
Thu, Oct 6th: 8:00 a.m. - 8:45 a.m.
10:30 a.m. - 11:00 a.m.
12:00 p.m. - 1:45 p.m.
3:15 p.m. - 3:45 p.m.
5:00 p.m. - 7:00 p.m.

BADGES & TICKETS

Your badge serves as your official conference pass and must be worn to all functions. You may be denied admission if you do not have a badge. Badges are non-transferrable.

RIBBONS

Special ribbons attached to badges will identify specific involvement, such as exhibitors, presenters, board members, etc.

CELL PHONES

Please be respectful by keeping your cell phone and other electronic devices on silent during all breakout sessions and general sessions.

CONTINUING EDUCATION CREDITS (CEUS)

Earn CEU credits by filling in the CEU Worksheet (found in your tote bag).

Return your worksheet to the CAPPs Registration Center by 12:00 p.m. on Friday, October 7th. Late submissions will not be accepted. CAPPs will email your CEU Certificate during the month of October.

ADMISSIONS TO FUNCTIONS

Conference registration includes admission to all pre-conference workshops, breakout sessions, general sessions, breaks, lunch, and evening receptions.

Wine Reception Guest Tickets include admission to the Thursday evening Wine Tasting Reception only.

Admission to the ICEPAC Leadership Dinner is by RSVP only, with a suggested donation of \$1000 for the first guest, and \$750 for a spouse, partner, or 2nd guest from the same organization. Please visit the CAPPs Registration Center to RSVP.

EVALUATIONS

Your comments will be used when planning future CAPPs conferences and events. Please complete the evaluations in each breakout session you attend, and the online Overall Conference Evaluation after the Final General Session on October 7th.

CAPPs CASH GAME

For Schools Only! Visit Exhibitors, Earn CAPPs Cash, Redeem for Gift Cards.

Visit each of our exhibitors during Exhibit Hall Hours to find out the different ways you can earn CAPPs Cash.

Use your CAPPs Cash to choose from a variety of gift cards (donated by our exhibitors) that will be available for purchase at the CAPPs Registration Center on Thursday, October 6th.

Shopping Times on October 6th:
12:00 p.m. - 1:45 p.m.
3:15 p.m. - 3:45 p.m.
5:00 p.m. - 7:00 p.m.

CAPPs MEMORIAL SCHOLARSHIP 50/50 RAFFLE

50% of the proceeds will go to benefit the CAPPs Memorial Scholarship Fund. 50% of the proceeds will go to the raffle winner.

Raffle tickets may be purchased at the CAPPs Registration Center at any time, or from conference staff inside the Exhibit Hall during the following times:

Wed, Oct 5th: 5:00 p.m. - 7:00 p.m.
Thu, Oct 6th: 12:00 p.m. - 2:00 p.m.
5:00 p.m. - 6:30 p.m.

Raffle ticket prices: \$5 each or 5 for \$20.

The raffle winner will be announced on Thursday, October 6th, during the Wine Tasting Reception. You must be present to win.

PURSES FOR STUDENT PROGRESS

SILENT AUCTION

A curated selection of vintage designer purses will be on view in the Huntington Foyer. Submit your bid by 6:30 p.m. on Thursday, October 6th. Visit the CAPPs Registration Center for details and Bidding Forms.

The winning bids will be announced during the Wine Tasting Reception on October 6th.

All proceeds from this silent auction will go to benefit the CAPPs Memorial Scholarship Fund.

PHIL ROSEN MEMORIAL WALK

This relaxed and fun walk is a great way to begin the day on Thursday, October 6th. Join co-hosts Robert and Elizabeth Schaefer from Central Coast College, and Lisa Olmedo from Enrollment Resources, for an early morning walk in the beautiful neighborhoods surrounding the Langham. Meet at the CAPPs Registration Center in the Huntington Foyer at 7:00 a.m.. Walk will last 30-45 minutes.

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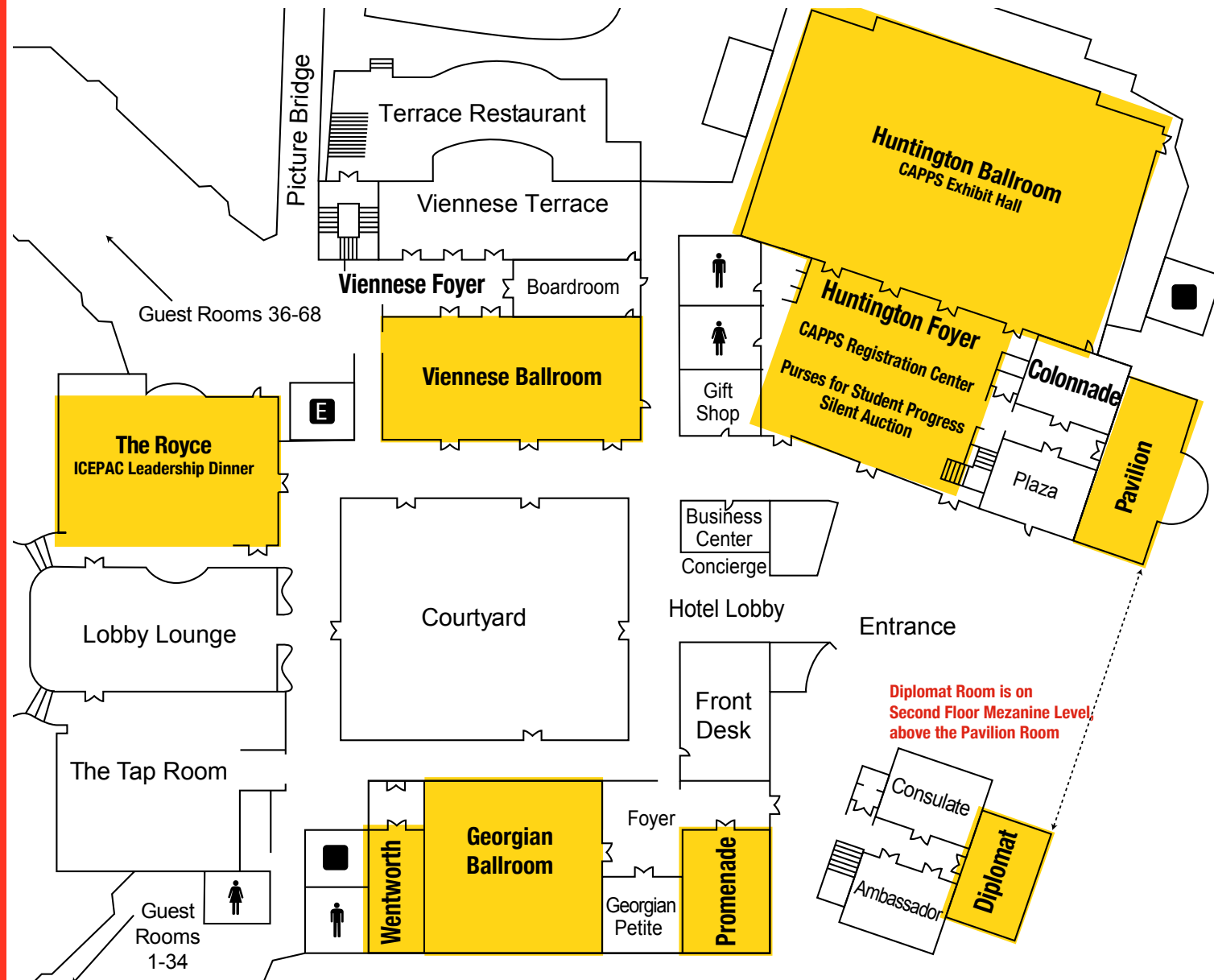


DOWNLOAD OUR MOBILE APP!

1. Visit the App Store on your phone.
2. In the search bar, type "Yapp". The app will be a blue-green icon.
3. Download the app.
4. Open "Yapp" and click the "download an existing Yapp" button.
5. Enter in the code "CAPPs" and press Go.
6. Click on the picture located on the left side of your screen. Enjoy!

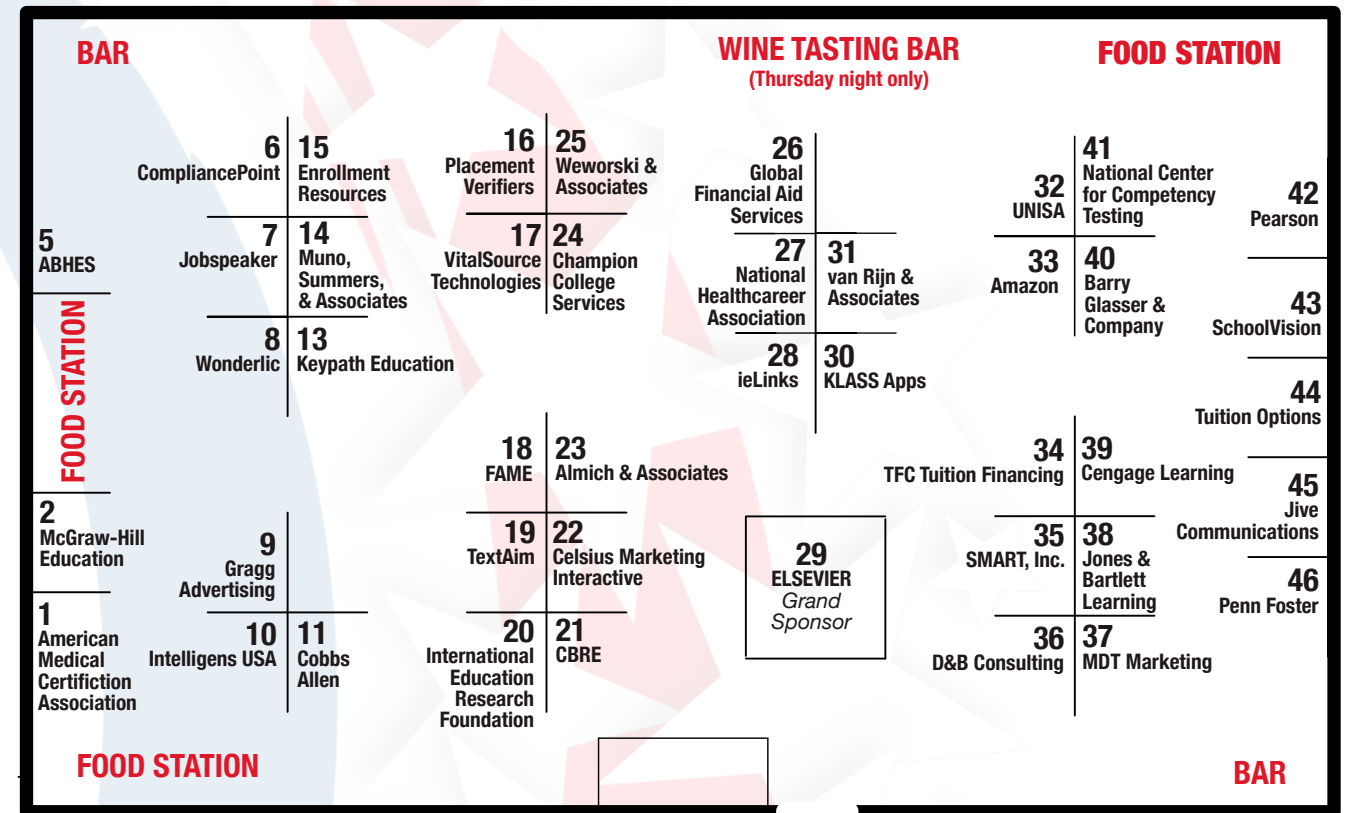
Conference schedules, maps, presentations, and more...at your fingertips!

LANGHAM MEETING ROOM MAP



- WEDNESDAY** Registration Center: Huntington Foyer
 Pre-Conference Sessions: Diplomat (2nd floor), Georgian Ballroom, Pavilion, Wentworth
 Champagne Toast: Huntington Foyer
 Welcome Reception with Exhibitors: Huntington Ballroom
- THURSDAY** Registration Center: Huntington Foyer
 General Sessions: Viennese Ballroom
 Breakout Sessions: Diplomat (2nd floor), Georgian Ballroom, Pavilion, Promenade, Viennese Ballroom
 Breakfast, Breaks, Lunch, Wine Tasting Reception: Huntington Ballroom
 ICEPAC Leadership Dinner: The Royce
- FRIDAY** Registration Center: Huntington Foyer
 Breakfast & General Sessions: Viennese Ballroom
 Breakout Sessions: Diplomat (2nd floor), Georgian Ballroom, Pavilion, Promenade

CAPPS EXHIBIT HALL: HUNTINGTON BALLROOM



EXHIBITORS, LISTED IN ALPHABETICAL ORDER:

- | | | | | | |
|--------------|----|--|--------------|----|---|
| Booth | 5 | Accrediting Bureau of Health Education Schools (ABHES) | Booth | 38 | Jones & Bartlett Learning |
| | 23 | Almich & Associates | | 13 | Keypath Education |
| | 33 | Amazon | | 30 | KLASS Apps, Inc. |
| | 1 | American Medical Certification Association | | 2 | McGraw-Hill Education |
| | 40 | Barry Glasser & Company | | 37 | MDT Marketing |
| | 21 | CBRE | | 14 | Muno, Summers & Associates |
| | 22 | Celsius Marketing Interactive | | 41 | National Center for Competency Testing (NCCT) |
| | 39 | Cengage Learning | | 27 | National Healthcareer Association (NHA) |
| | 24 | Champion College Services | | 42 | Pearson |
| | 11 | Cobbs Allen | | 46 | Penn Foster |
| | 6 | CompliancePoint | | 16 | Placement Verifiers |
| | 36 | D&B Consulting, Accounting and Management | | 43 | SchoolVision |
| | 29 | Elsevier | | 35 | SMART, Inc. |
| | 15 | Enrollment Resources | | 19 | TextAim |
| | 18 | FAME | | 34 | TFC Tuition Financing |
| | 26 | Global Financial Aid Services | | 44 | Tuition Options |
| | 9 | Gragg Advertising | | 32 | UNISA, INC. |
| | 28 | ieLinks | | 31 | van Rijn & Associates, P.C. |
| | 10 | Intelligens USA | | 17 | VitalSource Technologies Inc. |
| | 20 | International Education Research Foundation (IERF) | | 25 | Weworski & Associates |
| | 45 | Jive Communications | | 8 | Wonderlic |
| | 7 | Jobspeaker | | | |

WEDNESDAY, OCTOBER 5TH

7:30 AM - 1:00 PM
Brookside Golf Club

CAPPS MEMORIAL SCHOLARSHIP FUND GOLF TOURNAMENT
Separate registration required.

10:00 AM - 7:00 PM
Huntington Foyer

CAPPS REGISTRATION CENTER

1:00 PM - 4:45 PM
Huntington Ballroom

EXHIBITOR MOVE-IN

1:00 PM - 2:00 PM
Pavilion

ACICS SCHOOL MEETING
Roger J. Williams, Interim CEO & President, Accrediting Council for Independent Colleges and Schools (ACICS)

1:00 PM - 2:00 PM
Wentworth

ACCET SCHOOL MEETING
Dr. William Larkin, Executive Director, Accrediting Council for Continuing Education & Training (ACCET)

1:30 PM - 2:15 PM
Diplomat

ABHES SCHOOL MEETING
Florence Tate, Executive Director, Accrediting Bureau of Health Education Schools (ABHES)

2:30 PM - 3:30 PM
Georgian Ballroom

Pre-conference Workshop #1 | Track: Ensuring Student Success
REAUTHORIZATION 2016 AND RELATED LEGISLATION: THE NO GOOD, THE BAD AND THE UGLY

Matt Back, President, Matt Back Government Relations
Robert W. Johnson, Executive Director, CAPPS
Keith Zakarin, Partner, Chair of the Education Practice Group, Duane Morris LLP

The BPPE through the Department of Consumer Affairs, and the Governor's Office combined with the State Legislature, passed new and heavy burdens for Institutions, while rewarding the grievance industry. This session will discuss what new provisions will go into effect January 1, 2017 and what you need to do now to be ready to comply.

3:30 PM - 3:45 PM
Huntington Foyer

FIFTEEN MINUTE BREAK

3:45 PM - 4:45 PM
Wentworth

Pre-conference Workshop #2 | Track: Ensuring Student Success
ALL ABOUT THE OUTCOMES: RETENTION, CREDENTIALING & PLACEMENT
Darcy A. Dauderis, JD MHA, Vice President, Accreditation & Licensing, American Career College

In today's environment, it is a given that outcomes are more important than ever! Let's look at ways to monitor and enhance our outcomes in ways that impact student success in "real-time". This session explores the "ownership" of outcomes, monitoring and reporting, and managing external forces impacting outcomes like credentialing and licensing. Even with limited resources, there are simple ways to ensure quality outcomes and ensure tomorrow's workforce is well-equipped.

3:45 PM - 4:45 PM
Pavilion

Pre-conference Workshop #3 | Track: Ensuring Student Success
POLICY ISSUES, TRENDS, AND CHALLENGES IN DISTANCE EDUCATION: AN ACCREDITOR'S PERSPECTIVE
Dr. Leah K. Matthews, Executive Director, Distance Education Accrediting Commission (DEAC)

There is no shortage of policy issues, trends and challenges facing distance education for 2016 and beyond. Alternative credentialing, experimental sites initiatives such as EQUIP, adaptive technologies in new teaching & learning models, and student-driven personalized learning already make for heady conversation about the practical considerations of service and education quality for students. Added to this mix are policy developments in state authorization reciprocity agreements, pending federal rules for state authorization of distance education, scrutiny of "regular and substantive interaction," and questions about digital accessibility requirements for distance learning. Dr. Leah Matthews, Executive Director of the Distance Education Accrediting Commission (DEAC) provides overviews and perspectives of these topics.

WEDNESDAY, OCTOBER 5TH

3:45 PM - 4:45 PM
Georgian Ballroom

Pre-conference Workshop #4 | Track: Ensuring Student Success
THE EVOLVING ROLE OF ACCREDITATION

Jay Vaughan, Partner, Education Practice Group, Cooley LLP
Naomi Harralson May, Associate, Education Practice Group, Cooley LLP

The recent ACICS re-recognition process represented a seismic shift in the U.S. Department of Education's expectations for agencies that serve as gatekeepers for federal financial aid. The accreditation model is evolving from the traditional focus on institutional improvement to one emphasizing enforcement of state and federal requirements as well as assessing the value of educational programs. This session will discuss the implications for all accredited institutions and best practices for ensuring continued alignment with agency expectations to enhance student success.

4:45 PM - 5:00 PM
Huntington Foyer

CHAMPAGNE TOAST
CAPPS 2016 Memorial Scholarship Fund Tournament Golf Awards
CAPPS 2016 Allied Partner of the Year Award, presented to van Rijn & Associates, Donna van Rijn accepting.

5:00 PM - 7:00 PM
Huntington Ballroom

CAPPS BOARD OF DIRECTOR'S WELCOME RECEPTION WITH EXHIBITORS
CAPPS Memorial Scholarship Fund 50/50 Raffle
CAPPS Cash Game
Purses for Student Progress Silent Auction

THE PRE-CONFERENCE WORKSHOP AND BREAKOUT SESSION TRACKS

Enrolling Future Graduates: Engagement and information, admissions, marketing, and social media.

Providing the Best Education: Education trends and technology.

Ensuring Student Success: School management and operations; compliance and regulatory; compliant operations.

Optimizing the Student Experience: Employment, career and student services.

Bidding Begins Wed @ 5:00 p.m.
Bidding Ends Thu @ 6:30 p.m.

Winning bids announced during the Wine Tasting Reception on Thursday evening.

Purses will be on display in the Huntington Foyer.

All proceeds from this silent auction benefit the CAPPS Memorial Scholarship Fund.



THURSDAY, OCTOBER 6TH

7:00 AM - 7:45 AM
Huntington Foyer

PHIL ROSEN MEMORIAL WALK

An easy walk in the area surrounding the Langham. Hosted by Robert and Elizabeth Schaefer of Central Coast College, and Lisa Olmedo of Enrollment Resources. Meet at the CAPPS Registration Center in the Huntington Foyer.

8:00 AM - 7:00 PM
Huntington Foyer

CAPPS REGISTRATION CENTER

8:00 AM - 8:45 AM
Huntington Ballroom

CONTINENTAL BREAKFAST WITH EXHIBITORS

Sponsored by CompliancePoint and Stanbridge College
CAPPS Cash Game and Purses for Student Progress Silent Auction continue.

8:45 AM - 10:30 AM
Viennese Ballroom

OPENING GENERAL SESSION

Patriotic Medley performed by Marcy Madison Bentley.
CAPPS Board of Directors President's Welcome, presented by Yasith Weerasuriya, President, Stanbridge College
Grand Sponsor Award presented to ELSEVIER
Presentation of Memorial Scholarship Award Videos
CAPPS Hall of Fame STAR Award presented to Sabrina Kay, with an introduction by William "Bill" Clohan
Keynote Speaker Frank King



Dr. Sabrina Kay



Frank King

10:30 AM - 11:00 AM
Huntington Ballroom

BREAK WITH EXHIBITORS

Sponsored by Stanbridge College
CAPPS Cash Game and Purses for Student Progress Silent Auction continue.

Students from North-West College's Eye Care program offer Readers in varying strengths, and students from the Massage Therapy program offer chair massages.

Students from American Career College's Optical Technician program will be offering optics cleaning and tightening of glasses, and students from the Medical Assistant program will be offering blood pressure screening.

11:00 AM - Noon
Georgian Ballroom

Breakout Session #1 | Track: Enrolling Future Graduates

THE CAREER EDUCATION ADMISSIONS PROFESSIONAL: WHAT WILL IT TAKE TO THRIVE IN 2017?

Dr. Jean Norris, Managing Partner, Enrollment Solutions, Norton|Norris, Inc.
Debbie Muno, Managing Partner, Muno, Summer & Associates

Join this esteemed panel of experts to explore the profile, skills and knowledge needed in advising, coaching and enrolling today's students. We'll share the results of a national study examining admission professionals from all sectors of higher education with input from high school guidance counselors. Participants will have the opportunity to :

- * Understand perceptions of career college admission professionals from other sectors
- * Learn how to partner effectively with high school guidance counselors to improve relationships
- * Identify the most challenging obstacles to enrollment success
- * Pinpoint personal skill strengths necessary for success
- * Explore opportunities for professional admissions development and credentialing
- * Understand the importance of having the right people working in and leading admissions
- * Improve ROI and compliance through a more professional admissions process

11:00 AM - Noon
Viennese Ballroom

Breakout Session #2 | Track: Providing the Best Education

BPPE AND ME

Joanne Wenzel, Bureau Chief, Bureau for Private Postsecondary Education
Kim Rust, Executive Vice President, Educational Advisors Inc.
Katherine (Kate Lee Carey), Special Counsel, Cooley LLP

Curious or puzzled when you hear, "SB 1192?" Learn what SB 1192 says and how it affects your institutional operations, new fee structure and out of state schools requirements to operate a private postsecondary institution in California. Additional information covered includes approval by means of accreditation, questions and answers, and tidbits of information that you may have missed and need to know.

11:00 AM - Noon
Promenade

Breakout Session #3 | Track: Ensuring Student Success

NAVIGATING NEW LETTER OF CREDIT REQUIREMENTS

Bruce Denson, Cobbs Allen, President
Keith Zakarin, Duane Morris, Managing Partner

We will explore proposed rules around new requirements for letters of credit both in the state of CA and by the U.S. Department of Education

11:00 AM - Noon
Pavilion

Breakout Session #4: Track: Optimizing the Student Experience

HEALTHY STUDENTS = HEALTHY SCHOOL = HEALTHY FUTURE!

Gelena Gorelik, MS, RD, E-Learning Coordinator, Gurnick Academy of Medical Arts

It is a proven fact that stress combined with poor lifestyle choices is at the core of all major chronic diseases, premature aging, and obesity, that haunts our society. This affects our students on many levels, including their academic success, professional development, and emotional well-being. All of these impact your school's current retention rates and future growth. Teaching and promoting healthy lifestyle habits, time management, and stress reduction (even while attending an intensive program) should be part of every school's curriculum. Teach healthy habits to your students today for your school's healthy future tomorrow!

Noon - 1:45 PM
Huntington Ballroom

LUNCH WITH EXHIBITORS

Sponsored by Powers Pyles Sutter & Verville PC
CAPPS Cash Game and Purses for Student Progress Silent Auction continue.

Students from North-West College's Eye Care program offer Readers in varying strengths, and students from the Massage Therapy program offer chair massages.

Students from American Career College's Optical Technician program will be offering optics cleaning and tightening of glasses, and students from the Medical Assistant program will be offering blood pressure screening.

1:45 PM - 3:15 PM
Viennese Ballroom

ACCREDITOR PANEL & AWARDS GENERAL SESSION

CAPPS 2016 School of the Year Award presented to International Education Corporation/UEI College

CAPPS 2016 Employer of the Year Award presented to CVS Health

CAPPS 2016 Memorial Scholarship Award Videos

Accreditor Panel Discussion Moderated by CAPPS Board President: Yasith Weerasuriya, President, Stanbridge College

Panelists:

Dr. William Larkin, Executive Director, Accrediting Council for Continuing Education & Training (ACCET)
Dr. Leah Matthews, Executive Director, Distance Education Accrediting Commission (DEAC)
Dr. Mary Ellen Petrisko, President, WASC Senior College and University Commission (WSCUC)
Florence Tate, Executive Director, Accrediting Bureau of Health Education Schools (ABHES)
Roger J. Williams, Interim CEO & President, Accrediting Council for Independent Colleges and Schools (ACICS)

3:15 PM - 3:45 PM
Huntington Ballroom

BREAK WITH EXHIBITORS

Sponsored by Success Education Colleges

CAPPS Cash Game and Purses for Student Progress Silent Auction continue.

Students from North-West College's Eye Care program offer Readers in varying strengths, and students from the Massage Therapy program offer chair massages.

Students from American Career College's Optical Technician program will be offering optics cleaning and tightening of glasses, and students from the Medical Assistant program will be offering blood pressure screening.

A team of MUD students will be transforming volunteers into a variety of patriotic-themed characters. Stop by and watch the artists at work.

3:45 PM - 4:45 PM
Diplomat

Breakout Session #5 | Track: Enrolling Future Graduates

LOW COST TIPS THAT IMPROVE CONVERSIONS

Lisa Olmedo, VP Enrollment Strategies, Enrollment Resources
Kim Gasper, Director of Admissions & Marketing, Asher College

Many students will not respond to usual attempts of contact which will decrease the motivation of an admissions team. Admissions teams can get frustrated and slip on compliance. 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 while staying in compliance. The tips provided are proven to engage students and cultivate trusting and secure relationships with prospective students without breaking the bank. Increased contact rates will motivate admissions teams and boost enrollments!

THURSDAY, OCTOBER 6TH

3:45 PM - 4:45 PM
Promenade

Breakout Session #6 | Track: Providing the Best Education
TITLE: ADAPTIVE LEARNING= SUCCESS FOR STUDENTS

Dr. Susan Sportsman, PhD, RN, ANEF, FAAN, Director of Consultation and Services, Elsevier

This presentation will explore ways in which adaptive learning can be a game changer for students. Strategies to prepare students for using this approach and ways to integrate adaptive learning and technology into the curriculum will be discussed. Using these tips for using adaptive learning will increase students' engagement and foster success for your students.

3:45 PM - 4:45 PM
Georgian Ballroom

Breakout Session #7 | Track: Ensuring Student Success
BEST PRACTICES TO MANAGING AND UNDERSTANDING TODAY'S OPERATIONAL CHALLENGES

Peter S. Leyton, Attorney, Ritzert & Leyton, P.C.
Matthew Johnston, President, Santa Barbara Business College
Gary Yasuda, President, Milan Institute
David Vice, President, Asher College

This session will focus on how to navigate the operational, legal and regulatory challenges facing career colleges and schools today. It will be a panel discussion intended to ensure an understanding of the legal challenges and of best practices to operate within this highly regulated, negative, and litigious environment. It will seek and provide ample time for audience engagement and participation. The panel will include an experienced attorney who has represented schools in the sector for over 30 years and who regularly deals with the various regulators and legal challenges and three very experienced and involved school owners.

3:45 PM - 4:45 PM
Pavilion

Breakout Session #8 | Track: Optimizing the Student Experience
SUPPORTING GAINFUL EMPLOYMENT: HOW TO VERIFY SOFT SKILLS AND PREDICT LOAN DEFAULT

Amanda Opperman, Senior Institutional Effectiveness Specialist, Wonderlic
Ena Hull, Senior Vice President, Student Financial Services & Title IV Compliance, Unitek Information Systems

This session will focus on two innovative ways to help secure gainful employment for your graduates. By assessing the likelihood of student loan default during the admissions process and verifying student mastery of soft skills prior to the job placement process, institutions can establish a cross-departmental approach to gainful employment. The presenters will share: 1) How Unitek currently predicts loan default rates using an easy to implement data-driven process and 2) Unitek's involvement in gathering national employer data on soft skills for job placement. Attendees will benefit from learning actionable strategies that they can bring to their home campuses and share with colleagues. Action plans for implementing these strategies and for improving student outcomes will be shared with attendees.

5:00 PM - 7:00 PM
Huntington Ballroom

WINE TASTING RECEPTION WITH EXHIBITORS sponsored by Duane Moriis LLP
CAPPS Memorial Scholarship Fund 50/50 Raffle, raffle winner will be announced.

CAPPS Cash Game concludes.

Purses for Student Progress Silent Auction, all bids due by 6:30 p.m., winning bids will be announced.

Students from North-West College's Eye Care program offer Readers in varying strengths, and students from the Massage Therapy program offer chair massages.

Students from American Career College's Optical Technician program will be offering optics cleaning and tightening of glasses, and students from the Medical Assistant program will be offering blood pressure screening.

The EC Trio from Los Angeles College of Music (LACM) will be performing during the reception.

Watch for attendees in the Exhibit Hall who've been transformed into iconic patriotic-themed characters, by students from Makeup Designory.

Stop by the Red Carpet and share your conference and CAPPS stories, on camera, filmed by Columbia College Hollywood students.

7:15 PM - 10:00 PM
The Royce

8TH ANNUAL ICEPAC LEADERSHIP DINNER
Attendance by RSVP only, with a suggested donation of \$1000 for first guest, \$750 for spouse/partner or 2nd guest from same company. For more information, or to RSVP, visit the CAPPS Registration Center, or see CAPPS Executive Director, Robert Johnson.

8:00 AM - Noon
Huntington Foyer

CAPPS REGISTRATION CENTER

8:30 AM - 9:45 AM
Viennese Ballroom

GENERAL SESSION BREAKFAST, KEYNOTE, & AWARDS

U.S Congresswoman Loretta Sanchez (invited)

CAPPS Business Meeting

CAPPS 2016 Norma Ford Financial Aid of the Year Award presented to Elizabeth Schaefer, Central Coast College

Keynote: Steve Gunderson, President & CEO, Career Education Colleges and Universities (CECU)

9:45 AM - 10:45 AM
Pavilion

Breakout Session #9 | Track: Enrolling Future Graduates
STRATEGIES FOR SUCCESS WHILE NAVIGATING THE TCPA MINEFIELD

Ken Sponsler, GECP, CIPP/US, Senior Vice President and General Manager, CompliancePoint, Inc
Kellie Mitchell Bubeck, Associate, Copilevitz & Canter, LLC

Prospective students are among the highest density population of mobile telephone only users. Statistically, upwards of 80% of outbound calls to this group cross the path of TCPA requirements. Of particular concern are written consent requirements as well as proper management of revocation of consent as well as wrong party contacts. Each call is subject to up to \$1500.00 in potential class action liability. This session will focus on the specific sources of risk as well as operational procedures, training, monitoring and record keeping designed to reduce risk. These are critical considerations particularly when lead aggregators and third party contact centers are engaged by the school which is very common in online educational offerings. Lessons learned will also be presented by a highly experienced TCPA expert witness engaged in more than 5 dozen TCPA lawsuits.

9:45 AM - 10:45 AM
Georgian Ballroom

Breakout Session #10 | Track: Ensuring Student Success
KEEPING THE FEDS HAPPY: A HIGHER EDUCATION ATTORNEY WORKSHOP ON KEY COMPLIANCE STRATEGIES FOR CALIFORNIA COLLEGES

Stanley A. Freeman, Principal, Powers Pyles Sutter & Verville PC
Michael S. Abril, Vice President of Legal and Regulatory Affairs, San Joaquin Valley College
Ronald Holt, Attorney, Douthitt Frets Rouse Gentile & Rhodes, LLC

Veteran compliance lawyers will brief CAPPS members on operational strategies that help colleges avoid and prevent compliance problems, with particular focus on key areas of concern to the U.S. Department of Education. Topics will include student loan discharge liabilities, misrepresentation claims, and the federal program integrity rules relating to recruitment, admissions, satisfactory progress, and gainful employment. Pending legislative challenges posed by HEA reauthorization will also be addressed. The panelists will combine their extensive federal and California-based knowledge and experience to share war stories and practical suggestions aimed at maximizing compliance in an era of heightened scrutiny.

9:45 AM - 10:45 AM
Diplomat

Breakout Session #11 | Track: Ensuring Student Success
BORROWER DEFENSE TO REPAYMENT - HOW THIS NEW RULE COULD IMPACT YOUR INSTITUTION

Katherine (Kate) Lee Carey, Special Counsel, Cooley LLP

The Department of Education issued a proposed rule in June of 2016 that, if finalized as proposed, could create major risks for institutions. This session will discuss your school's role in the borrower defense process, the ban on arbitration provisions, and the new financial responsibility triggers that could result in administrative, operational and financial challenges for institutions.

9:45 AM - 10:45 AM
Promenade

Breakout Session #12 | Ensuring Student Success
KEEPING UP WITH KEEPING UP

Greg Nathanson, Industry Guru
Baylor Meza, COO, Success Education Colleges

Facility Management has come a long way since the days that the principle issue was clean bathrooms. While appearance and cleanliness is still an issue, facility management has a new host of federal and state compliance requirements. Join Baylor Meza, Success Education COO and Greg Nathansen, former CAPPS President and School Owner as they discuss the modern meaning of Facility Management

10:45 AM - 11:00 AM
Viennese Foyer

FIFTEEN MINUTE BREAK

11:00 AM - Noon
Viennese Ballroom

FINAL GENERAL SESSION
CAPPS 2016 Memorial Scholarship Award Videos

The Legal Update, presented by Keith Zakarin and Edward Cramp of Duane Morris LLP

FRIDAY, OCTOBER 7TH

8TH ANNUAL ICEPAC LEADERSHIP DINNER

THURSDAY, OCTOBER 6TH, 7:15 PM @ THE ROYCE



THE ICEPAC

During each legislative term, state legislators must take positions on important bills that have been introduced and/or amended, as well as budget bills and state regulatory issues. Every two years, one-third of all seats will be filled with new legislators. It is the responsibility of the Independent Coalition of Educators Political Action Committee (ICEPAC) to educate them about the positive effects of our schools on California's economy. Since California does not have public financing of elections, your donation to ICEPAC will help us educate these new legislators.

THE DINNER

Proceeds from this annual fundraising dinner, now in its 8th year, benefit the ICEPAC. Attendance is by RSVP only, with requested donations of \$1000 per person, \$750 for a spouse/partner or guest from the same organization. Visit the CAPPS Registration Center to RSVP, or see CAPPS Executive Director Robert Johnson.

THE ROYCE

The Royce is a The Langham's fine dining restaurant, one of the five best steakhouses in Los Angeles (*Haute Living*), an OpenTable Diner's Choice winner, and a "Best Of" award winner (*Wine Spectator*).

Steaks are prepared on an Aztec wood-fired grill over White Oak and seasonal wood to sear in the maximum flavor and juiciness of each cut.

Seafood consists of the freshest local and global selections available, and produce is sourced from the local farmer's market and the Royce's own organic garden on property.

The restaurant includes two glass-enclosed wine rooms – a red room and white room – which are temperature controlled. The well-balanced wine list features classic selections and big, structured wines from the Old World, along with New World choices to best complement each dish.



CHEF DOMINIQUE SHELTON

Sous Chef Dominique Shelton's passion for food began while working at a humble diner, but his culinary career began at the age of 16 at his very first job—a fast food chain in Lakeland, Florida. At the age of 17, Dominique moved to Tallahassee to attend college. He majored in business management, but at the same time, he worked in several area restaurants. Dominique's enthusiasm and interest for restaurant management pushed him to move to Tampa to explore other job opportunities.

In 2009, Dominique's passion for discovering new cuisines, and his desire for expanding his cooking techniques, led him to explore the possibility of attending culinary school. Unfortunately, circumstances got in the way of attending a culinary program. But determined not to allow his dreams to be thwarted, Dominique moved to Los Angeles in 2010. He began his fine dining restaurant career in North Hollywood, and went on to work at French inspired bistros in Pasadena. Dominique fell in love with French cuisine and began creating his own recipes, inspired by his own family's recipes from France.

Dominique joined the Royce in 2013. Working under Chef Perry Pollaci, he enjoys bringing sustainable dining to Pasadena, embracing every moment of the creative process.

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CAPPS HALL OF FAME STAR AWARDS

2016 INDUCTEE

DR. SABRINA KAY

Chancellor and CEO of Fremont College/Fremont Private Investments

Dr. Sabrina Kay is serial entrepreneur, tech educator, fashion designer, philanthropist, and public speaker. She immigrated from South Korea as a college student who didn't speak a word of English, and went on to found 7 successful enterprises, earn 4 graduate degrees (doctorate degree in work-based learning leadership at the Wharton School and Graduate School of Education at the University of Pennsylvania; an MBA from USC; and a Master of Science in higher education from the University of Pennsylvania, all with honors), serve on more than 30 charitable and civic boards, teach at the University of Pennsylvania, USC, and UCLA, and receive numerous awards (Education Award from After-School All-Stars presented by former California Governor Arnold Schwarzenegger, United Nations Global Goals Award at the UN General Assembly by Novus Summit, the Humanitarian Award from International Medical Corps, Lifetime Education Leadership Award from Learning Consortium, Woman of the Year by the California Legislature, Rising Asian Woman by the World Affairs Council, Entrepreneur of the Year by Ernst & Young).

Dr. Kay is the founder of California Design College (now Art Institute of Hollywood); Premier Business Bank; Fremont Private Investments; Fashion Umbrella; The Sabrina Kay Collection; and LA Designs. As a self-proclaimed recovering nonprofit junkie, Dr. Kay founded The Sabrina Kay Charitable Foundation, chairs After-School All-Stars and is a current board member of International Medical Corps Leadership Council, Los Angeles Sports & Entertainment Commission, American Friends of the Louvre, The Kitchen Community, and YPO Bel Air Chapter.

As Chancellor and CEO of Fremont College, Dr. Kay aims to revolutionize higher education and corporate learning. Fremont College utilizes innovative and technology-driven learning models to bridge the gap between the classroom and the 21st-century workplace through pre- and post-employment training. Fremont College focuses on PATHS (Paralegal, Administration, Technology, Healthcare, Sports Therapy) programs that impact our world. As Chairman of Fremont Private Investments, Dr. Kay personally serves on the diverse boards of companies she has invested in to add value and inspire entrepreneurs to realize their full potential for growth.



Inductees 2009-2015

2009



Colleen Buffington



Norma Ford



Dean Johnston



Dick Nathanson



Gary Yasuda

2010



William Clohan



Marsha Fuerst



Michael Perry

2011



Roy Hurd



Roger Williams

2012



Elizabeth & Robert Schaefer

2013



John Zimmerman

2014



Greg Nathanson



David Pyle

2015



Anthony Pitale



Keith Zakarin

**Supporters of CAPPS over a long period of time.
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Absolute in their dedication to education and students.
Role models for our sector's leaders.**

CAPPS 2016 MEMORIAL SCHOLARSHIP RECIPIENTS!

Sue Fleming Memorial Scholarship for Allied Health

ROBERT THOMAS AGUIRRE Hospital Central Service Technician Program Premiere Career College, Irwindale, CA

Robert Aguirre is father to four boys; ages 7, 6, 5 and 3. Robert wants to show his boys that no matter what age you are, you can always achieve your goals. He looks forward to graduating and embarking on a career path that excites and challenges him, providing a future for his family that they thought they would never have.

“Robert distinguished himself by serving as an exceptional, highly competent, capable, and caring student. He is consistent, motivated, and has proven to be a student who is respectful, polite, and professional in his behavior. Robert is a good example of a good citizen who is committed to academics as well as to growing in his career as Hospital Central Service Technician, while also helping others.” - Fe Ludovico-Aragon, President, Premiere Career College

Norma Ford Memorial Scholarship for Nursing

FELICIA ALEXANDER Vocational Nursing Program Xavier College, Stockton, CA

In choosing to enroll in a nursing program, Felicia Alexander is hoping to learn skills to be in a better position to help others. Felicia is a single mother, and works full-time. It is often a struggle to keep up with home, work, and school, but she is focused on her goals of graduating, improving herself, and seeking opportunities to advance in nursing.

“Being a single mother of 4 children, ages 12 to 16, she struggles to meet the demands of school and her family responsibilities. She is determined to complete the program to be eligible to work as a licensed vocational nurse (LVN), and later advance to the RN Bridge program. Her story would inspire many would-be nurses who may be reluctant to start their education due to economic and family challenges. In Felicia’s story, one would know that sometimes, a strong determination and focus to reach a goal are enough to overcome all difficulties.” - Elvira Miller, Campus Director, Xavier College

Norma Ford Memorial Scholarship for Nursing

CHRISTINE HERRERA Nursing, Bachelor of Science Program West Coast University, Los Angeles Campus

Christine Herrera grew up knowing she wanted to be in the medical field. She aspires to be a nurse that is caring, compassionate, and an advocate for patients and their families. Felicia sees her future in community or public health nursing, helping people who are unable to receive and reach out for the medical attention they may need.

“Christine Herrera is THAT student, the one who does it all with an optimistic attitude. Christine attends school full-time, maintains a 3.5 GPA, while she works five jobs to support her mother, brother, and her educational funds. We are confident that Christine’s nurturing personality, outstanding interpersonal skills, and dedication to excellence and passion for the nursing field is going to transition her perfectly from THAT student to becoming THAT memorable nurse.” - Tim Gramling, Campus Director, West Coast University

Marsha Fuerst Memorial Scholarship for Women

KAYLA GRIFFIN Medical Assistant Program North-West College, West Covina Campus

Kayla Griffin began her academic career at North-West a little over 4 years ago. Shortly after starting the Vocational Nursing program, she had her first child. Her son was diagnosed with kidney failure at birth and Kayla began trying to balance care for her son (dialysis, frequent trips to the doctor) with attending class and studying. After a few weeks of being spread too thin, Kayla was forced to stop attending class so she could focus on managing her son’s healthcare. In June 2016, Kayla’s son received a kidney transplant and after he was healed from surgery, she returned to North-West. She enrolled in the Medical Assisting program, a program that would accommodate her busy schedule of caring for her son and taking care of her newborn daughter. Kayla’s goals are to finish school, and continue her education in either anesthesiology or radiology.

“Kayla is an outstanding student who has had to overcome daily challenges of taking her son to dialysis, caring for her four-month-old daughter, and completing her homework. What is most impressive about Kayla is not her determination or her ability to ignore the hardships and setbacks she has been dealt; it is that Kayla does everything with a smile. Kayla is one of the most positive young women I have had the pleasure of knowing. She approaches each day with enthusiasm, hope, and the knowledge that today will be better than the last simply because she is making it so.” - Thuha Pacis, Campus Director, North-West College

Bonnie Manley Memorial Scholarship for Cosmetology / Esthetics / Massage Therapy

DANIELLE TRUJILLO Esthetics Program Colleen O’Hara’s Beauty Academy, Santa Ana, CA

Soon-to-be mother Danielle Trujillo was searching for a career that she not only would enjoy, but that would allow her to provide the best possible future for her child. She decided to use the money in her savings account and begin attending esthetician school. Danielle has rearranged her entire life, and now, instead of working five days a week, she attends school five days a week and works one day. Her goal is to one day be someone her son is proud to call his mom.

“Danielle is an exceptional student with high academic standards. She is extremely passionate about the Esthetics industry. From the time that she started the program she has proven to be very committed despite any life obstacles that have come her way.” - Denise Delgado, Campus Director, Colleen O’Hara’s Beauty Academy

Mike Mikhail Memorial Scholarship for Recent Immigrants & First Generation Americans

UCHENNA EBIRINGAH Occupational Therapy, Masters of Science Program Stanbridge College, Irvine, CA

Uchenna Ebiringah’s parents moved from Nigeria to the United States with the hopes of providing a brighter future for their children. Growing up, Uchenna watched as both his parents worked long hours; his mother as a nurse, and his father - an electrical engineer in Nigeria - as a taxi driver. The knowledge of the sacrifices that his parents made drives Uchenna to continuously elevate his aspirations, and occupational therapy allows Uchenna to engage individuals and their families in times of need. Uchenna’s goals include earning a PhD, and contributing to the global community through research and the dissemination of findings, enhancing the knowledge base of allied health professions.

“Uchenna immigrated to the United States with his family in 1995 and received his American citizenship in 2005. He is a dedicated student with a passion for helping others. This scholarship would allow him to commit more time to his academic and fieldwork to help him become the most effective therapist he can be.” - Yasith Weerasuriya, President, Stanbridge College



ROBERT AGUIRRE



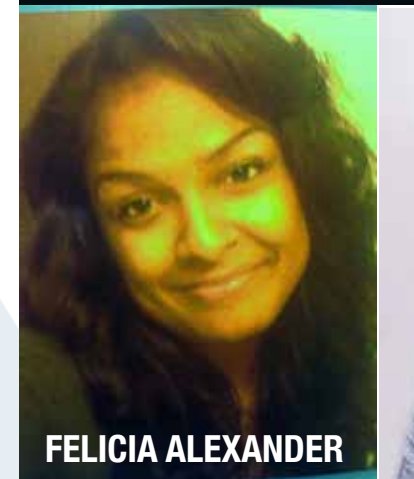
KAYLA GRIFFIN



CHRISTINE HERRERA



DANIELLE TRUJILLO



FELICIA ALEXANDER



UCHENNA EBIRINGAH

SUE FLEMING BEGAN HER CAREER IN ALLIED HEALTH in 1986 when she enrolled in a medical assisting certificate program at Western Career College. She became an instructor at the school and then department chair. After receiving her Bachelor of Science degree from National University, Sue rose through the Western Career College ranks, first as dean of education, then as executive director of the Sacramento Campus. In 2004, Sue was promoted to operations director for the Central Valley campuses. Susan Marie Fleming passed away in 2005.

NORMA FORD WAS A LONG-TIME CAPPS FINANCIAL Aid Trainer, CAPPS Board Member and one of the original Inductees into the CAPPS Hall of Fame in 2009. Norma’s accomplishments were only exceeded by the friendships that she made along the way. Norma worked in the private career school sector for over 28 years and over the last two decades was the primary trainer for the CAPPS financial aid workshops. Norma Ford passed away in 2010 after a long battle with cancer.

FORMER CAPPS PRESIDENT BONNIE MANLEY’S career in the cosmetology industry spanned four decades. She was a licensed cosmetologist and educator and owned and operated three cosmetology schools in the San Diego area. Bonnie served two three-year terms on the NACCAS Commission from 1991 to 1996 and was elected the first woman Chair of the Board of NACCAS in 1993. She was strongly committed to maintaining ethical standards and integrity in business and organizational management. Bonnie Manley passed away in 2004.

MOHSEN AZIZ MIKHAIL, AFFECTIONATELY NAMED MIKE, was born in Cairo, Egypt, and earned a Bachelor’s degree from Cairo University. In 1966, Mike boarded a plane to America with a dream and \$11 in his pocket. Mike worked as a CPA after arriving in America and held Controller-like positions at both public and proprietary educational institutions. In 1983, Mike began Western Career College with Dick Nathanson. Mike went on to own four schools, which he sold to Gryphon Colleges in 2004. He returned to career education in 2007, when he acquired Advanced Training Institute in Las Vegas, Nevada. Mike Mikhail passed away in 2010.

IN 1965, MARSHA FUERST’S MOTHER ANN KALSMAN had a dream of opening a College to train allied health professionals. Her mother purchased a piece of property along Interstate 10 in West Covina and started to construct a small building. While the foundation was being poured for the campus, Marsha’s mother fell ill and was hospitalized. Marsha visited her bed side and her mother began coaching her as to what was to happen with the College should she not recover. She told Marsha to fulfill her dream...to open the College. Having very little knowledge about business or operating a school, Marsha jumped in feet first to realize her mother’s dream. Marsha served as President of North-West College for more than four decades— impacting thousands of students’ lives by equipping them to enter and advance in the health care field. Marsha passed away in 2016.

CONGRATULATIONS!



2016 CAPPs ALLIED PARTNER OF THE YEAR VAN RIJN & ASSOCIATES, CPA'S

Specializing in providing services to private postsecondary schools, van Rijn & Associates is a full-services Certified Public Accounting firm committed to serving clients with personalized attention. The firm's educational partner is intimately involved in all phases of services to career schools and has a solid reputation for being responsive and attentive to clients' needs in a timely manner.

Donna van Rijn, the company's founder, has cheerfully and with great energy supported the CAPPs Foundation and CAPPs activities over the past years. We are grateful for Donna's service, and fortunate to count van Rijn & Associates among our dedicated group of Allied Members. Donna is representative of that "can-do" spirit that drives our Allied Members.



2016 CAPPs SCHOOL OF THE YEAR INTERNATIONAL EDUCATION CORPORATION/UEI COLLEGE

International Education Corporation's history dates to 1982 when United Electronics Institute was founded in Los Angeles County, California. Today, IEC is the parent company of both UEI College and United Education Institute, operating a total of seventeen schools nationwide. IEC's goal is to continually raise the bar and take organizational and human performance to new levels, enabling their people and students to become the best they can be and achieve the extraordinary.

IEC/UEI leadership under Fardad Fateri and his team continue their long established support of CAPPs and the vital role it plays in California Private Postsecondary Education. The CAPPs School of Year is distinguished by their ongoing commitment to furthering the CAPPs mission of Advocacy, Communication and Professional Development. Fardad and his team have done that consistently over the years.



2016 CAPPs EMPLOYER OF THE YEAR CVS HEALTH

The CAPPs 2016 School of the Year, IEC/UEI, selected CVS Health as the Employer of the Year.

CVS Health is a national employer that supports and partners with IEC/UEI schools on both the West and East Coasts. They have created a network of training locations specifically for IEC/UEI externship programs. The externships often lead to employment for IEC/UEI Pharmacy Technician and Medical Assisting graduates.

CVS Health is a pharmacy innovation company, helping people on their path to better health. They focus on attracting and equipping diverse talent for their workforce, with a team dedicated to ensuring that youth, mature workers, veterans, and individuals with disabilities have a place within their company.

2016 NORMA FORD FINANCIAL AID PROFESSIONAL OF THE YEAR awarded to Elizabeth J. Schaefer

Financial Aid Director, Vice President of Instructional Services, & Co-Owner; Central Coast College

An excerpt from the nominating letter, written by Cathy del Fante, Director of Admissions at Central Coast College, about her boss, Elizabeth Schaefer:

I know Liz was an admirer and friend of Norma's, I know Liz to be a woman of high ethical standards – especially when it comes to administering financial aid. **Her philosophy can best be summed up as "just because you can, doesn't mean you should".**

Liz's commitment to quality postsecondary vocational training doesn't stop at the door of Central Coast College. For many years we've had to share her with the Accrediting Council for Continuing Education and Training (ACCET) as a Commissioner, then as Chair of the Commission, and now as a volunteer.

Liz doesn't just sit in her financial aid "silo". She meets with each admissions representative and goes over prospective students' files in detail to ensure that they can benefit from training, asking about everything from child care to transportation. If the "devil is in the details," I'm pretty sure Liz has slapped him upside the head with a two-by-four more than once. She was one of the first to catch on to the high school diploma mills that plague students and institutions alike.

Liz also oversees instruction. She sits in meetings about at-risk students and assists in counseling them when we just don't get through. She'd rather have great placement than great retention – not because it looks better, but because she is absolutely dedicated to making sure every student gets his or her money's worth. I've seen her refund tuition she didn't have to because it was the right thing to do. On the flip side, she often has the uncanny ability to see something in a student we're ready to drop and send him right back to the classroom, filling us in on some life circumstance we knew nothing about until she talked with him.

She's an absolute stickler about value in what goes on in the classroom. She is dedicated to continuous improvement to make the training more hands-on and more engaging for students.

Liz sees the whole cycle through, helping supervise Career Services. They meet with her weekly; the list of job-seekers is dissected one by one with a status update on each. **Another Lizism: "We never give up on a student finding a job."**

Here's just a short list of what I've learned from Liz in the last 13 years:

"Just because you can" give a student the maximum amount of loans available, doesn't mean you should.

"Just because you can" admit a prospective student who's stunningly unsuited to her program choice, doesn't mean you should.

"Just because you can" hire an instructor with a Master's degree and no real world experience over one with an AA who's spent twenty years working in her field, doesn't mean you should.

"Just because you can" delegate the grunt work of reviewing FAFSA's and ISIR's, doesn't mean you should.

"Just because you can" curse the darkness of the regulatory nightmare we're living with and use it as an excuse for discouragement and failure – well, she wouldn't have a minute of that. Her stance is, "well then, we're just going to do it." We all follow her lead.



Elizabeth Schaefer is the Financial Aid Director and Vice President of Instructional Services at Central Coast College in Salinas, CA. She is also Co-Owner of the college, with her husband Bob.

Prior to employment at Central Coast College, Liz worked in public education, beginning as a Teacher and working her way up through a succession of positions at the school site and district levels including Bilingual/ESL Resource Teacher, Coordinator of Bilingual Education, Coordinator of Instructional Services, Director of Curriculum, and Elementary School Principal.

Liz was a protégé, and became a close friend, of Norma Ford, for whom this award was named. Norma Ford, and Sally Samuels of FAME, provided Liz with her first exposure to training in financial aid and continued to be good friends and mentors throughout the next several decades. Liz continued a close personal and business friendship with Norma until Norma's untimely death in 2010.

Liz earned a BS in Education at Oregon State University, and a K-12 Administrative Credential and Masters in Multicultural Education at the University of San Francisco. She is a strong supporter of the career school mission of "train and place" and the peer review process exemplified by ACCET. A former Chair of the ACCET Commission, Liz volunteers for the commission and does several on-site accreditation visits each year.

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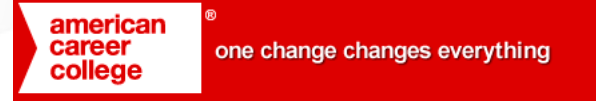
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STUDENT SHOWCASE

Learn more below about the schools participating in the Student Showcase on Thursday, October 6th.

American Career College



Students from the Optical Technician will be offering optics cleaning and tightening of glasses.

Medical Assistant Program students will be offering blood pressure screening.

American Career College (ACC) was founded more than 35 years ago and has prepared thousands of talented men and women for personally rewarding careers in health care. American Career College has steadily grown through the years by adding faculty, curricula and campuses to address the growing need for highly skilled health care employees. Today, with five locations in Southern California, along with degree and diploma programs in eleven major areas of health care, American Career College has become a leader in the demanding and challenging health care education field.

Columbia College Hollywood (CCH)



Student filmmakers will be setup near the CAPPs Red Carpet during the Wine Tasting Reception, ready to document your stories and experiences. Stop by the Huntington Foyer and share what you love about the conference, CAPPs, and our sector!

Columbia College Hollywood is the college for filmmakers. Students start making movies in their very first quarter of school. Faculty consist of professional filmmakers and students are given access to the core of the movie industry – internships, employment opportunities, equipment and experience. Columbia College Hollywood graduates learn all aspects of filmmaking, which makes them well-rounded and ready for work in a competitive industry.

Los Angeles College of Music (LACM)

The EC Trio, a band made up of LACM students, will be performing during the Wine Tasting Reception on October 6th.



LACM prepares students to be leaders in music and offers Bachelor's and Associate's degrees and Diploma programs in Music Performance, Music Production, Songwriting, Composing for Visual Media and Music Business.

Located in the heart of the music and entertainment industries, the faculty is comprised of current leading music professionals with a passion for inspiring the next generation. The college offers a significant number of real world playing situations with professional musicians.

Make-up Designory

A team of MUD students will be transforming volunteers into a variety of patriotic-themed characters. Stop by and watch the artists at work.



Each year, MUD schools train hundreds of students from around the globe in a variety of make-up specialties. From day one, students are immersed in the fundamentals of make-up artistry with aspirations of working in the fashion, entertainment or retail cosmetic industries. MUD gives future artists the opportunity to discover their own unique style under the training of licensed instructors with professional expertise in film, television and fashion. Their vision begins to come alive as they infuse their talent with skill whether it be within the intricacies of prosthetics or the delicacy of beauty make-up.

North-West College

Students from the Eye Care Specialist program will be offering 'readers' in varying strengths.

Massage Therapy Program students will be offering chair massages.



North-West College prides itself for having modern, well-equipped facilities that are centered on the student's experience. North-West College (NWC) was founded in 1966 by Marsha Fuerst. Mrs. Fuerst's family has been involved in the allied health field since the early 1950's. North-West College continues to be owned and operated by Mrs. Fuerst's son Mitchell Fuerst. The Fuersts' passion for career education and their desire to provide high quality, relevant training is one of the guiding principles of the College.

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Using demographic and historical data, the Voyant Predictive Modeling Software, coupled with FAME's SIS applications, significantly increases the ability to accurately predict and identify; students at risk of leaving school early, and students at the highest risk of defaulting on loans.

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