



CAPPS 2017  
LEGISLATIVE POLICY  
CONFERENCE

# ADVANCING OPPORTUNITY

MARCH 27-28  
SACRAMENTO, CA



## A Message from CAPPS President Matthew Johnston

On behalf of the Board of Directors of the California Association of Private Postsecondary Schools (CAPPS), I would like to welcome you to the 2017 CAPPS Legislative Policy Conference.

This year we are again confronted with many challenges in regards to our sector's ability to endure the coming years. The election of Donald Trump as the 45th President of the United States has released an avalanche of revenge legislation in California, as those on the far left seek to attack anything that is remotely promoted or connected to the Trump Administration.

While President Trump has never fully endorsed our sector in public, the fact that he has chosen not to continue the full out assault that was aimed at our sector the last six years of the Obama Administration was enough to signal to our opponents that they should continue the attack. That attack continues both on a State and Federal level.

We wish that our opponents would acknowledge that the two major reauthorizations of the laws governing our sector in California in just four short years, combined with major fee increases, have made Private Postsecondary Schools in California the most regulated and difficult State in the Union to educate and train students. This is not an accident. Our opponents have sought first to make our Institutions reporting as difficult and unfair as possible under the guise of "transparency" and now seek to weaponize the reporting results to shut our schools down.

No matter how many disclosures and signatures our students must sign, or how many restrictions and frankly unfair definitions of placement are forced on us, our adult students make the choice to attend our Institutions and that makes our opponents furious. As they seek to exercise the "nuclear" option through State Legislation, we must stand together as a sector to fight for our survival. Nothing less than our best efforts will be needed to turn the tide of hatred against us.

In more reasonable times, the value of our sector in educating, training and putting people to work in the State economy was recognized and appreciated. Now the attacks are based on nothing more than partisan elitism that proclaims anything other than public education will not do.

Our Conference theme "Advancing Opportunity" is based on the belief that time is short for us to change the course of the attacks directed at us and have a conversation with State Legislators about what differentiates our sector in a positive manner.

We are the Community that they represent. We educate and train in all areas but most of our students do not wish to pursue a four to six-year Academic Degree. They want fast and effective training that will land them an entry level career position.

We must organize the support of our students, faculty and alumni and direct them to have a conversation with their State elected officials about the legislation affecting us so negatively. It is my hope that your participation in this year's Legislative Policy Conference will lead to direct action on your part to eliminate the grave threats posed by the bad legislation we will review and the attacks mounted by our opposition.

Thank you for your attendance. If there is anything we can do to assist you in your legislative efforts please let us know. Thank you for supporting CAPPS. I would like to thank our sponsors and exhibitors which help make this Conference possible and all our speakers who take the time and make the effort to give us such great insights.

Sincerely,  
**Matthew A. Johnston**

President, SBBCollege/California  
Aeronautical University  
CAPPS Board President 2017



## CAPPS EXCELLENCE IN COMMUNITY SERVICE AWARDS

With these awards, CAPPS seeks to acknowledge that our member schools, through their efforts to assist the communities where they live and work, are so much more than institutions of higher education that educate and train students for good jobs; they are part of the fabric of service that lifts everyone in the community.

### Congratulations to our 2017 Award Winners!



Gold Award  
**Bellus Academy**



Gold Award  
**West Coast University**



Silver Award  
**San Diego University  
for Integrative Studies**



Bronze Award  
**Unitek College**

**Though they were not selected as award recipients this year, please join us in recognizing the outstanding community service efforts of all the schools who submitted award applications. Thank you for all you do!**

Advanced Training Associates	UEI College Anaheim
American Career College	UEI College Huntington Park
Bergin University for Canine Studies	UEI College Ontario
California Institute for Advanced Management	UEI College Riverside
High Desert Medical College	UEI College San Marcos
Institute of Technology	

## MONDAY, MARCH 27

WHEN?	WHAT?	WHERE?
10:00 am - 7:00 pm	<b>CAPPS Registration</b>	Atrium
11:00 am - 12:00 pm	<b>Pre-Conference Round Tables</b> Conversations with Subject Matter Experts from our Allied Member Exhibitors!	Central Pacific
1:00 pm - 1:15 pm	<b>CAPPS President's Welcome</b> Matthew A. Johnston, President, SBBCollege/California Aeronautical University	Old Sacramento Ballroom
1:15 pm - 1:30 pm	<b>The BPPE Advisory Committee: How Can Schools Have an Impact?</b> Katherine (Kate) Lee Carey, Special Counsel, Cooley LLP and Chair of the BPPE Advisory Committee	
1:30 pm - 2:00 pm	<b>Featured Speaker: Rob C. Lapsley</b> President, California Business Roundtable	
2:00 pm - 2:30 pm	<b>Sacramento's Changing Legislative Scene</b> Matt Back, President, Matt Back Government Relations Robert W. Johnson, Executive Director, CAPPS	
2:30 pm - 3:00 pm	<b>Break with Exhibitors</b>	
3:00 pm - 4:00 pm	<b>The Most Important Opportunity!</b> Steve Gunderson, President, Career Education Colleges and Universities (CECU)	Old Sacramento Ballroom
4:00 pm - 5:00 pm	<b>Threats From The Left, Relief From The Right?</b> Keith Zakarin, Partner and Chair of the Education Practice Group, Duane Morris LLP Katherine Brodie, Special Counsel, Duane Morris LLP	
5:00 pm - 6:00 pm	<b>ICEPAC Reception for Assemblyman Rudy Salas</b> Attendance is by RSVP only. Please see the staff at CAPPS Registration. Requested Donation: \$500 per person, or \$1000 per institution (2 people)	Tower Bridge
5:00 pm - 7:00 pm	<b>Welcome Reception with Exhibitors sponsored by Elsevier</b>	Atrium

## TUESDAY, MARCH 28

WHEN?	WHAT?	WHERE?
8:00 am - 3:30 pm	<b>CAPPS Registration</b>	Atrium
8:00 am - 9:00 am	<b>Breakfast with Exhibitors</b>	Atrium
9:00 am - 10:30 am	<b>CAPPS President's Welcome</b> Matthew A. Johnston, President, SBBCollege/California Aeronautical University  <b>A Message from Our Sponsor</b> Lorna Ferrel, Education Solutions Consultant, Elsevier  <b>Legislative Keynote</b> Assemblyman Jim Cooper  <b>The BPPE in 2017</b> Joanne Wenzel, Bureau Chief, BPPE	Old Sacramento Ballroom
10:30 am - 11:00 am	<b>Break with Exhibitors sponsored by Ritzert &amp; Leyton PC</b>	Atrium
11:00 am - 12:00 pm	<b>Accreditor Panel: Accreditation Under Attack?</b> Florence Tate, Executive Director, ABHES Roger J. Williams, Interim President, ACICS Dr. William V. Larkin, Executive Director, ACCET Dr. Lori Williams, Vice-President, WSCUC	Old Sacramento Ballroom
12:00 pm - 1:00 pm	<b>Luncheon with Exhibitors sponsored by Powers Pyles Sutter &amp; Verville PC</b>	Terrace
1:00 pm - 2:00 pm	<b>CAPPS 2017 Excellence in Community Service Awards</b> Presented by Dr. Elaine Ikeda, Executive Director, California Campus Compact Gold Award: Bellus Academy and West Coast University Silver Award: San Diego University for Integrative Studies Bronze Award: Unitek College	Old Sacramento Ballroom
2:00 pm - 3:00 pm	<b>Draining The Swamp? The Federal Update</b> Stanley A. Freeman, Principal, Powers Pyles Sutter & Verville PC Peter S. Leyton, President of Ritzert & Leyton PC	
3:00 pm - 3:15 pm	<b>Next Steps &amp; Conference Closing Remarks</b> Matthew A. Johnston, President, SBBCollege / California Aeronautical University	

## **MEET THE EXHIBITORS**

### **Elsevier**

[elsevieradvantage.com/career](http://elsevieradvantage.com/career)

Elsevier Education empowers higher learning institutions and educators with exceptional content, learning technology, and assessment tools that help transform today's students into tomorrow's healthcare professionals.



### **Enrollment Resources Inc.**

[www.enrollmentresources.com](http://www.enrollmentresources.com)

Enrollment Resources is the leading innovator in the For-Profit Career Education Sector dedicated to helping Institutions prosper. Founded in 2003, we help for-profit proprietary schools increase enrollment through empowerment and access to best practices in Marketing and Admissions. We offer services in four main areas, IMarketing Services, Admissions Performance Institute, Virtual Admissions Adviser and Social Deep.



### **Gragg Advertising**

[www.graggadv.com](http://www.graggadv.com)

Gragg Advertising is a full service, direct response agency focused in marketing technology. Recognized as one of the top agencies in the world for search engine and social media strategy, they work with schools across the nation creating a fluid, compliant admissions process through holistic marketing programs using integrated recruitment campaigns, innovative lead aggregation, media analysis, admissions training, interactive geo-targeting, and compliance monitoring and management. Gragg Advertising combines traditional branding strategy with proven direct response marketing tactics in order to provide a quantifiable return on investment for their clients.



### **National Center for Competency Testing (NCCT)**

[www.ncctinc.com](http://www.ncctinc.com)

NCCT, National Center for Competency Testing is an allied health certifying agency that works in partnership with quality academic programs. Our certifications provide credentials that help in job placement and meet many state certification requirements. To learn more about NCCT, visit our website, [www.ncctinc.com](http://www.ncctinc.com) or contact us at 800-875-4404. The certifications that we offer are Medical Assisting, Insurance and Coding, Medical Office Assistant, ECG Technician, Phlebotomy Technician, Patient Care Technician, and Certified Postsecondary Instructor.



### **Paul Bott & Associates, Inc.**

[www.paulbottassoc.com](http://www.paulbottassoc.com)

Accreditation and program development consulting.

## **MEET THE EXHIBITORS**

### **Pearson Learning Solutions**

[www.pearsonhighered.com](http://www.pearsonhighered.com)

Pearson is the world's learning company, with 36,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning. For more information about Pearson, visit our website.



### **TFC Tuition Financing**

[www.TFCTuition.com](http://www.TFCTuition.com)

For over 40 years, TFC Tuition Financing has provided tuition-financing alternatives. Our programs enable schools to increase cash flow and enrollments while eliminating the difficult tasks of tuition collection, servicing and reporting. NO CREDIT CHECKS, NO ORIGINATION FEES & NO START-UP FEES. TFC Tuition Financing provides all the materials necessary to implement our tuition financing programs at no cost to the school. Our mission is to provide long-term quality service to our clients. The government required TILA disclosures are available on our website for no additional cost to our client schools.



### **Tuition Options**

[www.TuitionOptions.com](http://www.TuitionOptions.com)

Tuition Options is a responsible lender and servicer providing best-in-class origination, servicing and financing solutions to school and student customers. Our originations and servicing platform is fully compliant with student loan regulations and we provide student-friendly payment options to more than 600 campuses across the country.



### **van Rijn & Associates, CPAs**

[www.vanRijnCPAs.com](http://www.vanRijnCPAs.com)

Specializing in auditing services for private postsecondary schools, van Rijn & Associates is a full-service Certified Public Accounting firm. Comprehensive services include financial and SFA compliance audits, 90/10 and composite score planning, tax preparation, QuickBooks advising, management consulting, development of internal control procedures and other regulatory, financial, and tax support services. If you are looking for a practice that includes a CPA Partner who understands your challenges, works directly with you and your staff and will care for your needs with dedication, responsiveness and timely delivery of projects, then please let us know how we can be of service to you.



# Your 2017 CAPPS Professional Development Calendar (and a bit of fun for a good cause)

**April 28** in Irvine  
**Career Services Workshop**  
presented by **CareerTEAM**

**June 16** in Irvine  
**Financial Aid Workshop**  
presented by **DJA Financial Aid Services**

**Registration for the above workshops is available during the Legislative Conference! Visit the CAPPS Registration staff in the Atrium for details.**

**August (dates TBA)** in Irvine  
**Education Management Boot Camp**

**October 11** in San Diego  
**Memorial Scholarship Fund Golf Tournament**  
**October 11-13** in San Diego  
**33rd Annual Conference**

Visit [www.cappsonline.org/events/](http://www.cappsonline.org/events/)  
and click on **Upcoming**.

## CONFERENCE SPEAKERS

### **Matt Back**

President, Matt Back Government Relations



Matt Back has worked in California politics for nearly 20 years, with experience both in and out of State Government. During this time he has gained extensive knowledge of the legislative and regulatory process, while developing strong contacts throughout state government. This experience, coupled with a strong reputation and work ethic, has helped Matt and his firm achieve success for its clients in California's complex legislative and regulatory arena.

### **Katherine (Kate) Lee Carey**

Special Counsel, Cooley LLP



Kate has been working in higher education for more than 15 years in operational, legal, regulatory, compliance and governmental affairs capacities. She has developed expertise in accreditation, state licensing, federal Title IV and other relevant state and federal higher education statutes and regulations, assessing and operationalizing new and changing laws and regulations, developing compliance structures including analysis of existing operations, development of policies and procedures, compliance auditing, and legislative and other governmental policy review and development. Kate previously served on the Executive Committee of the CAPPS Board.

She has served as an institutional representative with the BPPE Advisory Committee since 2010, and currently serves as Chair of the committee.

### **Jim Cooper**

Assemblyman and Assistant Majority Leader



Jim Cooper represents California's 9th Assembly district, which includes the cities of Sacramento, Elk Grove, Galt, and Lodi. Cooper currently serves on several committees, including: Public Employees Retirement and Social Security, Governmental Organization, Insurance, Privacy and Consumer Protection, Budget, and Budget Subcommittee No. 4 on State Administration. Cooper also serves as Chair of the Assembly Select Committee on Community Law

Enforcement Relations and Responsibilities. Before joining the Assembly, Cooper served as a Captain in the Sacramento County Sheriff's Department for 30 years and spent 14 years as Elk Grove's founding mayor and councilmember.

## **CONFERENCE SPEAKERS**

### **Edward M. Cramp**

Managing Partner, Duane Morris LLP



Edward M. Cramp is a higher education attorney who focuses on representing private postsecondary education institutions. He advises his clients in all areas of operations, including the application of state and federal laws, regulations and accreditation standards. He also represents and advises clients in civil rights matters, including defending against claims by students and employees in areas such as the ADA, Section 504 of the Rehabilitation Act, Title IX of the Higher Education Act, Title VII of the Civil Rights Act and analogous state laws. He advises clients on a range of business issues, such as mergers and acquisitions, licensing, trademark and copyright. Mr.

Cramp serves as general counsel to the American Association of Cosmetology Schools, the California Association of Private Postsecondary Schools, and the Beauty Changes Lives Foundation. He regularly speaks on a wide range of issues pertaining to the sector.

### **Stanley A. Freeman**

Principal and Education Practice Founder, Powers Pyles Sutter & Verville PC



Stanley A. Freeman is a principal, shareholder and founder of the education practice at PPSV. In practice for more than twenty years, he counsels individual educational institutions, corporate investors in higher education, associations of schools and colleges, accrediting agencies, guaranty agencies, and allied educational companies on administrative, transactional, regulatory and litigation matters. He has represented numerous schools in proceedings before the U.S. Department of Education, the accrediting commissions, and guaranty agencies.

### **Steve Gunderson**

President, Career Education Colleges and Universities (CECU)



Steve Gunderson has served as President of CECU since January 2012. His appointment continues an entire career of leadership and engagement in the education and workforce investment challenges facing America's citizens. This commitment began at the age of 23, when he was first elected to the Wisconsin State Legislature. After three terms in Madison, Gunderson served 16 years in the U.S. Congress and was a recognized leader on education, employment policy, health care, human rights and agriculture issues. Following his career in public service, he was named the senior consultant and managing director of the Washington office of The Greystone Group, a strategic management and communications consulting

firm. He was the lead author of the book "The Jobs Revolution: Changing How America Works" and the sole author of "The New Middle Class: Creating Wages, Wealth and Opportunity in the 21st Century."

## **CONFERENCE SPEAKERS**

### **Robert W. Johnson**

Executive Director, California Association of Private Postsecondary Schools (CAPPS)



Robert Johnson's career in workforce development and the private postsecondary education sector spans over 30 years of service to schools and students. Serving as the CAPPS Executive Director since 1998, Robert's responsibilities include working closely with his Board of Directors and membership in representing the Association and the Private Postsecondary Education Sector to Policy Makers and the Public. He has worked with Governors, State and Local Legislators, Boards, Commissions, as well as State regulatory bodies such as the Department of Consumer Affairs on matters relating to the Private Postsecondary Education Sector. He administers the Independent Coalition of Educators Political Action Committee (ICEPAC) and the CAPPS 501C3 Foundation. Robert is responsible for implementing sector capacity building programs, and spends much of his time advising member schools on business, regulatory, accrediting, and legal matters that may affect their institutional readiness. Robert has been an active member of the California State Bar Association since 1980 and has offices in both Sacramento and Southern California.

### **Matthew A. Johnston**

President, SBBCollege/California Aeronautical University



Matthew A. Johnston has over 22 years of experience in private education. Working in a multi-campus environment, he held the positions of Admissions Representative, Faculty Member, Academic Dean, Campus Director, Director of Operations, and Vice President. In his current position as President, Mr. Johnston is responsible for the overall direction and development of the college with 7 campus locations including an online division and aeronautical campus. The college offers programs in business, legal, technical, medical, trades and aviation related programs. Mr. Johnston is currently serving as President on the board of CAPPS.

### **Rob Lapsley**

President of the California Business Roundtable



Rob Lapsley was named President of the California Business Roundtable in 2011, a nonpartisan organization comprised of the senior executive leadership of the state's major companies employing over half a million Californians. Previously, Rob served as VP and state political director for CalChamber; President of RCL Consultants and VP for Arnel Development, one of the largest private real estate companies in Southern California. Rob served in the U.S. State Department as special assistant to the U.S. Ambassador to Spain during the Iraq war. He served as Chief of Staff to former Secretary of State Bill Jones, serving as Undersecretary of State from 1995 to 2001. Rob served in the California State Assembly from 1987-2002. Rob is a graduate fellow of the Coro Foundation and a veteran of the U.S. Air Force.

## **CONFERENCE SPEAKERS**

### **Dr. William V. Larkin**

Executive Director, Accrediting Council for Continuing Education & Training (ACCET)



Dr. William V. Larkin has served as ACCET's Executive Director since 2013. His career in education spans four decades of service to students and educational institutions and he holds the distinction of being one of the few college presidents who has served in that capacity for both a not-for-profit and a for-profit institution. Dr. Larkin's early higher education career was in student affairs and professional development. In 2003, Pennsylvania Governor Ed Rendell appointed Dr. Larkin to the position of Deputy Secretary for Postsecondary and Higher Education. Dr. Larkin was appointed President of The Art Institute of Philadelphia in 2005, a large for-profit college located in Center City. In 2010, he left The Art Institute to accept the position of President and CEO at Pennsylvania Institute of Technology, a Middle States accredited two-campus, two-year, technical and allied health, not-for-profit college in the Philadelphia region.

### **Peter S. Leyton**

President, Ritzert & Leyton, P.C.



Since 1980, Peter has represented many institutions of higher education, publicly traded companies, private investment groups and others with respect to resolving regulatory/compliance matters at the federal and state levels and with accrediting agencies and to achieving desired transactional results through mergers, acquisitions and reorganizations. This work involves daily interaction with the U.S. Department of Education (DOE), national, regional and programmatic accrediting agencies as well as state licensing agencies and other third parties.

### **Florence Tate**

Executive Director, Accrediting Bureau of Health Education Schools (ABHES)



Ms. Florence Tate commenced as the ABHES Executive Director, effective November 2014. Ms. Tate, former President of Potomac College, Washington, DC, has worked in postsecondary education for over 30 years. Previously, she served as Commissioner and Chair of the Accrediting Council for Continuing Education and Training (ACCET) and has participated in over 300 accreditation evaluation visits for three national accrediting agencies, including ABHES. Ms. Tate has served on several boards, regulatory councils, and advisory groups, and has been a frequent presenter on issues affecting higher education. As the Executive Director, Ms. Tate manages the operations of ABHES, including overseeing accreditation activities and staff. She serves as liaison to state and federal regulatory bodies, including the U.S. Department of Education, and works closely with other national accrediting agencies, as well as credentialing agencies in the health care disciplines.

## **CONFERENCE SPEAKERS**

### **Joanne Wenzel**

Bureau Chief, Bureau for Private Postsecondary Education (BPPE)

Joanne Wenzel has served as Bureau Chief since 2013, and has held multiple positions with the BPPE since 1998, including deputy bureau chief, transition consultant, transition manager and private postsecondary education administrator. She was a student affairs officer and career development counselor at the University of California, Davis from 1997 to 1998. Prior to that, Joanne served as loan program coordinator, manager and financial aid counselor at Arizona State University from 1994 to 1996 and federal financial aid specialist at Mitchell Sweet and Associates in 1994. She served as an associate financial aid analyst at the California Student Aid Commission from 1989 to 1993 and was assistant vice president and manager at Security Pacific National Bank from 1978 to 1989.

### **Dr. Lori Williams**

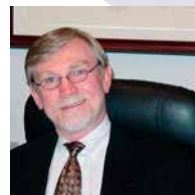
Vice President, WASC Senior College and University Commission (WSCUC)



Dr. Lori Williams comes to WASC with over 25 years experience in education. Most recently, she served as provost and ALO at Ashford University in San Diego. Previous positions include vice provost of curriculum development and innovation at Kaplan University, vice president of product strategy and development at Laureate Education, executive director of the center for student success at Walden University, and administrative roles at Saint Michael's College and Middlebury College. Throughout her career, Lori has also taught extensively, serving as a professor, thesis advisor, and mentor.

### **Roger J. Williams**

Interim President, Accrediting Council for Independent Colleges and Schools (ACICS)



Roger J. Williams has served as ACICS' Interim President since 2016. He brings nearly 25 years of experience in the management of higher education accreditation through his previous role as Executive Director of the Accrediting Council of Continuing Education and Training (ACCET). Williams transformed ACCET from the brink of losing its recognition with the Department and near bankruptcy in 1990, into a highly regarded agency with a healthy reserve and a stable future. Moreover, he led ACCET to become the only U.S. Department of Education recognized accrediting agency to be certified by the International Organization for Standardization as a Quality Management System.

### **Keith Zakarin**

Partner, Chair of the Education Practice Group, Duane Morris LLP



Keith Zakarin is the chair of Duane Morris' Education Practice Group and is a member of the firm's Partners Board. Mr. Zakarin exclusively represents private postsecondary schools and colleges. His representation of these schools nationwide includes such diverse areas of law as student and employee litigation, regulatory and administrative counseling and litigation, mergers and acquisitions, accreditation counseling and advocacy, employment counseling and risk management. He is the CAPPS General Counsel and owned and operated an accredited private college for 13 years.



## **CAPPS 33rd Annual Conference is October 11-13, 2017 at the Hyatt Mission Bay in San Diego, CA.**

All Legislative Conference attendees are eligible for special Annual Conference registration discounts!

**If you register for the Annual Conference while at the Legislative Conference on March 27 or 28:**

**Member School \$400** (Standard fee \$499)

**Non-Member School \$550** (Standard fee \$649)

**Exhibitor \$1400** (Standard fee is \$1635)

**Visit the staff at CAPPS Registration  
in the Atrium to register!**



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Conference!**

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