

Advocacy ★ Communication ★ Professional Development



LIVING IN THE DEEP BLUE SEA

CAPPS 2019 LEGISLATIVE POLICY CONFERENCE

APRIL 8-9, SACRAMENTO, CA

WELCOME TO THE 2019 CAPPS LEGISLATIVE POLICY CONFERENCE

A message from CAPPS Board President Rick Wood.

On behalf of the Board of Directors of the California Association of Private Postsecondary Schools (CAPPS), I would like to welcome you to the 2019 CAPPS Legislative Policy Conference.



Our Conference theme this year is: "Living in the Deep Blue Sea." We each long for the day that our sector of Higher Education is treated politically with the same level of respect and recognition as other sectors of Higher Education. But with the 2018 midterm election behind us, our Democratic opponents in the Obama Administration, and their allies in California, have initiated a series of bills against us in the California State Legislature, which attack us and in some instances threaten our very existence.

Our conversation has changed from seeking acknowledgement for all the positive outcomes that our Institutions have achieved to avoiding extinction from far-left Democrats. These elected individuals, motivated by their dislike of the current Administration in Washington and its policy of equal treatment for all sectors of Higher Education, have taken it upon themselves to impose failed and destructive Federal requirements on all private postsecondary Institutions in California. With no consideration of whether there is any factual or logical evidence that supports their proposed bills, their echo-chamber shout-outs revisit the same false narrative that our foes have long used.

Never mind that there are over 330,000 adult students who are currently enrolled in our Institutions, the large majority who will obtain specific occupational placement in verified jobs. It seems clear their wishes don't count with the State Legislators proposing these bills.

I know there is an inherent reluctance among private postsecondary Institutions in California to participate in campaigns to resist legislative over reach, but hoping that your enemy will go away is not a workable strategy in this age of politically driven hostility toward the sector. Choose today to stand with CAPPS and resist what is clearly a well-orchestrated attack on our sector of higher education and the students we serve.

Our first opportunity to confront our accusers is tomorrow, April 9th, at 1:30 pm in Room 437 of the Assembly side of the State Capitol. This is the first time in a long time we have asked you to bring your students, your Alumni, your employers, and other supporters to tell your story in your own words. It will likely not be the last time.

I would like to thank those who are in attendance today. Your support of the Association is vital to ensuring our sector's survival. I would also like to thank our Sponsors and Speakers who add invaluable information and knowledge to our proceedings and most importantly, I would like to thank our students, who believe in us and continue to partner with us for career planning and training.

Stand with us today, stand with them!

Sincerely,
Rick Wood
President & CEO, Select Education Group
CAPPS Board President 2019

The CAPPS Excellence in Community Service Awards were inaugurated in 2016 to recognize CAPPS Member Schools that have demonstrated exceptional commitment to their local community. Three awards are given annually - Gold, Silver, and Bronze - to recognize and encourage initiatives in community service, service learning, and civic engagement that have a significant impact on the communities served by our schools.

THE CAPPS 2019 EXCELLENCE IN COMMUNITY SERVICE AWARDS

and the winners are...



GOLD

Stanbridge University



SILVER

American Career College
San Joaquin Valley College



BRONZE

InterCoast Colleges

CONGRATULATIONS TO ALL THE SCHOOLS WHO WERE NOMINATED!

Each of these schools are making a positive difference in their local communities.

Advanced Training Associates	San Joaquin Valley College
American Career College	Stanbridge University
Carrington College	UEI College West Covina
CNI College	UEI College Sacramento
Institute of Technology - Clovis	UEI College Bakersfield
InterCoast Colleges	UEI College Ontario
San Diego University for Integrative Studies	West Coast University

MONDAY, APRIL 8TH

1:00 p.m. - 2:30 p.m. Magnolia Ballroom

CAPPS PRESIDENT'S WELCOME

Rick Wood, President/CEO, Select Education Group

CONNECTING COMMUNITY SERVICE TO POLITICAL ACTIVITY

Matt Back, President, Matt Back Government Relations

Robert Johnson, Executive Director, CAPPS

Glenn Kalison, Founder & Chief Content Officer, Studio Enterprise

Susan Paillet, Chief Student Experience Officer, American Career College

Jennifer Tannenhill, Legislative Advocate for West Coast University

STATE LEGISLATIVE UPDATE

Matt Back, President, Matt Back Government Relations

Robert Johnson, Executive Director, CAPPS

Jennifer Tannenhill, Legislative Advocate for West Coast University

2:30 p.m. - 3:00 p.m. Magnolia Foyer

BREAK WITH EXHIBITORS

3:00 p.m. - 5:00 p.m. Magnolia Ballroom

WHERE IS CALIFORNIA HEADED?

Robert C. Lapsley, President, California Business Roundtable

COOPERATE OR FIGHT: DC 2019

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

THE LEGAL UPDATE

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

Kristina Gill, Special Counsel, Duane Morris LLP

5:00 p.m. - 6:00 p.m. Maple I (3rd floor)

ICEPAC RECEPTION FOR SENATOR CONNIE M. LEVYA

Senator Levya is Chair of the Senate Education Committee. This fundraiser for Senator Levya's 2022 campaign is hosted by the Independent Coalition of Educators Political Action Committee (ICEPAC).

Attendance is by RSVP only with a minimum requested donation of \$1000.

To RSVP, please visit the CAPPS Registration Center.

5:00 p.m. - 7:00 p.m. Magnolia Foyer

WELCOME RECEPTION WITH EXHIBITORS

sponsored by Elsevier

TUESDAY, APRIL 9TH

7:30 a.m. - 8:30 a.m. Magnolia Foyer

BREAKFAST WITH EXHIBITORS

8:30 a.m. - 10:30 a.m. Magnolia Ballroom

CAPPS PRESIDENT'S "WELCOME BACK"

Rick Wood, President/CEO, Select Education Group

LEGISLATOR KEYNOTE

Senator Scott Wilk, representing California's 21st Senate District

THE BPPE UPDATE

Dr. Michael Marion, Jr., Bureau Chief, Bureau for Private Postsecondary Education (BPPE)

THE FEDERAL UPDATE

Stanley Freeman, Principal, Powers Pyles Sutter & Verville PC

10:30 a.m. - 11:00 a.m. Magnolia Foyer

BREAK WITH EXHIBITORS

sponsored by van Rijn & Associates, CPAs

11:00 a.m. - 12:00 p.m. Magnolia Ballroom

ACCREDITATION DIRECTIONS

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

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

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

12:00 p.m. - 1:00 p.m. Magnolia Ballroom

LUNCHEON

CAPPS 2019 Excellence in Community Service Awards

Conference Closing with CAPPS President Rick Wood

1:00 p.m.

DEPART FOR THE CAPITOL

Attend the California State Assembly Committee on Higher Education Hearing.

The Hearing begins at 1:30 p.m.

EXHIBITORS

CAREER CONEXT

www.careerconext.com

CareerConext is software built specifically for the career college space. We are not a SIS, however, we do make the one you have better. We offer software that enhances your Student Services, Career Services and Registrar. Conext automates many accreditation reports, saving hundreds of hours per year in creating reports! Conext is broken into three offerings. Perform, Bridge & Employ.

Conext Perform – takes the data from your SIS and produces visual reporting, identifies opportunities & spotlights problem areas.

Conext Bridge – enhances your current business processes by removing paper, reducing repetitive tasks and deploying esignatures on unlimited forms including Student Academic Progress and Employment Verification forms.

Conext Employ – provides a cloud based job posting services for your employers, extern sites and other organizations who are interested in hiring your students.

COURSEKEY

coursekeyeducation.com

CourseKey is a Learning Intelligence Platform used by schools across the country to collect, measure, and understand real-time learning at scale. CourseKey automatically captures and tracks clock-hours and student attendance. Whether in the classroom, lab, or an externship setting, the flexible solution becomes a key element of an institution's compliance and accreditation strategy. Through deep understanding of the education landscape, partnership with education stakeholders, and a suite of mobile-first software solutions, CourseKey facilitates opportunities for schools to lift student outcomes, no matter what types of programs they offer.

ENROLLMENT RESOURCES

<https://enrollmentresources.com>

At Enrollment Resources, we create conversion rate breakthroughs for our clients. We provide the tools they need to increase student enrollment and revenue without having to spend more on marketing or hire additional staff.

Through Conversion Rate Optimization (CRO) and rigorous A/B testing, our team of higher education subject-matter experts delivers the best possible results for our clients. The results are effective marketing campaigns, productive admissions staff, happier students, and a stronger bottom line.

We offer services in four areas: Online Marketing, EMScorecard™, Virtual Adviser, and the WebsiteEDU platform.

GRAGG ADVERTISING

www.graggadv.com

Gragg Advertising is a full-service marketing agency. We develop and implement strategic marketing plans for our clients, and then we track and analyze results in order to improve performance and maximize results. Advertising is, first and foremost, an understanding of how people behave, how people spend their time, their path to purchase, and the channels that will best shepherd the consumer down that path to purchase. All marketing strategies start with an expectation of results, our goal is to exceed these expectation...every time.

EXHIBITORS

NATIONAL CENTER FOR COMPETENCY TESTING (NCCT)

www.ncctinc.com

NCCT is an independent certification organization that has tested more than 550,000 candidates throughout the United States. Our certifications include, medical assisting, medical office assisting, ECG technician, surgical technology, phlebotomy, insurance billing & coding, and patient care technician. NCCT offers both academic and experiential routes of qualification for certification.

TFC TUITION FINANCING

www.TFCTuition.com

For nearly 50 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

Tuition Options helps schools enroll and retain more students. We are a licensed servicer in California and have over 38 years of experience implementing and servicing institutional loan programs nationwide. Tuition Options has enabled our school partners to retain more students while increasing AR recovery via a compliant origination platform, student-friendly servicing approach, comprehensive reporting tools, and flexible repayment options

VAN RIJN & ASSOCIATES

www.vanRijnCPAs.com

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. In addition to financial statement audits and SFA audits, the firm also provides other comprehensive accounting and tax services.

SPEAKERS



MATT BACK



STANLEY A. FREEMAN



KRISTINA GILL



STEVE GUNDERSON



ROBERT W. JOHNSON



GLENN KALISON



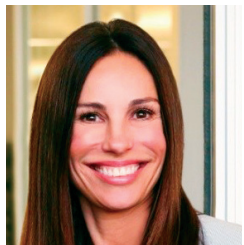
ROBERT C. LAPSLEY



DR. WILLIAM V. LARKIN



DR. MICHAEL MARION, JR.



SUSAN PAILET



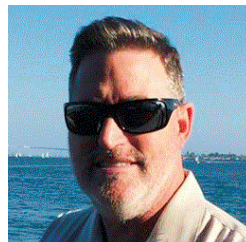
JENNIFER TANNEHILL



SENATOR SCOTT WILK



RICK WOOD



KEITH ZAKARIN

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. In this time, he 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 the firm achieve success for its clients in California's complex legislative and regulatory arena.

STANLEY A. FREEMAN

Principal, Powers Pyles Sutter & Verville PC

Stanley A. Freeman joined Powers Pyles Sutter & Verville in 1994. He is the former president of the firm and founder of the firm's education practice. Stanley counsels postsecondary educational institutions from all sectors of higher education regarding strategic issues pertaining to participation in the federal student financial assistance programs, accreditation, licensure, and related regulatory concerns. He has represented numerous schools before the U.S. Department of Education and before other federal agencies, state educational oversight agencies, and accreditors on compliance matters, financial responsibility concerns, legislative issues, and investigative matters. He has also litigated cases in the state and federal courts. Stanley has authored numerous articles on federal student financial aid issues for higher education publications and frequently speaks to gatherings of college officials and student aid administrators.

KRISTINA GILL

Special Counsel, Duane Morris LLP

Kristina Gill practices in the area of education law. Ms. Gill's practice focuses on issues related to federal and state higher education law from both a policy and regulatory compliance perspective. Her experience and advice includes issues surrounding compliance with the federal regulatory process, particularly as related to the Title IV student financial aid programs authorized by the Higher Education Act and administered by the U.S. Department of Education.

STEVE GUNDERSON

President & CEO, Career Education Colleges and Universities (CECU)

Steve Gunderson's entire career has held the issues of education and workforce investment as priorities for both the nation and his professional work. He has served 3 terms in the Wisconsin State Legislature, 16 years in the U.S. Congress, and was a recognized leader on agriculture, education, employment policy, health care and human rights 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. His portfolio centered around research, writing, speaking and consulting on the jobs revolution in America. He was the lead author of a book on this subject, *The Jobs Revolution: Changing How America Works* and published *"The New Middle Class: Creating Wealth, Wages and Opportunity in the 21st Century."* He has become a strong voice for postsecondary career education, writing and speaking on this topic across the nation. He is still recognized for his insight and analysis on the national political issues of the day, and has lectured widely from Harvard University to The Brookings Institution.

SPEAKERS

ROBERT W. JOHNSON

Executive Director

CAPPS

Robert Johnson has been the Executive Director of the California Association of Private Postsecondary Schools (CAPPS) 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 (DCA) 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.

Before assuming his position as Executive Director of CAPPS, Robert managed public sector economic development and job training programs in California, including extensive work on Military Base closures. He also worked with Federal and State officials in crafting National Job Training Legislation.

Robert has been an active member of the California State Bar Association since 1980.

GLENN KALISON

Founder, Chief Content Officer

Studio Enterprise

Glenn Kalison is Founder of Studio Enterprise, a vertically integrated education services company focusing on student centric models of education and training as a platform to impact the creative economy. Enterprise's mission is to find, educate, and connect talent; and to develop, produce, and distribute original content. Among its programs are the first and only of their kind created in an active Hollywood studio and operated from a commercial studio lot.

Kalison, a professional actor, producer and recognized expert in the fields of performing and media arts education, has been a guest contributor to Backstage and has been cited as an industry authority by CNN and the Wall Street Journal.

Kalison has appeared in such films as The Good Shepherd directed Robert De Niro and Mystery Team with Donald Glover and Aubrey Plaza, and TV shows including "Elementary," "Lights Out," "Law and Order," "Law & Order: CI," "Law & Order: SVU." He also has an extensive theatrical resume including "The Language Archive," produced by the Tony®-winning Roundabout Theater Company.

Kalison holds a Master of Fine Arts in Acting from the University of California, Irvine and a B.S. in Business Administration from Lehigh University. He is a proud member of the Screen Actors Guild, American Federation of Television and Radio Artists and Actors Equity Association.

SPEAKERS

ROBERT C. LAPSLEY

President

California Business Roundtable

As President, Rob leads an organization comprised of senior executive leadership of major California employers representing all sectors of California's economy and with a combined workforce of more than 600,000 employees. The Business Roundtable's mission is to strengthen California's economy and grow jobs while ensuring an educated workforce prepared for the next generation of jobs. Beyond leading the Roundtable's legislative and regulatory agenda, Rob has led or held senior positions on campaigns for several high-profile statewide ballot initiatives, including opposing efforts to repeal the Costa-Hawkins Rental Housing Act, split roll property tax, Taxpayer Protection and others.

Previously Rob was the vice president and state political director for CalChamber, serving as executive director of JobsPAC, a broad, employer-based, bipartisan committee that helped elect over twenty pro-business Republicans and Democrats in the Senate and Assembly. Rob also previously served as president of RCL Consultants, and vice president for Arnel Development, one of the largest private real estate companies in Southern California.

As an appointee of President George W. Bush, Rob served in the U.S. State Department as special assistant to the U.S. Ambassador to Spain during the Iraq war. He was a long-time Chief of Staff to former Secretary of State Bill Jones, serving as Undersecretary of State from 1995 to 2001 and managed both of Jones's successful campaigns for that constitutional office. Rob also served as a senior executive appointee to Cal-EPA in the administration of Governor Pete Wilson and held senior staff positions in the California Legislature for over six years.

DR. WILLIAM V. LARKIN

Executive Director

Accrediting Council for Continuing Education & Training (ACCET)

Dr. William V. Larkin's career in education spans four decades of service to students and educational institutions. 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, the Pennsylvania Governor appointed Dr. Larkin to Deputy Secretary for Postsecondary and Higher Education. In 2005, Dr. Larkin was appointed President of The Art Institute of Philadelphia. 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. Dr. Larkin has served as the Executive Director of ACCET since 2013.

SPEAKERS

DR. MICHAEL MARION, JR.

Bureau Chief

Bureau for Private Postsecondary Education (BPPE)

Prior to Dr. Michael Marion, Jr. arrival to state government, he was the Associate Vice Provost and adjunct professor at Drexel University. He was most recently appointed by the Governor of California Jerry Brown to be the new Bureau Chief of the California Department of Consumer Affairs' Bureau of Private and Postsecondary Education. During Dr. Marion's time with Drexel University he was also appointed by the Governor to the California Student Aid Commission. He is also a facilitator for the American Leadership Forum, Mountain Valley Chapter. As a senior administrator in higher education and government, Dr. Marion's responsibilities and expertise span a wide-spectrum of areas in education and leadership across an array of professional settings. Not only has Dr. Marion established himself as a leader in higher education, serving students in private and public colleges and universities, but also in the community. Dr. Marion promotes a strong commitment to civic engagement and recruitment and retention initiatives within the region, and has sat on many, committees, boards and commissions throughout his professional career.

SUSAN PAILET

Chief Student Experience Officer

American Career College

With over 25 years in post-secondary education at American Career College, Susan Paillet now serves as Chief Academic and Student Experience Officer. Susan has led ACC's award-winning community outreach. She is involved with all aspects of college administration that ensure positive outcomes in graduate placement, employer relationships, and alumni affairs. She possesses a wide variety of experience, including corporate training for hospitals and organizations in areas such as diversity, conflict, and communication. She is an expert at improving teamwork by training and motivating teams to achieve their goals as they relate to organizational outcomes. Susan holds a bachelors and masters degree in Organizational Leadership from Azusa Pacific and a doctorate in education from Brandman University.

JENNIFER TANNENHILL

Legislative Advocate, West Coast University Aaron Reed & Associates LLC

Jennifer Tannehill brings her decades of experience under the dome to Aaron Read & Associates. Beginning here career with an internship for then Governor Deukmejian, Jennifer served two governors and six legislators in several capacities. In addition to her experience in both houses of the legislature and the governor's office Jennifer has served candidates for office as an account manager for a prominent political fundraising team, giving her insider knowledge of Sacramento and a broad perspective of state government and politics.

SPEAKERS

SCOTT WILK

California State Senator

State of California

A local boy, Scott was born and raised in the 21st Senate District, which he now represents in the California State Senate. The district includes the Antelope, Santa Clarita and Victor valleys.

Scott serves as vice chair of four Senate Committees – the Committees on Education, Agriculture, Rules and Governmental Organization. In addition to his vice chairmanships he is a member of the Committees on Business, Professions and Economic Development; and Veterans Affairs.

In 2018 he was unanimously elected by his colleagues to the 5-member Senate Rules Committee, which is responsible for reviewing gubernatorial appointments and the internal rules of the house. Selection to it must be confirmed by the entire Senate.

Before being elected to the Senate, Scott represented the 38th Assembly District for four years, where his focus was on job creation. He continues to concentrate on enhancing the life of ordinary Californians by growing California's economy, improving schools and streamlining government so it works efficiently and effectively.

RICK WOOD

President & CEO

Select Education Group

Rick Wood has led Select Education Group as President/CEO since January 2018. His professional career spans nearly four decades and includes roles as Senior Vice President/CCO; Vice President of Branching and Real Estate; Director of Operations; Campus President; Director of Education; and Associate Corporate Director of Faculty Training. With over 39 years of experience in private post-secondary education, Rick holds a Bachelor's degree in Management and Organizational Development, serves as an Institutional Commissioner with ACCET, and is currently member of the CAPPS Board of Directors serving a second term as President of the Association. Rick's "student first" commitment drives his philosophy of education and allows Select Education Group colleges to produce job ready graduates for careers in disciplines like Culinary Arts, Vocational Nursing, Welding and Physical Therapist Assistant.

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. Mr. Zakarin is not just an attorney representing colleges; he also owned and operated an accredited private college for thirteen years. Mr. Zakarin is a 1986 graduate of the University of California, Berkeley, Boalt Hall School of Law, and a summa cum laude graduate of the University of California at San Diego.

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Your feedback on the conference is very important to us! After the conference is over, you'll receive an email with a link to the survey. The survey is short and will take only a few minutes to complete.

SAVE THE DATES!

CAPPS 35TH ANNUAL CONFERENCE

October 9-11, 2019

The Renaissance Hotel
Long Beach, CA



CAPPS 36TH ANNUAL CONFERENCE

October 7-9, 2020

Hyatt Regency La Jolla
San Diego, CA

