

ANNUAL CONFERENCE

GALLOPING HILL GOLF COURSE
KENILWORTH, NJ

NOVEMBER 3, 2023

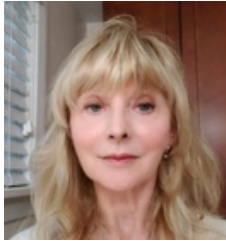


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Raffle

Stay through lunch for a chance to win a raffle prize!
Be sure to submit your raffle ticket at the registration desk!

Raffle Prizes

Career Advance Certificate Program worth \$158 | AMCA
Yeti Day Trip Lunch Bag | Campus Cloud Solutions
TFC Signature 5ft Giant Teddy Bear | TFC Tuition

Agenda

- 8:00 AM** **Registration & Breakfast with Exhibitors**
Rotunda
- 9:00 AM** **Conference Welcome & Business Meeting**
Ballroom B
- 9:15 AM** **Keynote Address - Althea D. Ford, NJBIA**
Ballroom B
- 9:45 AM** **Break with Exhibitors**
Rotunda
- 10:00 AM** **Concurrent Session Block I**
- Advancing Admissions, *Hill Tavern*
 - Every Student is a Success: Increasing Motivation to Learn, *Ballroom A*
- 11:00 AM** **Break with Exhibitors**
Rotunda
- 11:15 AM** **Concurrent Session Block II**
- Using Technology to Manage Your Compliance, *Hill Tavern*
 - Making Horses Thirsty: The Motivation to Learn, *Ballroom A*
- 12:15 PM** **Lunch**
Ballroom B
- 12:40 PM** **Keynote Addresses**
- Dr. Jason Altmire, CECU
 - Senator Joe Cryan (D)
 - Commissioner Robert Asaro-Angelo
- 1:45 PM** **Conference Closing**

Session Descriptions

SESSION BLOCK I

Advancing Admissions

Hill Tavern | 10:00 AM

Presenter: Jennifer Christensen, Executive Director, AACAP

- As admissions leaders, we are continuously in pursuit of excellence in how we create and facilitate unique, meaningful, and ethical experiences for prospective students who are navigating the daunting task of making one of life's few decisions that has such profound impact. Are we as intentional in how we engage and develop our most valuable asset, admissions professionals, who have the greatest influence and impact in delivering our vision of excellence? Let's look at how we inspire confidence and create "raving fans", both of our students and staff, as we lead the admissions charge!

Every Student is a Success: Increasing Motivation to Learn

Ballroom A | 10:00 AM

Presenter: Dr. Henry Johnson

- One of the greatest barriers to success is fear and students fear failure as well as success. That fear manifests itself in a variety of self-destructive behaviors. Through group work and lively discussion, participants will investigate the impact of various teaching strategies on adult learning styles, keeping in mind the unique qualities of adult learners. We will also look at the psychological basis for a variety of aberrant behaviors and how they might be ameliorated through the use of certain teaching strategies.

Using Technology to Manage Your Compliance

Hill Tavern | 11:15 AM

Presenters: David Canaski, FA Experts, Inc. & Paul Rutledge, Campus Cloud Services

- Onerous regulations are nothing new, but the staff time and the financial burden of compliance with the dozens of requirements that have absolutely nothing to do with administering financial aid is becoming almost insurmountable. Is your staff aware of all of the requirements? If they are, how can you better utilize technology to reduce the cost of compliance and protect your school from a potentially huge financial liability? Join us for a lively discussion that will detail the dozens of requirements (that your staff may not even be aware of) and explore ways to make these burdensome processes more manageable for your school!

Making Horses Thirsty: The Motivation to Learn

Ballroom A | 11:15 AM

Presenter: Dr. Henry Johnson

- Critical thinking and higher order thinking skills are the basis for most activities in education, business, and personal life. Participants will be encouraged to investigate the use of critical thinking skills along with various teaching strategies to promote an effective learning environment in the classroom. The scope of this presentation will include online education and the common errors students make in drawing conclusions based upon erroneous preconceived notions and generational bias. We will also look at the impact of higher order thinking skills in relationship to effective student/teacher interactions.

SESSION BLOCK II

THANK YOU TO OUR SPONSORS



Keynote Speakers



**Rob Asaro-Angelo,
Commissioner**

Robert Asaro-Angelo (Uh-SAR-oh ANN-juh-lo) was nominated by Governor Phil Murphy to serve as the Commissioner of the NJ Department of Labor and Workforce Development in January 2018. As Commissioner, Asaro-Angelo is proud to oversee the state's diverse services to New Jersey workers. Due in part to the innovation he has spearheaded in New Jersey, in February, 2021, Asaro-Angelo was chosen by his counterparts across the nation as the Board Chair of the National Association of State Workforce Agencies (NASWA) for the 2021 association year. From 2010 - 2017, Asaro-Angelo served as Eastern Regional Representative for the U.S. Department of Labor under the Obama Administration, managing the department's regional activities and coordinating federal initiatives on the regional, state, and local levels. Prior to his government service, Commissioner Asaro-Angelo worked for the Laborers International Union, the American Federation of State, County and Municipal Employees and the Service Employees International Union Local 1115 organizing and educating public employees, construction workers and nursing home employees about government and politics. Asaro-Angelo earned a Bachelor of Science degree in Communications from Boston University and a master's in Public Policy from the Eagleton Institute of Politics at Rutgers University. A proud, life-long New Jerseyan, he lives in Middlesex County with his family.



Dr. Jason Altmire

Dr. Jason Altmire is President and Chief Executive Officer of Career Education Colleges and Universities, the national trade association representing private postsecondary career schools. Since joining CECU in 2020, Jason has led the association to double-digit percentage increases in membership, revenue, and media coverage. In addition, CECU has during this time exponentially increased its member service, communications, and multimedia capabilities, including the acquisition of Career Education Review magazine and initiation of the association's popular podcast. He also spearheaded the association's creation of two new subsidiaries, the Alliance for Career Education in the States (ACES), and the CECU Research Foundation. He has been a senior executive for multibillion-dollar companies in both the hospital and health insurance industries, and from 2007 to 2013, he served three terms in the United States House of Representatives. In Congress, Jason was a bipartisan centrist known for working with both sides of the aisle, which led to an extraordinary record of legislative success. He served as a subcommittee chairman, had 29 of his legislative initiatives signed into law, and introduced a bipartisan bill that gained the most cosponsors of any congressional bill in American history.



**Senator
Joseph Cryan (D)**

Joseph Cryan was elected to the Senate in 2017. A former member of the New Jersey General Assembly, Cryan represented legislative District 20 from 2001 to January 4, 2015. He resigned after he was elected sheriff of Union County in 2014. Cryan served as the Majority Leader in the Assembly and chaired or served on over a dozen different committees in the legislature. In his tenure as Sheriff, Joe Cryan has led the men and women of the Sheriff's Office in its commitment to excellence and professionalism. Under his leadership, he has overseen a successful gun buy back program and worked with state and local law enforcement to ensure the safety and security of our streets and neighborhoods. He has been honored and recognized by many organizations throughout his career. Joe Cryan was also the first general chairman of the Union County Saint Patrick's Day Parade committee and is the standard bearer of the Cryan Association, an Irish-American civic charitable civic organization. Joe Cryan resides in the Township of Union with his wife Kathy and daughter Katie Peterson. He also has a son, John, and daughters Megan Bell and Hannah Peterson.



Althea D. Ford

Ford is Vice President of Government Affairs for the New Jersey Business & Industry Association (NJBIA), the most influential and effective advocate for business in the Garden State. Ford manages the healthcare, K-12 and higher education, and consumer affairs portfolios for NJBIA. Ford is highly regarded as a skilled researcher, legislative policy analyst, and public speaker. She frequently communicates important legislative updates to business groups around the state to ensure employers are informed about the bills and regulatory policies that could affect their businesses. A native of Plainfield and a proud product of New Jersey's public school system, Ford began her career in government relations with the not-for-profit trade organization NJSFDA in 2012. Prior to this, Ford worked in higher education administration at Columbia University's Teachers College in New York City. Ford is a graduate of Vanderbilt University and earned her master's degree in politics and education from the Teachers College at Columbia University.

Breakout Session Speakers

Jennifer Christensen is a driven leader with a dynamic career around transforming lives through education. Jen currently serves as Executive Director, Association for the Advancement of the College Admissions Profession (AACAP), and Director of Admissions Training and Development at Herzing University. Recognizing that education is one of the few decisions we make with such a profound impact, Jen is passionate and dedicated to strengthening the admissions profession with focus on the delivery of engaging, meaningful and ethical experiences with exploration of various career-connected pathways, knowing that one size does not fit all. Jen's experience in the higher education industry includes 20 years with the Apollo Education Group's Institute for Professional Development (IPD), consulting, and involvement with various training and higher education organizations such as Career Education Colleges and Universities (CECU), and National Council for Continuous Education and Training (NCCET). Jen holds a MA in Organizational Management, and a BA in Communication Arts from the University of WI, Madison.



Jennifer Christensen

Dr. Henry Johnson began his career as an educator in 1973, when he graduated from Florida Atlantic University with a bachelor's degree in elementary education. He then taught for 22 years in the Broward County School System; most of those years teaching eighth graders Mathematics. During that time, Henry returned to Florida Atlantic University to earn his Master's Degree in Administration; his Educational Specialist Degree in Administration; and his Doctorate Degree in Educational Leadership. During his illustrious career, Henry has been a Staffing Specialist in the Hernando County School System, working with handicapped students; Director of Distance Education for Saint Leo University, Director of Training for USAA Corporation, Academic Dean at Florida Metropolitan University, and Founder/Director of his own Charter School. Dr. Johnson's philosophy of education and his tireless drive for educational excellence are a reflection of the varied experiences he has had, along with a proven record of success as an administrator. Henry has always adhered to the credo, "Every student is a success."



Dr. Henry Johnson

David M. Canaski is President of Financial Aid Experts, Inc. (FA Experts). FA Experts is a national consulting firm that works with institutions of higher education to ensure their compliance with federal regulation while maximizing the customer service experience in their student financing processes. The firm works with all types of institutions - from career schools to major universities - but is perhaps best known for the unique suite of services it provides to independent career schools. Dave's more than 35-year industry career includes 7 years as Corporate Director of Financial Aid for the Bryant & Stratton College system and 11 years as Director of Financial Advisement for the State University of New York. He has served countless times as a presenter/trainer at state, regional, and national financial aid conferences. Dave is considered an industry expert on all things "financial aid" but has a particular affinity and expertise in the impact of financial aid regulation on career schools and the for-profit sector. Since 2007, his firm has worked with schools to help them not only survive, but thrive, in a seemingly oppressive regulatory environment. Dave's unique perspective helps these institutions maintain regulatory compliance within the context of running their businesses effectively, efficiently, and profitably.



David Canaski

Paul is Director of Sales and Marketing with Campus Cloud Services. He has been involved with IT services to postsecondary institutions since 2007. By all estimates he has advised over 1,000 organizations within the education community. Campus Cloud Services has been supporting postsecondary career and higher educational institutions since 2012. It is a cloud-based student information system that manages student data in one place, across admissions, academics, accounting and more. Current Clients have populations from 50 to 40,000 students. Campus Cloud is the first natively designed cloud SIS database. It is running on Google Cloud Platform (GCP) and SkyDBA with dynamic scalability and a zero-tolerance policy for any downtime. Campus CloudIt is scalable and affordable for any sized educational institution.



Paul Rutledge

Exhibitors



Advance 360 Education

Advance 360 Education is a data-focused digital marketing and technology company solving enrollment marketing and business challenges in the dynamic environment in which educational institutions compete. Our proprietary first- and third-party datasets, marketing technology stack, and deep experience in the educational sector contribute to our client's successes. Aduna, our data insights and predictive modeling tool combines market intelligence, targeting, and an institution's most critical data in one solution for real-time reporting and cost-effective decision-making. We are a team of dedicated education industry experts. We are strategists, consultants, and innovators.

AMCA

American Medical Certification Association (AMCA) is proud to provide national certification exams affording candidates the opportunity to excel in the allied healthcare industry. It is AMCA's mission to deliver high-quality certifications combined with superior customer service. AMCA has partnered with over 1500 test sites in 50 states and 16 countries. Last year alone, AMCA has supported over 15,500 healthcare facilities with verification of certifications leading to healthcare jobs. AMCA continues to provide study materials and practice tests, job placement assistance, and instructor testing, along with comprehensive reporting and our top-quality customer service.

Campus Cloud Services

Campus Cloud is a completely cloud-based Student Information System! We believe you will find our functionality second to none in the industry it is affordable and completely cloud based. We provide the technical backbone and infrastructure releasing your valuable IT resources to support other initiatives. The system can run on any device, PC, tablet or smartphone from any location as long as you have an internet connection

F.A. Davis

F.A. Davis is a publisher and content provider for Nursing and Health Sciences programs since 1879. We design custom curriculum solutions that improve outcomes, retention, and pass rates. We are dedicated to providing print, mobile, and web resources for institutions, students, and professionals.

Source for Training

Source for Training was founded in 1992 to help institutions establish high-performance, sustainable processes throughout their admissions departments. Our solutions have led to better customer service, innovation, and increased enrollment. The Source is transforming how students find, learn, and enroll in programs. We work with ambitious institutions that want to define and change the future, not hide from it.

TFC Tuition

With a focus on compliance, ease-of-use, and student-friendly, non-credit-based financing solutions, TFC Tuition will lead your school to greater retention, revenue, & student success. For over 50 years, TFC has made education affordable for all, while maintaining payment plan and institutional loan compliance for our partners.



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