



2021 NASASPS Virtual Conference

Times, they are a-changin':
Navigating Transitions

October 13-14, 2021

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1:00 – 1:45 PM EDT

HLC Closed School Toolkit

Betsy Talbot, *Minnesota Office of Higher Education*

Karen Solomon, *Higher Learning Commission*

Foreseeing the potential for an increased number of institutions that may close programs, sites or a main campus, HLC invited a group of representatives from institutions and state higher education agencies to develop resources for institutions needing to teach out students or institutions assisting students impacted by a closure. Through these meetings, the HLC developed a toolkit for schools impacted by a planned or abrupt closure, including for the schools that receive transfer students or facilitate a teach-out. The speakers will discuss the toolkit, its uses, and the collaborative process used to develop the toolkit.

1:45 – 2:00 PM EDT

Break

2:00 – 2:45 PM EDT

NC-SARA Update – 21st Century Guidelines

Lori Williams, *NC-SARA*

Your questions about the NC-SARA proposed 21st Century Guidelines will be discussed.

2:45 – 3:15 PM EDT

Break

3:15 – 4:00 PM EDT

State Updates

Moderator: Cam Maeyaert, *Texas Higher Education Coordinating Board*

Join us for a review of the 2021 State Updates Survey for state regulators.

4:00 – 4:45 PM EDT

All About... New Orleans

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Sometimes you want to kick back, relax and chat with a chef about the food and fun that is New Orleans. Let Chef Amy take you on a journey of Coffee, Beignets and the secrets that New Orleans has to offer. Learn about the history of Coffee in New Orleans—we were coffee cool before the rest of the country just ask us about it. While we are there, she will show you a traditional beignet and why you should never wear black clothes when eating them. Throughout the time together ask her about the best things to eat, drink and do in the city. Debate with her on the best way to make gumbo or to really fire up a conversation with locals.

Oh, and did we tell you that Washboard Chaz will be there, and maybe the resident ghost of Langlois? Trust us. You've experienced nothing like this. Get ready for the most memorable virtual event you've ever attended. Wear your New Orleans flair, get ready for a second line and plan to have a great time.

12:00 – 12:45 PM EDT

Informal Networking Session

1:00 – 1:45 PM EDT

The Growth of OPMs in Higher Education and Consumer Protection Concerns

Russ Poulin, *WICHE Cooperative for Educational Technologies*
Phil Hill, *MindWires*

Online Program Management (OPM) companies provide a variety of services to higher education institutions including helping them get their academic programs online, instructional design, technology support, and marketing. By outsourcing, an institution can ramp up quickly or contract for skills or support that is not available in house. Some OPMs provide upfront funding to get a program started. Depending on the company, OPMs expect a percentage of the tuition and fees or charge on a fee-for-service basis, or a combination of the two.

We will begin with additional details of the services provided by OPMs, why institutions engage them, and the growth in the market for their services. We will also explore some important consumer protection criticisms, possible federal actions that might impact their operations, and questions that state regulators should be asking about these services and the institutions that use them.

We will highlight some success and failure stories in using OPMs. And will leave adequate time for questions from the audience and discussion among the audience members.

1:45 – 2:00 PM EDT

Break

2:00 – 2:45 PM EDT

Create New Roads to Training by Partnering with Local Business Owners

Moderator: Susan Schulz, *Schulz School Advisors*

Panelists: Brad Kuykendall, *Western Technical College*; Robin Matusow, *Disability Educational Consultants*; Dave Heiman, *The Refrigeration School/StrataTech Education Group*

It's time for a new way of planning for career schools to train students for current jobs and new jobs that are developing locally and worldwide. COVID is teaching the importance of thinking in new ways. To continue being successful during any challenging time school owners can benefit by collaborating with work-place decision makers. This presentation focuses on ways to train students in addition to the standard classroom and online virtual methods.

2:45 – 3:15 PM EDT

Break

3:15 – 4:00 PM EDT

**The Federal Regulatory Outlook
for Postsecondary Institutions**

Aaron Lacey, *Thomas Coburn LLP*

The U.S. Department of Education is under new management, and the agency's new leadership has announced an ambitious and sweeping regulatory agenda. During this presentation, Aaron will contemplate the fate of the regulations that became effective this past July, as well as the range of expansions, revisions, and revivals that are likely on the horizon. He will speculate regarding the incoming administration's rulemaking activity and timelines, and consider likely revisions to the rules governing the borrower defense framework, gainful employment, financial responsibility, distance education, state authorization, and Title IX. Aaron also will discuss pending legislation likely to impact the postsecondary community, with particular attention to the possibility of HEA Reauthorization.

4:00 – 4:45 PM EDT

**Wrap-up session and a look
ahead to 2022**

PRESENTERS



Dave Heiman

David Heiman is one of the leading faculty members at The Refrigerator School (RSI) and has more than 32 years of experience in commercial and residential oil, heating and residential low temperature AC. He earned his electrical certification from DeVry Technical Institute and also has a Bachelor's degree in electrical engineering technology and a Master's degree in business technology management. His experience ranges from managing a tier 2 data center for over 10 years to owning an electrical, plumbing and HVAC business specializing in repairs, installation and appliances. Davis is also an RSI alumnus.



Brad Kuykendall

Mr. Brad Kuykendall is Chief Executive Officer of Western Technical College. Mr. Kuykendall holds a Master's degree in Business Administration from the University of Utah and a Bachelor's of Arts in Spanish from Brigham Young University. Currently he serves on El Paso's advisory board for the Borderplex Alliance, the Board of Directors for WestStar Insurance Group and also serves as Board Chair of Career Education Colleges and Universities in Washington D.C. Previously, he served five years on the Board of Directors as Treasurer for Career Colleges and Schools of Texas (CCST) and served for three years on the Career and Technical Education Advisory Board for the greater El Paso area. He has been married to his beautiful wife, Katie, for 13 years and they have five wonderful children (Noah (9), Kaelyn (7), Brigham (5), Stella (3), and Axel (1)).



Phil Hill

Phil Hill (@PhilOnEdTech) is Publisher of the PhilOnEdTech blog and Partner at MindWires, LLC. As a market analyst, Phil has analyzed the growth of technology-enabled change for educational institutions, uncovering and describing the major trends and implications for the broader market. His unique graphics and visual presentations have been widely used in the industry. As an independent consultant, Phil helps educational institutions, technology and content vendors, and investors as they consider and implement new initiatives. Phil's clients have included Western Governors University, California Community College System, UCLA, Bournemouth University, Lumen Learning, Coursera, multiple investment firms, and others.



Aaron Lacey

The Chair of Thompson Coburn's Higher Education Practice, Aaron has two decades of experience assisting institutions to navigate complex legal and policy matters. He and his colleagues are valued for their deep understanding of the postsecondary regulatory framework, including requirements relating to the federal financial aid programs, accreditation, and state authorization. The host of Thompson Coburn's popular Higher Education Webinar Series, and editorial director of REGucation, the firm's higher education law and policy blog, Aaron is a frequent writer and speaker on topics relating to higher education policy and regulation. He currently resides in Saint Louis, Missouri, with his wife and three kids, the world's greatest dog, and eight rowdy chickens.

PRESENTERS



Cathie (Cam) Maeyaert

Ms. Cathie Maeyaert is the Director of Private Postsecondary Institutions with the Texas Higher Education Coordinating Board. Ms. Maeyaert has worked for the Coordinating Board since 2012, primarily overseeing authorization of private postsecondary educational institutions operating in Texas. Prior to that, she worked in the areas of compliance, accreditation, and licensing for a private for-profit multi-state educational system. Ms. Maeyaert has been an adjunct instructor at both a for-profit college and a non-profit private university. Throughout her career, Ms. Maeyaert has served on boards of directors for various non-profit charitable organizations. In a previous life, Cathie practiced intellectual property and employment law and developed continuing legal education seminars. She has a Bachelor of Arts degree from Hamline University and a Juris Doctor degree from William Mitchell College of Law.



Robin Matusow

Working extensively with various government agencies on a local, state and national level, Robin's experience includes designing and administrating Career Technical Education programs that put people with disabilities to work.

As a former member of the White House task force on disability, Robin specializes in the planning, development and implementation of workforce disability programs, policies and their real-world applications, in addition to assisting both private and public systems with issues of compliance and increased profitability.

Having effectively worked with one of the nation's largest public-school systems on unique Career Technical Education programs and Medicaid-supported Life Skills Training, Robin has been a finalist in a national competition for innovation in Adult Education.



Russ Poulin

Russ Poulin (@RussPoulin) leads the WICHE Cooperative for Educational Technologies, which advocates for effective practices and policies for digital learning in higher education. WCET's members represent institutions, state agencies, corporations, and non-profit organizations from all fifty states. In paying attention to federal, state, and institution policies, he twice represented the distance education and competency-based education communities in federal negotiated rulemaking processes. The Presidents' Forum, Excelsior College, the National University Technology Network, and the Online Learning Consortium have all recognized Russ for his contributions.



Dr. Susan Schulz

Dr. Susan F. Schulz is Founding Owner of Schulz School Advisors and president of Susan F. Schulz & Associates, Inc. She has been an innovator in the career school sector for nearly 30 years and focuses on for-profit schools and colleges in the U.S. and internationally. Dr. Schulz speaks at various career school and college-related organizations. She has a doctoral degree in Educational Leadership. Her dissertation, "Program Completion in Proprietary Schools," was among the first to use doctoral research methods to examine the postsecondary career school and college sector.

PRESENTERS



Karen Solomon

Karen J. Solomon serves as Vice President and Chief Transformation officer at the Higher Learning Commission (HLC). She works with a portfolio of member institutions and is the Director of the Standard Pathway, one of HLC's two options institutions have for maintaining accreditation. Since 2016, she has been leading HLC's future-focused grant initiatives on innovation, student success, and quality awareness. Dr. Solomon presently serves as a public representative for the Council for the Advancement of Standards in Higher Education (CAS) and is a past chair of the WCET Executive Council. Previously, Dr. Solomon was the founding Executive Director of Illinois Campus Compact and served in various roles at ACT, Inc and higher education institutions. She holds an Ed.D. in Adult and Continuing Education from Northern Illinois University with a focus on adult learners and educational technology.



Lori Williams

Dr. Lori Williams serves as President of the National Council for State Authorization Reciprocity Agreements (NC-SARA). NC-SARA provides reciprocity of state oversight of postsecondary distance education and advances critical consumer protections and accountability in distance education, reducing bureaucracy and costs for states and institutions. Forty-nine states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands have joined NC-SARA as members with over 2,300 participating institutions. Prior to assuming her position at NC-SARA, she served as Vice President at the Western Association of Schools and Colleges Senior College and University Commission (WSCUC) and has over 25 years' experience in education in positions as provost, vice provost of curriculum development and innovation, vice president, executive director, and other administrative roles. Throughout her career, Lori has also spoken at national and international conferences about adult and online learning, and taught extensively, serving as a professor, thesis advisor, and mentor.



Betsy Talbot

Betsy Talbot is Manager of Institutional Registration and Licensing for the Office of Higher Education, the SARA Portal Entity for Minnesota, the Chair of MHEC's Regional Compact Committee for SARA, and a board member of the National Association of State Administrators and Supervisors of Private Schools (NASASPS). She is responsible for the oversight of postsecondary schools including state authorization and student consumer protections, coordination between members of the triad, policy guidance for postsecondary regulation in Minnesota, and coordination between schools, the community, and students in the event of a school closure. Betsy is a big proponent of continuous improvement and paying the mentorship she has received to other state regulators and SARA Portal Entities. She holds a B.S. from College of Charleston, a Master's in Education in Post-Secondary Education from Argosy University, and Juris Doctorate from Seattle University.

THANK YOU & SAVE THE DATE FOR 2022



NASASPS appreciates your participation in the 2021 NASASPS Virtual Conference and we look forward to seeing you in person in New Orleans next year!



Please be sure to take a moment to complete the Conference Evaluation survey which will be emailed to participants directly following the Conference.