

# NASASPS

**35<sup>th</sup> Annual Conference**

April 22 - 25, 2007

**Regulation and Accountability for Private,  
Post-Secondary Educational Institutions**



## **Presenter Bios**

**Session 1:**                    **Private Post-Secondary Schools:**  
**An important part of workforce development**

**Date & Time:**                Monday, April 23<sup>rd</sup>, 9:15 – 9:45 am

**Keynote Speaker:**        The Honorable Thomas M. Menino, Mayor of Boston

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**Thomas M. Menino** is serving his third term as Mayor of the City of Boston. The first Italian-American Mayor of Boston, he was elected to his first term on November 2, 1993, winning 64 percent of the vote and 18 of the city's 22 wards. Mayor Menino was re-elected to a second term without opposition in 1997 and won a third term in a landslide victory in November 2001. Prior to his election in 1993, he previously served four months as Acting Mayor and nine years as a District City Councilor from Boston's Hyde Park neighborhood.

A lifelong resident of Hyde Park, Mayor Menino is a graduate of St. Thomas Aquinas High School. In 1963, Mayor Menino earned an associate's degree in business management and advertising and sales from Chamberlayne Junior College. In 1988, he earned a degree in community planning from the University of Massachusetts. Mayor Menino and his wife, the former Angela Faletra, have two children, Susan and Thomas, Jr., and six grandchildren.

During his tenure as Mayor of Boston, Mayor Menino has worked hard to improve the quality of life for all of Boston's 589,000 residents. As President of the United States Conference of Mayors from 2002-2003, Mayor Menino championed homeland security and housing availability. He has been an advisor to the National Trust for Historic Preservation since 1989.

In the summer of 2004, Mayor Menino brought the Democratic National Convention to Boston. The convention put a national spotlight on Boston, showcasing all that Boston has to offer. Estimates put the economic contribution of the convention at more than \$150 million dollars and its positive effects will be felt for years.

Mayor Menino's reputation for *getting the job done* has earned him a high approval rating among Boston residents. Among his main priorities, are: providing every child with a quality education; creating affordable housing; lowering the crime rate; revitalizing Boston's neighborhoods; and promoting a healthy lifestyle for all city residents.

**Session 2:**                    **Next Steps:**  
**Helping students to get from here to there**

**Date & Time:**            Monday, April 23<sup>rd</sup>, 9:45 -10:15 am

**Presenter:**                Andrea Perrault, Workforce Development Specialist, Massachusetts Department of Education

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**Andrea Perrault** is the Workforce Development Specialist at the Adult and Community Learning Services unit at the Massachusetts Department of Education. In that role, Ms. Perrault works to ensure that programs funded by the Department for adult basic education (including English for Speakers of Other Languages) address student goals for improving their capacity to be successful in employment. Funded ABE programs are encouraged to collaborate with the Massachusetts workforce system to support their students' aspirations, and, if possible to integrate their programs with occupational training. Ms. Perrault is instrumental in facilitating connections between the ABE network, occupational training programs, and the state's workforce system, including state and local workforce investment boards, One-Stop Career Centers, and state-funded training and industry-sector initiatives.

Ms. Perrault holds Master of Education and Bachelor of Arts degrees from the University of Massachusetts at Boston. In addition to her work for the Commonwealth, she has served as an administrator, teacher, and counselor in a variety of educational settings that include public and private colleges, proprietary schools, educational research and not-for-profit organizations.

During 2006-2007, Ms. Perrault served on the Massachusetts state team (one of six such teams) for the Learning Network on industry-sector partnerships sponsored by the National Governors' Association. In 2006, the U.S. Department of Education commended the workforce development initiative of the Massachusetts Adult and Community Learning Services unit for excellence. In September of 2006, Ms. Perrault was given a Workforce Development Champion Award by the MA Department of Workforce Development.

**Session 3:**                    **Charting the Future of Higher Education:  
A report on the Spellings Commission**

**Date & Time:**                Monday, April 23<sup>rd</sup>, 10:30 - 11:30 am

**Moderator:**                 Colin Barton, Program Specialist, Florida's Commission for Independent Education

**Presenters:**                 Sharon Bob, Higher Education Specialist with Powers Pyles Sutter & Verville, P.C.  
Charles S. Lenth, Senior Associate with the State Higher Education Executive Officers (SHEEO)

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**Sharon Bob, Ph.D.**  
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**Sharon H. Bob, Ph.D.**, Higher Education Specialist on Policy and Regulation, is a member of the Education Group at the Washington D. C. law firm Powers Pyles Sutter & Verville, P.C. Dr. Bob advises all sectors of higher education regarding strategic issues pertaining to tier participation in the federal student financial assistance programs, accreditation, licensure, education tax benefits, and related regulatory matters.

Dr. Bob advises public and private colleges and universities, as well as private and publicly-traded companies. In this role, she provides clients with detailed technical guidance related to compliance with applicable statutes and regulations. She regularly assists postsecondary educational institutions on issues relating to institutional eligibility, program eligibility, student eligibility, financial responsibility and administrative capability standards, changes of ownership, adding locations and programs, program reviews and compliance audits, and institutional responsibilities for the education tax benefits. Through training seminars and on-site reviews, she assists clients in complying with the federal requirements for administering federal student financial assistance. Dr. Bob has authored numerous articles on federal financial aid issues for *The Greentree Gazette*, *NASFAA's Journal of Student Financial Aid*, *NASFAA's Student Aid Transcript*, the *Career College Link*, and other higher education publications and frequently speaks at meeting of college officials and student aid administrators.

Dr. Bob received her undergraduate degree *Summa Cum Laude* from the State University of New York at Buffalo and was elected to *Phi Beta Kappa*. She received her doctorate from the University of Maryland.

Powers Pyles Sutter and Verville is a Washington D.C. – based law firm that focuses on health care, education and the law of tax-exempt organizations.

**Charles S. Lenth** is Senior Associate with the State Higher Education Executive Officers (SHEEO) association located in Boulder, Colorado. Working with SHEEO's members (state coordinating and governing boards for higher education), he focuses on state-level academic planning and policy, access and affordability in postsecondary education, governance and coordination, and other state roles and policy needs. In addition to SHEEO, Lenth has held positions with the Minnesota Private College Council and Research Foundation, the Education Commission of the States, the Western Interstate Commission for Higher Education, the Illinois Board of Higher Education, and the Illinois Economic and Fiscal Commission. He holds a Ph.D. in Political Science from the University of Chicago.

**Session 4:**                    **The Changing Nature of the Student Loan Industry**

**Date & Time:**                Monday, April 23<sup>rd</sup>, 12 - 1:00 pm (luncheon)

**Presenter:**                    **Deanne Loonin**, Staff Attorney, National Consumer Law Center

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**Deanne Loonin's** focus at the National Consumer Law Center (NCLC) is consumer credit issues. Specifically, Deanne's focus is on consumer issues affecting low-income seniors and immigrants, as well as student loan/higher education, credit counseling, credit discrimination and homeownership issues. She is co-author of numerous NCLC publications and reports including *Surviving Debt* (2002 ed.) and *Credit Discrimination*, and is the author of *Student Loan Law*. Prior to NCLC, Deanne worked as a legal aid attorney in Los Angeles.

Deanne received her B.A. from Harvard University and her J.D. from University of California/Berkeley. She is also admitted to the California bar.

**Session 5:**                    **There's No Business Like The School Business:**  
**Overview of the private post-secondary financial market**

**Date & Time:**                Monday, April 23<sup>rd</sup>, 1:00 - 2:15 pm

**Moderator:**                 Colin Barton, Program Specialist, Florida's Commission for Independent Education

**Presenter:**                 Trace Urdan, Signal Hill Education

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**Trace A. Urdan**, Managing Director, Signal Hill Capital Group, covered the for-profit education industry as a research analyst for nine years and has twice been cited as an All-Star analyst by the Wall Street Journal. Mr. Urdan is well known as the editor of a weekly industry newsletter called Education Signals, and is widely cited as an expert on the topics of for-profit education and e-learning. He recently testified before the Secretary of Education's Commission on the Future of Higher Education. Prior to joining Signal Hill, Mr. Urdan headed education research for Robert W. Baird & Co. Before beginning his career as an investment research analyst with DB Alex. Brown, Mr. Urdan held senior management positions within Time Inc. and KPMG Peat Marwick.

Mr. Urdan earned his BA degree from Yale University and his MBA from Harvard Business School.

**Session 6:**                    **Data Verification and Benchmarking:**  
**How to verify, report, and analyze the outcome data you already collect**

**Date & Time:**                Monday, April 23<sup>rd</sup>, 2:30 – 3:30 pm

**Presenters:**                 John Ware, Ohio State Board of Career Colleges & Schools  
                                      Joe Chromy, Champion College Solutions

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**John Ware**

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John Ware has been Executive Director of the Ohio State Board of Career Colleges and Schools since 1997 and is responsible for the oversight and regulation of Ohio's 250 career colleges and schools. John is also active on many state and national education organizations and previously served as President of the National Association of State Administrators of Private Schools (NASASPS).

Prior to joining the Board of Career Colleges and Schools, John served as an Ohio Assistant Attorney General for Education, representing numerous state education entities including the Ohio State Board of Education and the Ohio Department of Education.

John received his Bachelor of Arts from Michigan State University and his Juris Doctorate from The Ohio State University.

**Joe Chromy**

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Joe Chromy has 21 years of commitment to the student loan collection and default prevention industry. He has experience serving Guaranty Agencies, Lenders and Higher Education Institutions. During his career, Mr. Chromy has held senior executive positions that shaped business goals and missions as well as developed new markets where none had existed previously. He has helped develop seven different scoring programs that accurately predict the ability to collect and locate borrowers grouped in distress and at-risk student loan portfolios. He has also accumulated significant insight into contract management and administration, customer service, and especially, industry regulations.

Mr. Chromy has previously been a Board Member for the Coalition of Higher Education Assistance Organizations as well as served on several committees for the National Council for Higher Education Programs. Mr. Chromy has been an advocate for early interaction debt counseling, collection effort and financial literacy. In his current role with Champion College Solutions, he is responsible for the daily operations and future development of this industry leading default prevention and borrower services organization.

**Session 7:**                    **Employment and Workforce Development:**  
**Getting students the skills they need to succeed**

**Date & Time:**                Tuesday, April 24<sup>th</sup>, 9- 10:00 am

**Moderator:**                 Mary Jayne Fay, Coordinator, Office of Proprietary Schools, Massachusetts Department of Education

**Presenters:**                 Don Anderson, Director, Workforce Central Career Center  
Matthew Bouck, Administrator, Florida Statewide Course Numbering System  
Joanne Pokaski, Director of Workforce Development, Beth Israel Deaconess Medical Center  
Nancy Snyder, Deputy Director for Workforce Development at the Boston Private Industry Council

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**Don Anderson**, Director, Workforce Central Career Center works for the Worcester City Manager in the Division of Workforce Development, and is the administrator of a variety of federal and state workforce development funds for Southern Worcester County. He is the Director of Workforce Central Career Center's three locations serving over 16,000 job seekers and over 1,000 employers each year. In the 25 years he has worked in this field, he has worked directly with training programs serving youth, welfare recipients, laid-off workers, low-income adults and other groups. Don is currently Chair of the Massachusetts Workforce Investment Association, a member of the state Workforce Investment Board, and a member of the Proprietary Schools Advisory Council. Don holds a Master's Degree from Boston University in Human Resource Development.

**Matthew Bouck**, Administrator, Florida Statewide Course Numbering System began his career as a public school teacher in Northern California before coming to Tallahassee, Florida in 1995. He has worked with Florida's Statewide Course Numbering System since 1997, since 2003 as Administrator.

**Mary Jayne Fay**, Coordinator, Office of Proprietary Schools, Massachusetts Department of Education is the administrator for the Office of Proprietary Schools and has worked to develop partnerships with state regulatory agencies. She was also responsible for developing the Massachusetts licensing process for adult basic education teachers, which she continues to oversee. Prior to her tenure at the Department of Education, she was an educator and business owner. Mary Jayne has a Doctorate in Education from the University of Massachusetts at Amherst, which focused on the economic impact of education on working class students.

**Joanne Pokaski**, Director of Workforce Development, Beth Israel Deaconess Medical Center, is the Director of Workforce Development for Beth Israel Deaconess Medical Center in Boston. At BIDMC, Joanne has launched programs that sponsor employees' training and promotion to health care occupations facing skill shortages. Joanne also oversees BIDMC's partnerships with community organizations to provide on-site classes for incumbent workers, hire adults from the community and hire youths for summer internships. Prior to BIDMC, Joanne served as Director of Boston Career Link, a one-stop career center created to connect job seekers and employers. Before this, Joanne oversaw government and community relations and strategic planning for Morgan Memorial Goodwill Industries. Between college and graduate school, Joanne was a staff member of the 1992 Clinton/Gore campaign, then worked in the White House managing a group researching the backgrounds of candidates for Administration appointments. She left the White House to serve as Special Assistant to the Administrator of the Medicare and Medicaid programs. Joanne earned a Bachelor's degree in Government from Harvard College and a Master's degree in Public Affairs from the Woodrow Wilson School of Public and International Affairs at Princeton University.

**Nancy Snyder**, Deputy Director for Workforce Development at the Boston Private Industry Council, is a workforce development professional who has designed and implemented a number of innovative programs while directing Jobs and Community Services for the City of Boston, Workforce Development for the Boston Department of Health and Hospitals, and 9 to 5, Boston's Organization for Working Women. Ms. Snyder also served for four years as Staff Director to former Boston Mayor Raymond L. Flynn. She has a Master's Degree in Business Administration from Boston University and is a graduate of the Advanced Management Program at the Harvard Business School.

**Session 8:** **United States Department of Education Regulatory Updates**

**Date & Time:** Tuesday, April 24<sup>th</sup>, 10:15 – 11:30 am

**Presenters:** Geneva Coombs-Leon, Director School Participation Team,  
NE Program Compliance  
Dr. Rosemary K. Torpey, Team Leader – Boston School Participation  
Team-NE Program Compliance

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**Ms. Geneva Leon** has worked in staff and management positions with Federal Student Aid (FSA) Programs, located in the regional and Washington DC offices, for almost 33 years. She is the Director of the School Participation Teams – NE, these teams have the oversight responsibility of U.S. and foreign postsecondary schools. Responsibilities include ensuring compliance with statutory and regulatory requirements of the FSA programs administered by higher educational institutions. Geneva has represented the Department on numerous occasions at conferences and meetings. She is a strong advocate for training and technical assistance, and frequently delivers or provides staff to deliver such assistance.

Geneva has extensive experience in FSA program management. She has performed on-site reviews of schools and guaranty agencies and determined the resolution of compliance audits compiled by independent CPA's. Geneva has also worked in the debt collections office and advised institutions on student loan portfolio management.

**Dr. Rosemary Torpey** has worked for the Office of Federal Student Aid for 14 years. She is currently the Team Leader of the New York/Boston School Participation Team. Before becoming Team leader Rosemary was an Institutional Review Specialist.

Earlier in her career Rosemary served as the Education Services Specialist for the 94<sup>th</sup> Army Reserve Command. In that role she managed the civilian education programs and benefits available to members of the Army Reserve. She was responsible for counseling soldiers and managing the GI Bill, Tuition assistance, Student Loan repayment and CLEP testing programs. Rosemary has also been an adjunct faculty member at Emmanuel College and Massachusetts Bay Community College.

Rosemary attended Northeastern University as an undergraduate, earning a Bachelor of Arts degree in Psychology. She also attended Boston College where she earned a Master's degree in Educational Psychology and a Ph.D. in the Administration of Higher Education.

**Session 9: Multiple State Licensure For Educational Institutions:  
Working together to promote greater efficiency in the school approval process**

**Date & Time:** Tuesday, April 24<sup>th</sup>, 1 – 2:15 pm

**Moderator:** Sharyl Thompson, Capella University

**Presenters:** Lois Bishop, National-Louis University;  
Renee Gaddis, Corinthian Colleges, Inc.;  
Leroy Wade, Missouri Department of Higher Education

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**Sharyl Thompson** has been employed at Capella University in Minneapolis, Minnesota since late 2000, at which time Capella operated in three states. As the university grew, Sharyl helped build the foundation of the current Office of Regulatory Affairs. Under her leadership, Capella has applied for and received approval to operate in thirteen additional states. In addition to her leadership role in completing approval and renewal applications, Sharyl has coordinated five site visits from regulatory agencies. She also reviews all marketing materials for state regulatory compliance, and serves on the Policy Implementation Team and the Catalog Committee. Sharyl earned her Master in Science in Organization and Management from Capella University in 2005.

**Lois Bishop** began working as the State Compliance Officer for National-Louis University (NLU) Chicago, Illinois in March 2003. During the past 4 years she has moved state compliance issues into NLU's regular program planning processes. Lois has been at NLU for 21 years and has served in a number of different roles including: faculty member and program coordinator for the Health Care Leadership degree completion program and Assistant Dean for the College of Arts & Sciences. As program coordinator she implemented new programs in Florida, Missouri, Wisconsin and Georgia. Prior to working at NLU, Lois served as director of a nursing program in Chicago and taught nursing in the US and abroad. Lois has a BSN from Goshen College in Goshen, Indiana and an M.Ed. in Health Occupations Education from University of Illinois Urbana-Champaign.

**Renee Gaddis** began employment in July of 1992 for WyoTech in Laramie, Wyoming. Between July of 1992 and November of 1999 she held various positions within the Financial Aid, Business Office, and Accounting departments. In November of 1999 she strengthened her postsecondary experience by joining Accreditation and Licensing where she processed numerous state renewal applications; faculty and administration qualification applications; state completion and placement reports; and state financial reports, all of which resulted from multi-state licensing for WyoTech Laramie, Wyoming and WyoTech Blairsville, Pennsylvania. In July of 2003, Renee became part of the Corinthian Colleges Accreditation and Licensing team. In this position she expanded her oversight from two schools to eighteen schools, and ultimately ninety-six schools in November of 2005. During this experience Renee actively participated in creating and maintaining various automated resources to support multi-state licensing and continues to help broaden Corinthian's efficiency in this area.

**Leroy Wade** is the Assistant Commissioner for Financial Assistance, Outreach, and Proprietary School Certification for the Missouri Department of Higher Education. He has worked for the MDHE for more than 20 years, 17 of which have included directing the private postsecondary education licensure program. The licensure program reviews and approves nearly 200 instructional locations in the state of Missouri, which enroll more than 70,000 students annually. Additional responsibilities include supervision of a range of state funded merit and need-based student financial assistance programs which serve more than 25,000 students and distribute in excess of \$40,000,000 annually and direction of the federal GEAR-UP grant for the state of Missouri. Leroy is also a member of his local K-12 school board, currently serving as president. Leroy has a Bachelor of Arts in Political Science from Westminster College of Fulton, Missouri and a Master of Public Administration from the University of Missouri-Columbia.

**Session 10:**                    **State Innovations:**  
**Using Technology for Data Collection and Dissemination**

**Date & Time:**                Wednesday, April 25<sup>th</sup>, 9 – 10:00 am

**Presenter:**                    David Dies, Wisconsin Educational Approval Board

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**David C. Dies**

Executive Secretary  
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For more than 20 years, Mr. David C. Dies has been working in state government and postsecondary education. He is currently the Executive Secretary for the state's Educational Approval Board – also known as the EAB. The EAB is an independent state agency responsible for protecting consumers by regulating and monitoring for-profit postsecondary schools, out-of-state non-profit colleges and universities, and in-state non-profit institutions incorporated after 1991. The agency currently oversees nearly 150 institutions that annually serve more than 30,000 Wisconsin residents in more than 600 degree and non-degree programs.

Prior to joining the EAB, Mr. Dies spent more than six years as the Vice President for Public Policy at the Wisconsin Association of Independent Colleges and Universities (WAICU), a Madison-based association of private institutions of higher learning. He spent much of his time lobbying legislators and government officials on policies and programs affecting private postsecondary education. In addition, Mr. Dies managed several purchasing initiatives and was responsible for overseeing information technology planning. He was also a member of the Wisconsin Educational Technology Conference executive committee.

Mr. Dies spent seven years as Budget and Policy Analyst for the former Department of Health and Social Services where he oversaw one of the state's largest and most complex programs that provides state aid to counties. He began his career with the state as a legislative assistant working in the Wisconsin State Assembly and held various positions in the Governor's Office during the first term of the Thompson administration.

Mr. Dies is currently an appointed citizen member on the Budget and Finance Committee for the Village of Waunakee. In January 2006, he was reappointed by Wisconsin State Supreme Court Chief Justice Shirley Abrahamson to a second three-year term on the 9th District Investigative Committee of the Office of Lawyer Regulation which investigates attorney complaints.

He is also active on a number of community boards and organizations, including the Great Lakes Community and Revitalization Development Corporation and the Waunakee Area Soccer Club board. He is a former member and officer of the board's of directors for the Wisconsin Youth Company and Creative Learning Preschool, Inc.

A native of Oshkosh, Mr. Dies is a graduate of the University of Wisconsin - Madison where he earned Bachelor's degrees in Psychology and Social Work and a Master's degree in Social Policy and Administration. David and his wife, Laurie, reside in Waunakee, Wisconsin with their fourteen -year old daughter, Elizabeth and eleven-year old twin daughter and son, Sarah and Timothy. He holds a private pilot's license, enjoys UW athletics, and maintains a passion for rowing.