

# CAPPS 2014 EDUCATION MANAGEMENT BOOT CAMP

August 13-14

*Hyatt Regency, Newport Beach  
The Pacific Room*



## Wednesday August 13

- 8:00AM – 9:00AM     **REGISTRATION AND BREAKFAST**
- 9:00AM – 9:15AM     **BOOT CAMP WELCOME AND INTRODUCTION & STATE OF THE SECTOR**  
**Robert Johnson**, Executive Director, CAPPS
- 9:15AM – 10:30AM    **BELIEVE IN YOUR MISSION AND YOUR BRAND**  
**Paul Otis**, Chief Executive Officer, MOB Media, Inc.  
**Yves Le Sieur**, Creative Director, MOB Media, Inc.  
*An overview on our collective responsibility as “brand stewards,” and the importance of cultivating all aspects of what makes a brand valuable.*
- 10:30AM – 10:45AM   **BREAK**
- 10:45AM – 12:00PM   **CREATING A WORLD CLASS USER EXPERIENCE FOR PROSPECTIVE AND EXISTING STUDENTS, GRADUATES AND EMPLOYERS**  
**Gregg Meiklejohn**, Cofounder, Enrollment Resources  
*Examples of how tiny, quarter-turn, changes, tested against existing processes and ways of work, can quickly lift the value created and user experience in a significant way, for prospective students, existing students, grads and employers alike.*
- 12:00PM – 1:00PM    **LUNCH**
- 1:00PM – 2:00PM     **ENFORCEMENT TRENDS AND DEVELOPMENTS FROM THE ANGRY ALPHABET**  
**Jay Vaughan**, Partner, Regulatory Education Practice, Cooley LLP  
*Federal agencies are very involved in the oversight of postsecondary educational institutions and the USDOE is now joined by the CFPB, FTC, DHS, DVA, and other agencies that are becoming more involved in enforcement actions. This session will identify federal enforcement trends, regulatory proposals, and discuss expectations going forward.*
- 2:00PM – 3:00PM     **DEVELOPING NEW PROGRAMS FOR TODAY’S STUDENTS**  
**Jody Bird**, National Account Specialist, Elsevier  
*What are the key decision points in bringing on new programs? This session “flips the classroom” and looks at changing educational offerings.*
- 3:30PM – 3:45PM     **BREAK**
- 3:45PM – 5:00PM     **LEGAL CONSIDERATIONS FOR SCHOOLS 2014-15**  
**Keith Zakarin**, Partner, Chair of the Education Practice Group, Duane Morris LLP  
*Attorneys General to the left. Regulators to the right. Accreditors straight ahead. What are the recent relevant actions being advanced on the sector? And what should Institutions do to avoid spending quality time with Defense Counsel?*

## **Thursday August 14**

8:00AM – 9:00AM     **REGISTRATION AND BREAKFAST**

9:00AM – 10:00AM     **BUILDING AN EFFECTIVE COMPLIANCE PROGRAM FOR TODAY'S INSTITUTION**

**Jay Vaughan**, Partner, Regulatory Education Practice, Cooley LLP

*What must your compliance system have going forward? Based on real case scenarios, learn how to modify your compliance system to provide the maximum in protection.*

10:15AM – 10:30AM     **BREAK**

10:30AM – 12:00PM     **CAREER SERVICES IN THE NEW AGE OF GAINFUL EMPLOYMENT**

**Baylor Meza**, Chief Operating Officer, Success Education Colleges

*Career Services are changing to measured inputs and outputs with little left to chance. Get the latest in Career Services operations from a leading edge practitioner.*

12:00PM – 1:15PM     **LUNCH**

1:15PM – 2:15PM     **MARKETING & TESTING**

**Gregg Meiklejohn**, Cofounder, Enrollment Resources

*You are not allowed to exaggerate anymore in your advertising. Regulators have drummed that out. Google has drummed out bad tactics on search engines. But you can test. This session will provide examples of how different approaches can increase school revenue.*

2:15PM – 3:15PM     **LEARNING TO LEAD**

**Greg Nathanson**, Industry Guru

*Nothing is tougher than leading in a challenging time. A discussion of strategies and advice on succeeding when those around you are failing.*

3:15PM – 3:30PM     **BREAK**

3:30PM – 4:30PM     **DIRECTORS LIFE FOR ME**

**Robert Johnson**, Executive Director, CAPPS

**Baylor Meza**, Chief Operating Officer, Success Education Colleges

**Greg Nathanson**, Industry Guru

**Yasith Weerasuriya**, President, Stanbridge College

*Time to speak the truth. This end of camp session discusses your questions and shares tips on managing schools to excellence*

## BOOT CAMP TRAINER BIOS

### **JODY BIRD** National Account Specialist, Private Sector Education, Health Sciences, Elsevier

Jody Bird has more than 15 years of enterprise B2B, and 10 years of corporate account management experience with fortune 500 companies. Jody collaborates with top-tier institutions in the private education sector to help them achieve business and curriculum goals. She works closely with curriculum teams, project management and operations to help achieve objectives by delivering total curriculum solutions created by Elsevier. Her collaborative approach is about driving business performance with knowledge management, digital solutions, automation/technology and business intelligence data.

### **ROBERT 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 representing the CAPPs membership specifically; and generally, the private, for-profit higher education sector in working with the Governor, State Legislature and various regulatory bodies such as the Department of Consumer Affairs (DCA). He administers the Independent Coalition of Educators Political Action Committee (ICEPAC) and supervises the contract lobbyist employed by CAPPs. He is the principal CAPPs liaison to such agencies as EdFund and the Student Aid Commission. Robert is also 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 effect their institutional readiness. Before assuming his position as Executive Director of CAPPs, Robert managed public sector economic development and job training programs in California. He worked extensively with local, State and Federal officials on crafting the Job Training Partnership Act and its successor legislation. Robert has been an active member of the California State Bar Association since 1980 and has practiced law in a number of areas.

### **YVES LE SIEUR** Creative Director, MOB Media, Inc.

Yves Le Sieur is an advertising professional with more than twenty five years of agency experience, and several stints with national, regional and local agencies, including renowned agencies such as Chiat Day and Saatchi and Saatchi. He has also worked on the client side, most notably as Creative Director with Joico Laboratories, where he was instrumental in successfully transitioning Joico from a local beauty label to a global brand as a member of the Shiseido family of healthcare brands. With extensive knowledge of branding and creative strategic issues, he brings his own particular sense of style and aesthetic to each project he touches. With a thirst for learning and knowledge, he continues to seek excellence through creative and digital innovation. Yves is a BFA recipient from the University of Montreal, a MFA from the University of California at Los Angeles, and has received a Certificate in Marketing Strategy from the Samuel Curtis Johnson Graduate School of Management at Cornell University.

### **BEYLOR MEZA** Chief Operating Officer, Success Education Colleges

Baylor Meza has been involved in campus operations since 2003. He has held positions in our industry in many capacities including Tutor, Instructor, Program Director, Director of Education, Executive Director and Campus President. He is currently Chief Operating Officer for Success Education Colleges where he helps support the daily operations of their seven campuses in California and Nevada.

### **GREGG MEIKLEJOHN** Cofounder, Enrollment Resources

Gregg Meiklejohn specializes in strategic marketing. He is an expert in branding businesses through online and traditional public relations tactics. Gregg developed the award winning program Knowledge Communities, which has consistently given clients massive returns at pennies on the dollar (when compared to advertising). He is Enrollment Resources Scenario planner, analyzing and calling industry trends before they emerge into public view. Gregg has over 20 years of marketing experience and frequently delivers workshops and teaching sessions via webinar and at conferences North America wide.

**GREG NATHANSON Industry Guru**

Greg Nathanson is the past president of Western Career College (WCC). He graduated from UCLA in 1984 with a BA degree in Political Science. In 1989 he joined WCC and worked as a campus executive director and vice president of operations before being named president, prior to US Education Corporation's acquisition of WCC. As WCC president and a regional vice president for US Education, Greg built WCC to eight Northern California campuses and 4,000 students before retiring in 2007. Greg is currently a member of WCC's Governing Board, Eskaton's Board of Directors, the Writers Guild of America, and the Board of Directors for the Jewish Federation of the Sacramento Region. Before joining WCC, Greg worked as a television writer and producer in Los Angeles. He is a past member of the Career College Association and a past president of the California Association of Private Postsecondary Schools (CAPPS). Greg has written numerous articles for trade journals and continues to consult and present on private education industry topics at workshops and conferences throughout the country.

**PAUL OTIS Chief Executive Officer, MOB Media, Inc.**

Paul Otis is a seasoned veteran of the media wars. Since 1986, he has seen the world as a myriad of media opportunities, which keeps him interested and informed in this ever-changing, tumultuous media landscape. First and foremost, Paul is looking for accountability in everything MOB Media does. That goes beyond media and design, and is sewn into the fabric of his company's culture, including client services. At MOB Media, Paul oversees activity of clients, including media planning, creative production, online strategies and overall new business accountability. For over 25 years, he has commanded the development of countless campaigns, including direct response-focused businesses such as SEC, Corinthian Colleges, Heald Colleges, UC Regents, Jusuru International, the State of California and a multitude of career college entities. Paul believes the key to a successful company is great clients to work with, and a happy, effective, and motivated team to support them.

**JAY VAUGHAN Partner, Regulatory Education Practice, Cooley LLP**

Jay Vaughan is a partner in Cooley's Education practice group and leads the Accreditation Practice. Mr. Vaughan previously was associated with Dow Lohnes Higher Education, which merged with Cooley on January 1, 2014. Prior to joining Dow Lohnes, he worked as a manager with a national accrediting agency, with primary responsibility for the financial review of accredited member institutions, change of ownership and non-main campus applications, and administrative appeals. During his seven-year tenure, he completed more than 300 on-site evaluations of accredited and applicant institutions. In addition to assisting institutions to respond to inquiries from regulatory authorities and representing clients in hearings before accrediting bodies, he works proactively with institutions to prevent adverse actions, assist with strategic planning, and provides advice regarding day-to-day operations. Mr. Vaughan also assists institutions to understand state and federal laws regulating the field of postsecondary education, specifically focusing on mergers and acquisitions (including corporate conversions), the definition of a credit hour, and what is commonly referred to as the "90/10 rule."

**YASITH WEERASURIYA President, Stanbridge College**

Yasith Weerasuriya currently serves as CEO of Stanbridge College and has over 18 years of executive leadership experience in private sector colleges. Yasith serves on a number of boards including CAPPS, the Orange County Workforce Investment Board, the Second Harvest Food Bank of Orange County and is a past Chairman of the Orange County World Affairs Council. Over the past 5 years Stanbridge College has been the only private sector college to receive 5 consecutive years of placement into the Presidents Higher Education Community Service Honor Roll., is the ACCSC 2013 Community Service award recipient and is a 2008-2009 ACCSC School of Excellence.

**KEITH ZAKARIN Partner, Chair of the Education Practice Group, Duane Morris LLP**

Keith Zakarin is the Chair of Duane Morris' Education Practice Group. Mr. Zakarin's practice is limited to the representation of private colleges and universities in such diverse areas of law as student and employee litigation, regulatory and administrative counseling and litigation, accreditation counseling and advocacy, unfair competition, employment counseling and risk management. He also owns and operates an accredited, Title IV participating private college.