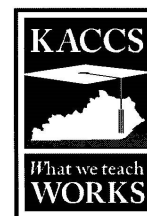


# Stronger, Safer: The New Normal

## 2020 KACCS Webinar Series

Premiere Sponsor:  Enrollment Resources



Noted lecturers, authors and legal experts

**Dr. Wallace K. Pond, Yolanda Gallegos, Esq.,** and **Anthony S. Bieda**, public policy authority and KACCS Executive Director, present a series of webinars on the “Stronger, Safer New Normal” confronting career colleges and schools at a time of teaching, guiding and serving students from a distance. The sessions:

- Regulatory and accreditation context to ensure “Temporary & Emergency” become “Permanent & Status Quo.”
- Crisis & Change Management that anticipates & embraces “The New Normal.”
- CARES, HEERF and PPP: Core areas to focus resources for survival
- Leadership that is “Effective & Dynamic” in a time of Foundational Change
- Why you’re feeling the way you’re feeling & what you can do about it.
- Curtailing & Ceasing operations in an orderly way if necessary
- And much more to come!

“**Stronger, Safer...**” features new content to support organizational leaders, instructors, academic counselors, enrollment consultants, and career services professionals.

**Use your Zoom account and the registration information that follows to join the webinars of your choice!**

## Schedule of Sessions

**MAY**  
**12**  
3:30 p.m.  
EST

**Crisis and change management that anticipates and embraces the “Safer, Stronger New Normal.”**  
*Presented by Wallace K. Pond, Ph.D.*

**MAY**  
**13**  
3:30 p.m.  
EST

**The regulatory and accreditation context to ensure that your institution’s “Temporary & Emergency” adoption of on-line service to students can become “Permanent & Status Quo.”**  
*Presented by Anthony S. Bieda*

**Program Description:** Even in “normal” times, one of the most important competencies an organization (and its leadership) can have is the ability to effectively manage change. And, in the volatile environment that exists today, effectively managing crisis is not only critical operationally, it is actually a competitive advantage! Our webinar will discuss the theory and application of best practices for change and crisis management, including how both work at the same time!

**Register in advance for this webinar:**

<https://us02web.zoom.us/webinar/register/WN/uxIYpHwhRe6yNkalwGMq2A>

After registering, you will receive a confirmation email containing information about joining the webinar.

**Program Description:** CV19 displaced tens of thousands of students from post-secondary education in which they made substantial financial, emotional and intellectual investment. Barriers to re-engaging students and others include organizational resistance, lack of financial resources, inadequate on-line capacity and **legal, regulatory and licensure constraints**. This session provides a snapshot of the regulatory, accreditation and state approval hurdles to re-engaging those students, and converting “Temporary & Emergency” adoption of on-line modalities for instruction, counseling, financial aid, student services and career services into a permanent, status quo that complies with the implied and expressed expectations of the regulatory Triad, including Ed.Gov/Title IV, Accreditors, State Approval Authorities and Professional Licensure Boards.

**Register in advance for this webinar:**

[https://us02web.zoom.us/webinar/register/WN/ZUFtZ5t\\_RnWCsnQx0EwyBg](https://us02web.zoom.us/webinar/register/WN/ZUFtZ5t_RnWCsnQx0EwyBg)

**MAY**  
**14**  
12:30 p.m.  
EST

**Crisis and change management that anticipates and embraces the “Safer, Stronger New Normal.”**  
*Presented by Wallace K. Pond, Ph.D.*

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**Register in advance for this webinar:**

[https://us02web.zoom.us/webinar/register/WN\\_18LTYTIDRYazvuvoVZuY\\_Q](https://us02web.zoom.us/webinar/register/WN_18LTYTIDRYazvuvoVZuY_Q)

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**MAY**  
**15**  
12:30 p.m.  
EST

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**Register in advance for this webinar:**

[https://us02web.zoom.us/webinar/register/WN\\_cG4kJqmcT0m7MStgsU4gww](https://us02web.zoom.us/webinar/register/WN_cG4kJqmcT0m7MStgsU4gww)

**MAY**  
**19**  
3:30 p.m.  
EST

**Understanding COVID 19 Legislation: COVID 19 Pandemic Education Relief Act HEERF, and PPP: Core Areas to Focus Resources for Survival and Revival**  
*Presented by Yolanda Gallegos, Esq.*

**Program Description:** Congress rushed to provide compliance and financial relief to post-secondary institutions in the wake of the CV-19 pandemic. Listen in for a **clear and succinct explanation of how to apply regulatory waivers and avoid compliance landmines**. Institutions concerned about the strings attached to HEERF and PPP funds will **learn compliant ways to allocate and spend such funds as well as ensuring PPP loan forgiveness**. Accessing those resources and retaining the funds through compliant application to operations requires thoughtful and deliberate strategies and tactics. Make sure you safely participate in the multi-billion-dollar programs designed to sustain the education enterprise.

**Register in advance for this webinar:**

[https://us02web.zoom.us/webinar/register/WN\\_oL-ErH-RQEy0jzOcgzxTAQ](https://us02web.zoom.us/webinar/register/WN_oL-ErH-RQEy0jzOcgzxTAQ)

After registering, you will receive a confirmation email containing information about joining the webinar.

**MAY**  
**20**  
12:30 p.m.  
EST

**Highlights & Review of 2020 Kentucky Legislative Session**  
*Presented by Impact Government Relations/Greg Brotzge*

**Program Description:** The Kentucky Legislature confronted substantial policy and funding challenges as the CV19 pandemic struck with full force during the final month of the 2020 session. Greg Brotzge and the team from Impact Government Relations will **review and discuss the major funding and policy decisions** of the session, and the residual budget and resource issues that may provoke a special session before year-end.

**Register in advance for this webinar:**

[https://us02web.zoom.us/webinar/register/WN\\_hGbg8RrcRWOTu6jcr\\_xnpg](https://us02web.zoom.us/webinar/register/WN_hGbg8RrcRWOTu6jcr_xnpg)

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**MAY**  
**21**  
12:30 p.m.  
EST

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After registering, you will receive a confirmation email containing information about joining the webinar.

**Week of**  
**MAY**  
**25**

**Leadership that is “Effective & Dynamic” in a time of Foundational Change**  
*Presented by Dr. Wallace K. Pond, Ph.D.*

**Program Description:** Organizations have always been better off with effective leadership than without it, but in the current operating environment, leadership may be the single most important differentiator and driver of success an institution can have. The required profile for leadership today is also fundamentally different than it was in the past. Our webinar will discuss the knowledge, skills, abilities and traits that support dynamic, game-changing leadership and what executives should prioritize in a time of hyper-change and volatility.

**MAY**  
**26**  
1:30 p.m.  
EST

**Virtual Admissions Best Practices – Learn how to pivot to virtual admissions quickly, while improving conversion rates over your old, ground-based approach.**  
*Presented by Tom King*

**Program Description:**  
**Register in advance for this webinar:**  
[https://us02web.zoom.us/webinar/register/WN\\_rE-uzJikTKee74lVg3ZccA](https://us02web.zoom.us/webinar/register/WN_rE-uzJikTKee74lVg3ZccA)  
  
After registering, you will receive a confirmation email containing information about joining the webinar.

**MAY**  
**26**  
3:30 p.m.  
EST

**Why you’re feeling the way you’re feeling & what you can do about it.**  
*Presented by Dr. Wallace K. Pond, Ph.D.*

**Program Description:** Even before the COVID-19 crisis, the American Psychological Association (APA) reported that Americans were more stressed and distressed than at any time since the APA began tracking stress levels. Climate change, mass shootings, and a highly divisive political climate has taken its toll. Add to that, the eight-year decline in higher education and the new Corona virus crisis, and you have a recipe for overwhelming challenges to our mental health and sense of well-being. Our webinar will discuss both the reasons behind our stress and how we can navigate the current environment in ways that support our well-being despite the significant challenges.  
  
**Register in advance for this webinar:**  
[https://us02web.zoom.us/webinar/register/WN\\_Yy6zWYFPRECjrJuDObemQg](https://us02web.zoom.us/webinar/register/WN_Yy6zWYFPRECjrJuDObemQg)



**MAY**  
**28**  
**12:30 p.m.**  
**EST**

**Why you're feeling the way you're feeling & what you can do about it.**  
*Presented by Dr. Wallace K. Pond, Ph.D.*

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[https://us02web.zoom.us/webinar/register/WN - ZvarnC-QauUCtlZ1qJl7w](https://us02web.zoom.us/webinar/register/WN-ZvarnC-QauUCtlZ1qJl7w)

After registering, you will receive a confirmation email containing information about joining the webinar.

**JUNE**  
**1**  
**1:30 p.m.**  
**EST**

**How to Retain Students in a Fearful Environment – Best practices in virtual retention to keep your enrolled students engaged and excited.**  
*Presented by Tom King*

**Program Description:** As a school leader you must manage numbers, ensure reps operate with high performance and ethical behavior. And you must ensure the students you start – stay! We will provide several tools to ensure student success at multiple points in the lifecycle and set up an early warning system that will give you the ability to save them before it is too late. Key Takeaways: Creating deep, NOT surface connections using video with your student; Next Action Steps - Using “In the meantime” articles and videos; The art of video emails; Using Virtual Open Houses & Pre-Start Courses.

**Register in advance for this webinar:**  
[https://us02web.zoom.us/webinar/register/WN\\_71Z0pAbFTeqKqHsze1W6RA](https://us02web.zoom.us/webinar/register/WN_71Z0pAbFTeqKqHsze1W6RA)

After registering, you will receive a confirmation email containing information about joining the webinar.

**MAY**  
**29**  
**1:30 p.m.**  
**EST**

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<https://us02web.zoom.us/webinar/register/WN-txUIxW9CRaWN7bq1EuTnOQ>

After registering, you will receive a confirmation email containing information about joining the webinar.

**JUNE**  
**2**  
**3:30 p.m.**  
**EST**

**Leadership that is “Effective & Dynamic” in a time of Foundational Change**  
*Presented by Dr. Wallace K. Pond, Ph.D.*

**Program Description:** Organizations have always been better off with effective leadership than without it, but in the current operating environment, leadership may be the single most important differentiator and driver of success an institution can have. The required profile for leadership today is also fundamentally different than it was in the past. Our webinar will discuss the knowledge, skills, abilities and traits that support dynamic, game-changing leadership and what executives should prioritize in a time of hyper-change and volatility.

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<https://us02web.zoom.us/webinar/register/WN-hhjln-vIRCevhNrf3NlRcA>

After registering, you will receive a confirmation email containing information about joining the webinar.

JUNE

4

12:30 p.m.  
EST

Leadership that is “Effective & Dynamic”  
in a time of Foundational Change

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After registering, you will receive a confirmation email containing information about joining the webinar.

JUNE

4

3:00 p.m.  
EST

Virtual Admissions Best Practices –  
Learn how to pivot to virtual admissions  
quickly, while improving conversion  
rates over your old, ground-based  
approach.

*Presented by Tom King*

**Program Description:** As many schools rapidly shift to online operations in the wake of the COVID-19 crisis, Admissions teams are struggling to be effective when in-person interviews are not possible. Adopting a Virtual Admissions Best Practice process is, in our opinion, crucial in avoiding lulls in enrollment now and in the future. Virtual Admissions will mitigate the current disruption and become the new normal when the dust settles. Come learn more about The 4 T’s of Virtual Admissions: Technology, Techniques, Tactics and Training; How to duplicate the enthusiasm, excitement and energy of a ground-based Career Planning Session & Tour; And how to manage a remote team working virtually.

**Register in advance for this webinar:**

[https://us02web.zoom.us/webinar/register/WN\\_31R0fAE6QeCQ7o1laNNe2Q](https://us02web.zoom.us/webinar/register/WN_31R0fAE6QeCQ7o1laNNe2Q)

JUNE

9

3:30 p.m.  
EST

Curtailing & Ceasing instruction in  
an orderly and compliant manner

*Presented by Anthony S. Bieda*

**Program Description:** The upheaval in post-secondary education wrought by CV19 will provoke termination of instructional activities and closure of institutions. Oversight of closures by the Triad prefers glide paths for students over crash landings. This session inventories tools/ tactics that mitigate precipitous campus closures, the expectations of federal/state/accreditation authorities, and sanctions and penalties derived from non-compliant cessation of operations. Learn how to **ensure that students are informed and encounter opportunities to complete** their credential without great financial ruin and bureaucratic frustration.

**Register in advance for this webinar:**

[https://us02web.zoom.us/webinar/register/WN\\_QQTgRimKTgmGeBZ70o20mQ](https://us02web.zoom.us/webinar/register/WN_QQTgRimKTgmGeBZ70o20mQ)

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JUNE

10

12:30 p.m.  
EST

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**Register in advance for this webinar:**

[https://us02web.zoom.us/webinar/register/WN\\_7oSB8-MFQ9iz8iQQh1NQa](https://us02web.zoom.us/webinar/register/WN_7oSB8-MFQ9iz8iQQh1NQa)

After registering, you will receive a confirmation email containing information about joining the webinar.

**JUNE**  
**16**  
**3:30 p.m.**  
**EST**

**Institution as Employer: Important Considerations when Faculty and Students Return to Campus**  
*Presented by Yolanda Gallegos, Esq.*

**Program Description:** As institutions look forward to the return of faculty and students on campus, their return brings with them a wide array of unprecedented legal issues including meeting new FMLA and sick leave requirements of the Family First Coronavirus Act, ADA requirements, OSHA safety mandates, hazard pay, COVID-19 informed consent forms, COVID-19 tracking, testing, and self-disclosure policies, and the like. This presentation provides institutions a one-stop shopping venue to provide a summary of employer legal considerations and a check-list of policy revisions institutions should consider.

**Register in advance for this webinar:**

[https://us02web.zoom.us/webinar/register/WN\\_HhOtxmoZR-GSNA5T-bJJKw](https://us02web.zoom.us/webinar/register/WN_HhOtxmoZR-GSNA5T-bJJKw)

After registering, you will receive a confirmation email containing information about joining the webinar.

**JUNE**  
**18**  
**12:30 p.m.**  
**EST**

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After registering, you will receive a confirmation email containing information about joining the webinar.

**JUNE**  
**23**  
**3:30 p.m.**  
**EST**

**Managing Contractual Obligations During COVID-19 Pandemic**  
*Presented by Yolanda Gallegos, Esq.*

**Program Description:** This presentation will provide guidance both on how to defend against student and vendor breach of contract related to COVID-19 and how an institution may navigate its own inability to meet contractual obligations during this pandemic. The following topics will be addressed:

- **Force Majeure Clauses:** These clauses, otherwise known as Act of God provisions, may be available as a defense to allow a party to a contract to suspend or discontinue performance of contractual obligations under certain circumstances. The presentation will discuss when a force majeure provision may be asserted, when an institution should consider asserting it, and how an institution should respond when one is asserted against it.
- **Contracts Without Force Majeure Clauses:** The absence of a force majeure clause does not prevent a successful excuse for nonperformance. Parties seeking relief from contractual obligations may still avail themselves of the common law doctrines of impossibility or impracticability. The presentation will discuss how this doctrine may be used by institutions when performance on a contract is not feasible or defended against to prevent breach.
- **Business Interruption Insurance Under the COVID-19 Pandemic:** Guidance on how institutions anticipating potential business interruption may utilize applicable insurance policies and provisions, including business interruption and contingent business interruption insurance.

**Register in advance for this webinar:**

[https://us02web.zoom.us/webinar/register/WN\\_p70eUS-HT4eIZcRkSNL5MA](https://us02web.zoom.us/webinar/register/WN_p70eUS-HT4eIZcRkSNL5MA)

**JUNE**  
**25**  
**12:30 p.m.**  
**EST**

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**JUNE**  
**30**  
**11:00 a.m.**  
**EST**

**Nurturing Your Students to Start –  
High School Counselors’ Perspective**  
*Presented by Dr. Jean Norris,  
Carla B. Cheatham, and Shannon Gormley*

**Program Description:** Whether you work with the high school market or adults returning to school, there’s a lot to learn from professional school counselors. Join us to take a deep dive into their world of career and college planning and how it’s changed. Specifically, we will:

- Share changes to the college search and selection process
- Examine best practices to engage and retain students of all ages
- Learn how to partner more effectively with high school counselors
- Explore opportunities to upskill in order to assist students in a more significant way

**Register in advance for this webinar:**  
[https://us02web.zoom.us/webinar/register/WN\\_je4SewKFR1GB1sUjl8VQ2Q](https://us02web.zoom.us/webinar/register/WN_je4SewKFR1GB1sUjl8VQ2Q)

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## Profile of Presenters



### Wallace K. Pond, Ph.D.

Dr. Pond, Education Practice Partner at Top Gun Ventures and founder, WallaceKPond.com, has been a mission-driven educator and leader for over 30 years. For the last 20 years, Wallace has been a senior leader in higher education, holding both campus and system level positions overseeing single and large, multi-campus and online institutions of higher education in the US and internationally. He has served as chancellor, president, COO, CEO, CAO (Chief Academic Officer), and board member, bringing exceptional value as a strategic-servant leader through extensive experience and acumen in strategic planning, change management, crisis management/turn around, organizational design and development, P&L, human capital development, innovation, new programs, and deep operational expertise among other areas of impact.

***Dr. Pond provides thought leadership and high-impact consulting across a variety of educational and leadership topics including strategy, innovation, healthy organizational culture, executive coaching, change and crisis management and other high ROI areas. You can learn more at [www.wallacekpond.com](http://www.wallacekpond.com).***



### Yolanda Gallegos, Esq.

Ms. Gallegos has represented private sector institutions for more than 30 years focused on guiding schools through critical events including governmental and accreditor investigations, corporate expansions and downsizing, and operational adjustments required in response to regulatory changes. She has served as an expert witness in federal and state courts on matters related to the regulation of student financial aid and is a frequent speaker and writer on a variety of regulatory topics affecting higher education including her chapter on the Violence Against Woman Act regulations (Thomson Reuters: Emerging Issues in College and University Security.) She has successfully defended dozens of institutions in program reviews and audits before the U.S. Department of Education. She has extensive experience in accreditation and state licensing. She received her J.D. from the University Of New Mexico School of Law and her LLM in Advocacy from Georgetown University Law Center. She is a member of both the bars of the District of Columbia and New Mexico and is a recipient of the D.C. Bar's Pro Bono Lawyer of the Year award for her refugee advocacy.

***Ms. Gallegos offers professional fee-based consultation on legal and regulatory matters. Contact her at [yolanda@gallegoslegalgroup.com](mailto:yolanda@gallegoslegalgroup.com)***





Anthony S. Bieda

Mr. Bieda is Ex. Dir. of KACCS and CEO of ASB34 Policy Resources, a public policy and organizational communications firm. He has more than 40 years’ experience in communications and public policy, including telecommunications, proprietary and public higher education and public lands/natural resources. He is former Executive-In-Charge of ACICS; Asst. County Administrator of Lane County, OR; Asst. Vice President for Government Affairs, Arizona Board of Regents; and Director of Public Relations for U S West - Arizona. He earned a B.S. in Journalism from the University of Northern Colorado, an MBA in accounting and finance from Regis College, and completed coursework toward his Ph.D. in public policy at George Mason University.

**Mr. Bieda offers professional fee-based consultation on regulatory and accreditation compliance, government relations and organizational communications. Contact him at [anthonysb34@msn.com](mailto:anthonysb34@msn.com).**

Members of the Kentucky Association of Colleges & Schools

<b>American National University</b> Danville, Florence, Lexington, Louisville, Pikeville	<b>ATA College</b>  Louisville, Jacksonville, Cincinnati	<b>Beckfield College</b>  Florence
<b>College for Technical Education</b> Lexington	<b>Emergency Medical Training Professionals</b> Lexington	<b>Louisville Beauty Academy</b>  Louisville
<b>Kentucky Horseshoeing School</b> Richmond	<b>The Medical Institute of Kentucky</b> Lexington, Bowling Green, Florence, Elizabethtown, Hopkinsville, London, Owensboro, Shelbyville, Somerset	<b>MedQuest College</b>  Louisville, Lexington
<b>Sullivan University</b>  Louisville, Lexington, Fort Knox, Carlisle, Louisa, Fort Mitchell	<b>University of Fairfax</b>  Roanoke, VA	

Industry Partners of KACCS:

<b>Ambassador Education Solutions</b>	<b>F.A. Davis &amp; Company</b>	<b>TFC Tuition Financing</b>
<b>IntegriShield</b>	<b>Pantheon Student Solutions</b>	<b>Jones &amp; Bartlett Learning</b>
<b>C-it Creative Image Technologies</b>	<b>MaxKnowledge</b>	<b>American Medical Certification Association (AMCA)</b>
<b>McGraw Hill Education</b>	<b>Castle Branch</b>	<b>MDT Marketing</b>
<b>Cengage</b>	<b>National Center for Competency Testing</b>	<b>ElSevier</b>
<b>Norton Norris, Inc.</b>		