



COHEAO Annual Conference Agenda 2014
*All Meetings and Sessions Are Located at the
Ritz Carlton Pentagon City Hotel in Arlington, Virginia*



Saturday, January 25th, 2014

2:00pm – 5:00pm **CFPB Task Force**

Sunday, January 26th, 2014

8:30am – 3:00pm **Board of Directors Meeting**

3:30pm – 5:00pm **Commercial Members Meeting**

4:00pm – 7:00pm **Registration**

6:00pm – 7:00pm **Welcoming Reception**

Monday, January 27th, 2014

8:00am – 9:00am **Breakfast: Financial Literacy Task Force Meeting**

COHEAO's incredibly active Financial Literacy Task Force will meet over breakfast. The breakfast will feature roundtable discussions on a variety of topics related to providing these essential services to students. Regardless of membership with the Financial Literacy Task Force, all conference attendees are encouraged to attend this meeting.

9:00am – 9:15am **The President's Welcome**

Speaker: Maria Livolsi, COHEAO President

9:15am – 10:30am **Session: Legislative Update and COHEAO's Perspectives**

With a new Congress and, at minimum, new players in the Executive Branch, COHEAO's Executive Director will provide an outlook on what to look for from Washington in terms of higher education, student lending, and student financial services issues.

Speaker: Harrison Wadsworth, COHEAO Executive Director

10:30am – 10:45am **Break**

10:45am – 12:00pm **Session: Department of Education Update: Regulations Old and New**

The Department of Education has been quite busy in the latter part of this year and 2014 will continue at the same frenetic pace. Officials from the Department will provide an update on regulations affecting Perkins Loans and other pertinent issues in the Federal Student Aid programs. This session will feature updates on

negotiated rulemaking and the Administration's efforts on ratings plan to eventually serve as the basis for performance basis funding.

Speakers: Gail McLarnon and Brian Smith, US Department of Education

12:00pm – 2:00pm **Luncheon**

Keynote Speaker: Congressman Timothy Bishop of New York

2:00 – 3:00pm

Session: Cohort Default & Financial Literacy

Cohort default rates are a significant metric at both the institutional and programmatic levels. This session will explore how institutions are using financial literacy programs covering much more than student loans to support their students and decrease their CDRs.

Speaker: Sarah Bauder, University of Maryland

3:00 – 3:30pm

Dessert Break

3:30pm – 4:00pm

Keynote Congressional Address

Speaker: Congressman Luke Messer of Indiana

4:00pm – 5:00pm

Session: New Technology in the Business Office

On Campus Peer mentors making AR calls. Both Weber State and Concordia College utilize this process.

**Speakers: Claude Payne, Weber State University
Larry Rock, Concordia College**

6:00pm – 7:30pm

Silent Auction and Reception to Benefit the COHEAO Scholarship Fund

Tuesday, January 28th, 2014

8:00am– 9:15am

Perkins Task Force Meeting

COHEAO's Perkins Task Force will again meet over breakfast. This breakfast meeting will feature discussions on topics ranging from legislative strategies for improving Perkins to the day-to-day operations of the Program.

- 9:15 am – 9:30am **Annual Business Meeting**
- 9:30am – 10:45am **Session: What to Expect in the upcoming HEA Reauthorization**
Congressional staffers currently working on the reauthorization of the Higher Education Act will discuss the progress of that legislation as well as other issues in higher education. After a wide ranging discussion of many issues in higher education, including the future of the Perkins Loan program, these Capitol Hill insiders will take your questions.
- Speakers: Invited from House and Senate staffs
- 10:45am – 11:00am **Break**
- 11:00 – 11:30am **Session: Grassroots Tips and an Overview of the COHEAO Message**
In this session, a longtime Perkins Loan advocate, will provide you with critical tips for making your visits on Capitol Hill a success. The presentation will also outline COHEAO's message to legislators on preserving and improving the Perkins Loan Program and other issues affecting campus offices. This session will help provide tools for beginner and experienced advocates alike.
- Speaker: **Carl Perry, Progressive Financial Services**
- 11:30am – 12:30pm **Networking Lunch**
- 12:30pm Gather with mentors for Congressional office visits and depart for Capitol Hill via Metro
- 1:00pm – 5:30pm **Visits to Congressional Offices**
 Location: House and Senate Office Buildings, Washington, DC
Please visit your legislators' offices to inform them on issues affecting your campus or organization, such as the importance of the Perkins Loan Program for you and your students. Attendees are encouraged to make appointments in advance.

Wednesday, January 29th, 2014

- 7:30am – 8:30am **Breakfast: S.T.A.R.S. Meeting**
- Student Tuition and Accounts Receivable Sources (formerly the Accounts Receivable Task Force) will begin Wednesday with discussions on the latest in tuition account management. This meeting provides an opportunity for you to gather with your colleagues and discuss a multitude of issues, both in terms of policy and best practices. All conference attendees are encouraged to attend this meeting.*

- 8:30am – 9:30 am **Keynote Speaker: Consumer Financial Protection Bureau – The Latest**
The CFPB's Student Loan Ombudsman and Assistant Director will provide a perspective on the Bureau's many recent initiatives in the student loan and student loan collections areas.
- Speaker: **Rohit Chopra, Consumer Financial Protection Bureau**
- 9:30am – 10:30am **Session: Backroom Outsourcing - Doing More with Less -**
Enhancing Customer Support through an Outsource Call Center Solution.
- Speaker: **Terry Wooding, Rutgers University**
- 10:30am – 10:45am **Break**
- 10:45am – 11:45am **Session: Credit Bureau Reporting**
The session offers a comprehensive discussion about credit reporting and credit scoring. It will offer valuable insight into how the credit reporting and credit scoring process works, distinguish fact from fiction, and the opportunity to join in a discussion about how you can effectively address your students and customers' questions regarding these often misunderstood financial tools.
- Speaker: **Rod Griffin, Experian**
- 11:45am – 12:30pm **Session: Clearinghouse Update**
The National Student Clearinghouse has multiple projects impacting both the business office and financial aid. This session will review the recent activities of the Clearinghouse and its ideas for the future as the transmission of student data, particularly data related to student loans and student aid, is a critical issue at the foundation of the forthcoming HEA reauthorization
- 12:30 pm **Meeting Adjourns**