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# *Torch*

**December 16, 2011**

*A bi-weekly report from the Coalition of Higher Education Assistance Organizations*

## **COHEAO News**

- [2012 COHEAO Annual Conference—Special PCI Compliance Workshop & Wednesday “One Day Pass” Added](#)  
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- [COHEAO Board of Directors Elections—Thank You for Participating](#)  
COHEAO would like to thank everyone who voted in our elections for the Board of Directors and a special thanks to our great slate of candidates.
- [Support the COHEAO Scholarship Fund with the Silent Auction at the Annual Conference](#)  
The silent auction reception to support the COHEAO Scholarship Fund has long been a tradition of the COHEAO Annual Conference at the 2012 is no different. Please consider donating an item to be auctioned at the reception, which is set for Monday, January 30.

## **The Congress**

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The conference agreement for the Omnibus Bill that will fund 2/3rds of government agencies—including education—was finally agreed to, clearing the way for a bill to pass, signed into law, and avoiding a threatened government shutdown.
- [Mobile Information Call Act Killed at Request of Bill’s Author](#)  
It doesn’t happen often on Capitol Hill, but a sponsor of a bill has asked the Congressional committee to which the bill was referred for consideration to kill it. The bill is Representative Lee Terry’s (R-NE) Mobile Informational Call Act, H.R. 3035.
- [Cordray Confirmation Fails Cloture Vote](#)  
Senate Republicans held firm to a pledge to block the nomination of a Consumer Financial Protection Bureau Director without several reforms to the structure of the Bureau.

## **The Administration**

- [College Presidents Meet with Obama to Discuss Costs](#)  
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- [DoD Delays Tuition Assistance MOU Deadline to March 30](#)  
The Department of Defense sent a letter to a group of Senators indicating it would delay imposing new requirements on colleges and universities for participating its Military Tuition Assistance Program.

- [ED Offers Guidance on Expected Family Contribution >\\$99,999](#)

The Department of Education issued a Dear Colleague Letter last week on families with an Expected Family Contribution (EFC) greater than \$99,999.

## **Industry News**

- [NSLP Launches Financial Education Certification](#)

NSLP announced the launch of the Personal Financial Management Certification program this week.

- [New Paper Examines “Economic Viability” of Law School Grads](#)

A new paper, “A Degree of Practical Wisdom: The Ratio of Educational Debt to Income as a Basic Measurement of Law School Graduates' Economic Viability,” from Jim Chen, the Dean of the University of Louisville Law School, attempts to measure the economic viability of students who take on debt to obtain a J.D.

- [UC-Berkeley Launches MCAP Program for Middle Income Families](#)

University of California, Berkeley, Chancellor Robert Birgeneau announced a new financial aid program to help middle-class families pay for the growing cost of an undergraduate degree.

## **Attachments**

- [Board of Directors](#)
- [COHEAO Commercial Members](#)
- [2012 COHEAO Annual Conference Agenda](#)

## COHEAO News

### **2012 COHEAO Annual Conference—Special PCI Compliance Workshop & Wednesday “One Day Pass” Added**

COHEAO is pleased to announce a special workshop has been added to the agenda for the 2012 Annual Conference. For an extra \$75, conference attendees can participate in this in-depth look at PCI Compliance, which is scheduled for 1:30-4:30 pm on Wednesday, February 1.

*The workshop will attempt to educate attendees not only on the basics of PCI, but also provide a strategy for how schools are dealing with this important issue. We will cover the PCI-DSS, PA-DSS, and the PTS requirements. If you are not familiar with these acronyms (and you accept credit cards), you might want to attend this session. We will provide some best practices to help guide you through this journey and provide you with some of the most common red flags to look out for. This is NOT a technical session. We will not talk about firewall settings or routers in the session, as the content will be geared more towards the business officer.*

[Click here](#) to register for the workshop. A separate registration is required for the 2012 COHEAO Annual Conference. To register for the general sessions of the conference, please [click here](#).

In addition, COHEAO is pleased to offer a special one-day pass for the last day of our conference, which will focus on E-Commerce and issues regarding student data and privacy. Although we encourage all COHEAO members to attend the full conference, we understand you (or some of your colleagues at your campus or organization) may only be able to attend for this one-day focused on E-Commerce and data security, protection and compliance.

The cost of the “One-Day Pass” is \$150 and it really is a bargain for student financial services officers and student loan administrators, as Wednesday’s sessions will cover recent changes in interchange, FERPA, and much more. [Click here](#) to register.

COHEAO has again negotiated a special rate of \$219 per night at our conference hotel, the Ritz-Carlton Pentagon City. **Be sure to contact the Ritz-Carlton Pentagon City at (703) 415-5000 or 1-800-241-3333 by January 6.** You must contact the hotel directly and mention you are with the COHEAO meeting to receive this excellent deal.

Please check back with [www.coheao.org](http://www.coheao.org) for additional information as we will be posting updates on the conference often. If you have any questions on the 2012 COHEAO Annual Conference, please feel free to contact Wes Huffman ([whuffman@wpllc.net](mailto:whuffman@wpllc.net), 202.289.3910).

### **COHEAO Board of Directors Elections—Thank You for Participating**

COHEAO would like to thank everyone who voted in our elections for the Board of Directors. We had a great “turnout” for these online elections. We are currently tallying the results and candidates will be contacted in the coming weeks by COHEAO President Bob Perrin. Thanks again to all who voted and a special thanks to our great slate of candidates.

## **Support the COHEAO Scholarship Fund with the Silent Auction at the Annual Conference**

The silent auction reception to support the COHEAO Scholarship Fund has long been a tradition of the COHEAO Annual Conference at the 2012 is no different. Please consider donating an item to be auctioned at the reception, which is set for Monday, January 30.

Though some attendees prefer to bring their items with them (or do some last minute shopping at the Pentagon City Mall located next to the hotel), please feel free to ship your items in advance of the auction. Donation items may be sent to

COHEAO  
1101 Vermont Ave, NW  
Suite 400  
Washington, DC 20005

If you have any questions on possible donation items, please feel free to direct them to Wes Huffman ([whuffman@wpllc.net](mailto:whuffman@wpllc.net), 202.289.3910)

## **The Congress**

### **Congress Passes FY2012 Funding Measure, No Perkins Cancellation Funding, Bill Keeps Pell Maximum at \$5,550 with Eligibility Changes and Stafford Cuts**

All week long harshly partisan accusations flew back and forth across the Capitol, with Democrats and Republicans blaming one another for one stalemate or another that was preventing Members from leaving for the holidays. The unfinished “must do” items included a budget for FY 2012, an extension of unemployment benefits, finding a way to extend the 2% payroll tax holiday, preventing a sharp cut in Medicare reimbursements to physicians and numerous other policy issues that are popular and will expire at the end of the year unless the Congress takes action.

Then suddenly late Thursday evening everything changed. Compromise was in the air and the tone of discourse became friendly. The conference agreement for the Omnibus Bill that will fund 2/3rds of government agencies—including education—was finally signed by Senate Democrats, clearing the way for a bill to pass, signed into law, and avoiding a threatened government shutdown.

Though an agreement on how to pay for the costly tax items has not been announced, both sides dropped the provisions that made compromise impossible. If a final agreement cannot be reached shortly then a two month extension of these provisions will probably be passed next week.

In terms of the Labor-HHS-Education bill, Republicans and Democrats agreed to fully fund the maximum Pell Grant at \$5,550 a year and reached a compromise to come up with \$1.3 billion needed to offset a funding shortfall left over from Fiscal Year 2011. The plan includes the elimination of the interest subsidy during the six month grace period before repayment of Subsidized Stafford Loans for two years, as well as a few changes to the Pell Grant eligibility formula—reducing the maximum eligibility period from nine to six years, requiring a GED for Pell Grant recipients, and reducing the “auto zero EFC” income level from \$30,000 to \$20,000. (Families with adjusted gross incomes below this level are given a zero expected family contribution on their Student Aid Report, simplifying the aid application process.)

Breaking from recent tradition, Congress chose a temporary change, as opposed to a permanent one, to fund the Pell Grant program. In terms of the grace period subsidy, the benefit is lost for loans made from July 2, 2012 through June 30, 2014, providing an additional \$612 million for Pell.

COHEAO continues to advocate for Perkins cancellation funds, but the Pell Grant shortfall remains the top priority for Congress. Moving forward, we will continue to advocate strongly for funds for the program while continuing to explore alternatives that would provide the necessary funding to maintain and grow campus revolving funds.

The Labor-HHS-Education section of the bill is available online:

[http://rules.house.gov/Media/file/PDF\\_112\\_1/legislativetext/HR3671-IH-P6.pdf](http://rules.house.gov/Media/file/PDF_112_1/legislativetext/HR3671-IH-P6.pdf)

### **Mobile Information Call Act Killed at Request of Bill's Author**

It doesn't happen often on Capitol Hill, but a sponsor of a bill has asked the Congressional committee to which the bill was referred for consideration to kill it. The bill is Representative Lee Terry's (R-NE) Mobile Informational Call Act, H.R. 3035.

The bill, which enjoyed bipartisan support through principal cosponsor Rep. Edolphus Towns (D-NY), would have updated the Telephone Consumer Protection Act (TCPA) to allow the use of assistive telecommunications technology, such as predictive dialers, to contact consumers on their wireless numbers for calls that do not constitute a solicitation, including payment reminders and third party debt collection calls. As reported in *InsideARM*, "Currently, assistive dialing technology can be used to contact cell phone numbers only if a consumer gives permission under a very narrow reading of "prior express consent." For example, if someone buys an airline ticket and specifically gives a cell number to be used for travel updates, an airline can use autodialed and pre-recorded messages sent to mobile phones to communicate changes in service or update a traveler on delays."

The request to stop the bill comes days after almost all of the state attorneys general – a bi-partisan group - sent a joint letter sharply criticizing it to Congress. It had been strongly supported by the collection industry, by businesses of all stripes and by colleges and universities but had been vigorously opposed by consumer advocates. In addition, President Obama proposed a similar provision in his deficit reduction plan presented to Congress earlier this year, but only for government-related calls.

With more and more households dropping land lines, the ban on contact using auto-dialing technology will continue to make it difficult to reach consumers, particularly the young adults traditionally served by colleges and universities. COHEAO is preparing a letter to be submitted to the National Association of Attorneys General (NAAG) expressing a desire to develop a legal and regulatory framework for connecting with consumers on tuition receivables and student loans which accounts for the changing landscape of communication technology and the preferences of young adults.

### **Cordray Confirmation Fails Cloture Vote**

Senate Republicans held firm to a pledge to block the nomination of a Consumer Financial Protection Bureau director without several reforms to the structure of the Bureau. The White House made a strong public push for the confirmation of Richard Cordray as CFPB Director culminating with a vote on the Senate Floor, but it failed to receive the required 60 votes to bring the nomination up for an up or down vote.

Only one Republican, Sen. Scott Brown (R-MA) who is facing a challenge from CFPB advocate Elizabeth Warren, voted to proceed with the nomination. Sen. Olympia Snowe (R-ME) voted "present" and the rest of the votes were straight party line.

Following the vote, President Obama criticized Republicans and said, “We are not going to give up on this.” He also suggested a recess appointment may be in the offing, but there are procedural tactics that can block an attempt at such a maneuver, and the White House has since backed away from the idea.

Whether it results in a confirmed Director or not, many Democrats believe a push to nominate Cordray and promote the CFPB could be a political weapon in the upcoming elections. Though the Bureau has received relatively little attention outside of the financial services world after the passage of Dodd-Frank, terms such as “CFPB Director” and “Richard Cordray” were trending on Twitter as the users of the social media platform began to express outrage in response to the White House publicity blitz.

“I have a word for some of my Republican friends,” Schumer told reporters after the vote in a reference to Warren. “If they think they can keep silencing these strong consumer advocates, they just might find one joining us on the Senate floor a year from now.”

## **The Administration**

### **College Presidents Meet with Obama to Discuss Costs**

The President held a White House meeting with 10 college presidents last week to discuss college costs and affordability. According to reports from the meeting, President Obama was largely in a “listening mode,” but told the higher education leaders to look for new proposals from the White House on the cost topic in the relatively near future.

The presidents and other higher education representatives at the meeting (Jane Wellman of the Delta Cost Project and Jamie Merisotis of the Lumina Foundation) indicated it was cordial and the President did not grandstand on tuition prices. In fact, it focused largely on “costs” as opposed to “prices.”

However, the President did send clear signals the White House was intent on bringing forth proposals to lower college costs and therefore the prices paid by students and families. Notably, the Administration has been couching its proposal for converting Perkins Loans to a Direct Loan program as a college cost initiative because ED would allocate the new loan funds based on graduation levels of Pell Grant recipients and other measures loosely related to affordability.

At the meeting, much of the discussion centered around bringing smaller programs the White House feels may be “innovative” to a national scale and many of the presidents pushed for tougher “maintenance of effort” federal requirements to prevent state cuts to higher education.

Neither of these ideas would qualify as game-changers in terms of the college cost question and the previous ideas of the Administration on containing costs are acknowledged to have little impact on this front, but all eyes of Washington’s higher education community will certainly be on the FY2013 budget to see if any new, possibly more problematic, ideas come forward and the results of this “national conversation” could have a significant impact on the next HEA reauthorization.

An excerpt from the *Washington Post’s* coverage is included below:

*The administration does have one model [of an effective means of leveraging change in education] of which it’s proud. That’s the \$4.3 billion “Race to the Top” fund for K-12 education reform, which used a relatively small slice of stimulus dollars as a prize to nudge dozens of states competing for it into reforms like*

*expanding charter schools and developing common standards. The structure also helped at least dilute, though not avoid, criticism that Washington was stepping on the states' toes.*

*Could something comparable be in the works to push reform in higher education? Race to the Top started in 2009, when the administration was looking for smart ways to spend stimulus dollars. These days, new spending is out of the question.*

*Still, the federal government spent \$50 billion in grants to college students last year and more than \$100 billion in loans, not to mention the billions more in aid to states and research. That adds up to a lot of carrots. Participants in the White House meeting on Monday said there's clear interest in better leveraging that money to encourage reforms at the state and institutional level — reforms like performance funding, giving students incentives to stay tightly on their academic track without taking extra courses, and redesigning the giant introductory classes where students often get lost and never recover.*

Coverage from the *Washington Post* is available online: [http://www.washingtonpost.com/local/white-house-looking-for-answers-on-college-costs-and-productivity-but-options-limited/2011/12/07/gIQAc5HdO\\_story.html](http://www.washingtonpost.com/local/white-house-looking-for-answers-on-college-costs-and-productivity-but-options-limited/2011/12/07/gIQAc5HdO_story.html)

Coverage from *Inside Higher Ed* is available online: <http://www.insidehighered.com/news/2011/12/06/obama-meeting-focuses-cost-affordability-productivity>

The list of presidents in attendance from the White House is available online: <http://www.whitehouse.gov/the-press-office/2011/12/05/readout-presidents-meeting-college-presidents>

### **DoD Delays Tuition Assistance MOU Deadline to March 30**

The Department of Defense sent a letter to a group of Senators indicating it would delay imposing new requirements on colleges and universities for participating its Military Tuition Assistance Program. Fifty-two Senators had written Secretary Leon Panetta requesting a delay in requiring participating institutions to sign a memorandum of understanding with the Defense Department on the program, following up on multiple letters from ACE and other higher education associations. The previous deadline was January 1. *Inside Higher Ed* reports on the latest developments:

*The Pentagon -- responding to criticism from Congress and higher education associations -- has agreed to delay by 90 days (until March 30) new rules on tuition benefits for service members. A letter to senators who opposed the new rules said that the additional time will be used to deal with concerns various groups have expressed. Many colleges say that the guidelines go too far in prescribing how programs must award academic credit and process student payments, among other issues. And many fear that the system -- if used for service members -- could be extended to veterans or other groups of students.*

The *Inside Higher Ed* "Quick Take" is available online: <http://www.insidehighered.com/quicktakes/2011/12/16/pentagon-delays-tuition-policy#ixzz1ghi2cnbS>

### **ED Offers Guidance on Expected Family Contribution >\$99,999**

The Department of Education issued a Dear Colleague Letter last week on families with an Expected Family Contribution (EFC) greater than \$99,999. The Department of Education sent the letter because it was concerned some families may be inadvertently qualifying for subsidized student loans and work study funds at high cost schools. An excerpt from the letter is below:

*While the number of times these field length limits occur remains very low (less than one-half of one percent of all FAFSA filers), they have increased over the past few years. Because of this and because of higher COAs at some institutions, there is a small but increasing likelihood that the EFC 99,999 reporting limit could result in some students being inadvertently awarded subsidized Title IV aid.*

The letter was issued the day after the President met with 10 college presidents on containing costs.

It is available online: <http://www.ifap.ed.gov/dpccletters/GEN1121.html>

## **Industry News**

### **NSLP Launches Financial Education Certification**

NSLP announced the launch of the Personal Financial Management Certification program this week.

The Personal Financial Management Certification program is a self-paced curriculum designed for individuals who interact with students regarding financial matters. Participants receive a solid academic foundation across a broad spectrum of financial principles: financial planning, spending, credit, risk management, career planning, paying for college and talking to students about money.

The 15-module curriculum leverages a traditional textbook and an online environment offering interactive calculators, videos, worksheets and quizzes to reinforce comprehension of the principles taught. The program begins with an assessment to measure baseline knowledge and demonstrate learning gains. Once participants work at their own pace through the 15 modules, they are given a proctored final exam. Successful participants earn the designation Certified Personal Financial Managers (CPFM). The certification program was developed by NSLP in collaboration with the Financial Wellness Initiative at the East Carolina University College of Business.

According to a 2011 Ohio Financial Wellness Project study, 60 percent of college students stated that they wanted more financial education from their institution. Nearly 100 pilot participants, ranging from college students, guidance counselors, college counselors, staff and vice presidents at institutions of higher education, have successfully completed the certification program. The pilot program has had a 90 percent graduation rate.

The Personal Financial Management Certification program is housed in NSLP's Institute for Personal Financial Management. To learn more about the Institute for Personal Financial Management and the Personal Financial Management certification program, visit [www.theIPFM.org](http://www.theIPFM.org).

### **New Paper Examines "Economic Viability" of Law School Grads**

A new paper, "A Degree of Practical Wisdom: The Ratio of Educational Debt to Income as a Basic Measurement of Law School Graduates' Economic Viability," from Jim Chen, the Dean of the University of Louisville Law School, attempts to measure the economic viability of students who take on debt to obtain a J.D. The *National Law Journal* reports:

*Using the debt standards set by mortgage providers as guidelines, Chen concluded that law graduates need to earn three times their law school tuition annually to enjoy what he termed "adequate" financial viability. That assumes they borrow only the amount of their law school tuition and lack additional debt — a conservative assumption, Chen said.*

Thus, graduates of relatively low-cost schools charging annual tuition of \$16,000 would need to earn \$48,000; graduates of schools charging \$32,000 would need to earn \$96,000; and graduates of schools charging \$48,000 would need to earn \$144,000.

To maintain a "good" level of financial viability — meaning they could easily secure loans and would be very financially secure — graduates must earn six times their annual tuition, Chen calculates. That means graduates of \$16,000-a-year schools would need to earn \$96,000; graduates of \$32,000 schools would need to earn \$192,000; and graduates of \$48,000 schools would need to earn \$288,000.

To maintain "marginal" financial viability, graduates of \$16,000-a-year schools would need to earn at least \$32,000; graduates of \$32,000 schools would need to earn \$64,000; and graduates of \$48,000 schools would need to earn \$96,000.

A chart of "good," "adequate," and "marginal" economic viability from Chen's analysis is included below:

Tuition	Salary needed for good viability	Salary needed for adequate viability	Salary needed for marginal viability
\$16,000	\$96,000	\$48,000	\$32,000
\$32,000	\$192,000	\$96,000	\$64,000
\$48,000	\$288,000	\$144,000	\$96,000

The National Association of Law Placements estimates the average starting wage of new law graduates is \$68,500, but many observers suggest this figure may be overly optimistic. The paper comes as a chorus of critics on legal education, particularly in the areas of disclosures to students and the value of degrees, continues to grow. Senators Barbara Boxer (D-CA), Tom Coburn (R-OK), and Charles Grassley (R-IA) have sent letters to the Department of Education and/or the American Bar Association questioning the practices of law schools in recent weeks and months.

The paper is available online: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1967266](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1967266)

Additional coverage from the *National Law Journal* is available online:

<http://www.law.com/jsp/nlj/PubArticlePrinterFriendlyNLJ.jsp?id=1202535280980>

### **UC-Berkeley Launches MCAP Program for Middle Income Families**

University of California, Berkeley, Chancellor Robert Birgeneau announced a new financial aid program to help middle-class families pay for the growing cost of an undergraduate degree.

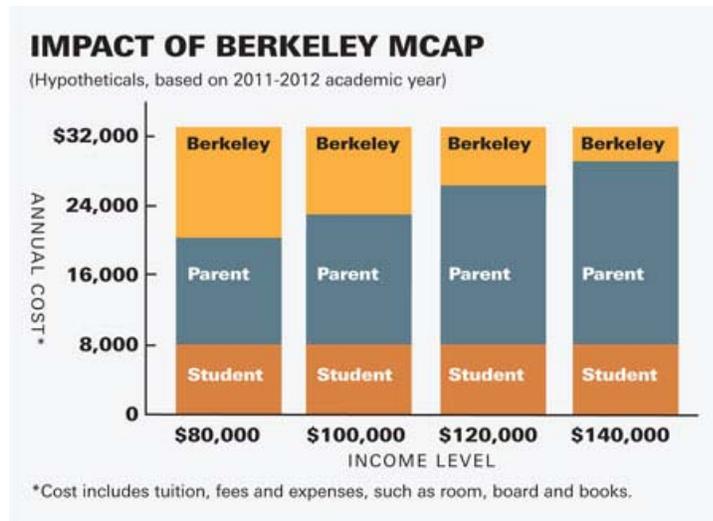
For families whose gross income ranges from \$80,000 to \$140,000 annually, the new plan caps the contribution parents make toward the total annual cost of a UC Berkeley student's education at 15 percent of their earnings. Total cost includes tuition, fees and expenses, such as room, board and books.

The initiative, named Berkeley MCAP (Middle Class Access Plan), is the first program in the nation at a public university to extend comprehensive financial aid to this category of middle-class families. The university is launching this initiative in recognition of California's high cost of living, the challenges these families face and the significant tuition increases of recent years.

“While our extraordinary commitment to financial aid has, in recent years, led to both an increasing number of lower income students on the Berkeley campus and a reduction in their net cost of attendance, we see early signs that middle-income families who cannot access existing assistance programs are straining to meet college costs,” Birgeneau said.

Financial aid awarded through the new program will be for the 2012-13 school year and is for domestic undergraduate students, including incoming freshmen. The Berkeley Middle Class Action Plan (MCAP) will augment the campus’s financial aid programs aimed at lower-income students and families. UC Berkeley distributes more than \$600 million each year in grants, loans, work-study, fellowships and scholarships.

The school offered the following chart on the prospective impact of the new program:



Additional information on the UC-Berkeley MCAP Program is available online:  
<http://newscenter.berkeley.edu/2011/12/14/berkeley-mcap-faq/>

## COHEAO Board of Directors

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**COHEAO Would Like To Thank Its Commercial Members  
For Supporting More Education for More People**



Account Control Technology, Inc.	Financial Asset Management Systems, Inc.
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**COHEAO Annual Conference Agenda 2012**  
*All Meetings and Sessions Are Located at the  
Ritz Carlton Pentagon City Hotel in Arlington, Virginia*

**Sunday, January 29<sup>th</sup>, 2012**

- 8:30am – 3:00pm **Board of Directors Meeting**
- 4:00pm – 5:00pm **Commercial Members Meeting**
- 4:00pm – 7:00pm **Registration**
- 6:00pm – 7:00pm **Welcoming Reception**

**Monday, January 30<sup>th</sup>, 2012**

- 7:30am – 8:30am **Breakfast: 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. A summary discussion will be led by Task Force Chair Nancy Paris, COHEAO Executive Director Harrison Wadsworth and members of the Perkins Task Force. You do not need to be a member of the Task Force to attend this meeting, and all conference attendees are encouraged to participate.*
- Leader: Nancy Paris, ACS, Perkins Task Force Chair
- 8:30am – 8:45am **The President's Welcome**
- Speaker: Bob Perrin, COHEAO President
- 8:45am – 9:30am **Session: Washington Activity/Inactivity: What It Means For Us**  
*With a Presidential and Congressional Election Year underway, Harrison Wadsworth, 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 and how what happens in Washington may affect you and your colleagues.*
- Speaker: Harrison Wadsworth, COHEAO Executive Director

- 9:30am – 10:30am      **Session: Effective Campus-Based Financial Literacy Programs**  
*Improving the financial literacy skills of students remains a pressing concern on campus, particularly in the face of increasing student debt loads and a tough economy. In this session, Roxie Johnson of Meharry Medical College and their partners at BC Holdings will review their campus program, including a demonstration of the student program.*
- Panelists: Roxie Johnson, Meharry Medical College  
Sidney Curry, BC Holding, LLC  
Saundra Curry, BC Holding, LLC
- 10:30am – 10:45am      **Break**
- 10:45am – 11:45am      **Session: Bankruptcy & Litigation**  
*Unfortunately, bankruptcy remains a fact of life for many Americans struggling in this economy, including numerous former college students. An experienced higher education attorney will review the latest on bankruptcy and litigating student accounts and provide legal tips for ensuring the collection of lost funds in these unfortunate circumstances*
- Speaker: Chad Echols, Hamilton Martens & Ballou, LLC
- 11:45am – 12:30pm      **Session: Private Student Loans & The Gap Financing Puzzle**  
*Perkins and institutional loans are just one piece of the puzzle that helps many students with their remaining cost of attendance beyond grants and Stafford Loans. A panel will discuss other forms of gap financing, particularly private loans, offering the latest trends on this important source of funding for many students.*
- Speakers: To Be Announced Soon
- 12:30pm – 1:45pm      **Luncheon Address**
- 1:45pm – 3:15pm      **Session: Department of Education Update: Regulations Old and New**  
*Gail McLarnon will provide an update on regulations affecting Perkins Loans and other pertinent issues in the Federal Student Aid programs. With the negotiated rulemaking on Total and Permanent Disability, Income Based Repayment, Perkins, FFELP and Direct lending underway and the release of the President's FY 2013 budget just around the corner, this is a session conference attendees will not want to miss.*
- Speaker: Gail McLarnon, US Department of Education
- 3:15pm – 3:30pm      **Dessert Break**

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3:30pm – 4:30pm      **Session: Budget Cuts and Its Effect on Financial Aid**  
*In recent years, it seems that federal student aid policy has been driven by the budget process, as opposed to reauthorization of the Higher Education Act. As Congress works toward more austerity in the name of deficit reduction, this session will provide a review and outlook on federal spending cuts and their impact on the student aid programs.*

Speakers:

4:30pm – 5:15pm      **Session: Negotiated Rulemaking: Non-Federal Perspectives**  
*The first of three rounds of the 2012 negotiated rulemaking at the Department of Education will have just taken place in Washington. COHEAO representatives will be there and will report on the issues, including Perkins Loan specific issues such as deferments, cancellations, assignments, and reporting requirements and other key issues like Total and Permanent Disability, IBR and ICR, and a rewrite of the Direct Lending regulations.*

Speakers: To Be Announced Soon

6:00pm – 7:30pm      **Silent Auction and Reception to Benefit the COHEAO Scholarship Fund**

**Tuesday, January 31<sup>st</sup>, 2012**

7:45am – 8:45am      **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.*

Leader: Carl Perry, Progressive Financial Services, Task Force Chair

8:45am – 9:00am      **Annual Business Meeting**

9:00am – 9:30am      **Congressional Address**

9:30am – 10:30am      **Session: Consumer Financial Protection Bureau Update**  
*By the time of the COHEAO Annual Conference, the Consumer Financial Protection Bureau will have been up and running for roughly six months. The Bureau has identified student loans as a high priority. This session will take a look at current initiatives related to higher education, such as "Know Before You Owe," the private loan study mandated by the Dodd-Frank Wall Street Reform Act, the private student loan ombudsman's office, and ongoing efforts to coordinate activities with the Department of Education.*

Speaker(s):

10:30am – 10:45am      **Break**

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10:45am – 11:30am **Session: Congressional Communications & Becoming a Better Advocate for Perkins**

*Visiting Congressional offices can feel like a daunting prospect, but it should not be. As a constituent, those who visit with their Senators and Representatives are providing a service to these offices by sharing their views on pending legislation and issues affecting their campus or organization. Scheduled immediately before an afternoon of visits with legislators, this session will provide tools for beginner and experienced advocates alike in communicating your message to Capitol Hill.*

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. Don't forget to make appointments in advance.*

**Wednesday, February 1<sup>st</sup>, 2012**

8:00am – 9:00am **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.*

Leader: Laurie Beets, Oklahoma State University, S.T.A.R.S. Chair

9:00am – 10:00am **Session: E-Commerce**

*The past year has seen unprecedented changes within the payments industry, most notably the Durbin Amendment. What is the Durbin Amendment and what does it mean for your payments? What do you need to do to maximize your savings on debit interchange? While Durbin provides relief on debit interchange, for the first time in 3 years, credit cards appear to be back in favor. What will this all mean for your 2012 merchant processing fees? We will talk about these payment issues and provide several strategies to help reduce your merchant fees. Among these and other topics, we will also discuss Refund Cards, International Payments, and Convenience Fees.*

Speaker: John McElroy, TouchNet Information Systems

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10:00am – 10:30am **Break**

10:30am – 11:30am **Session: Understanding the New FERPA Changes**

Speaker: David Stocker, Account Control Technology, Inc.

**Special Post Conference Workshop: PCI Compliance**

1:30pm-4:30pm **Workshop: PCI**

*This workshop will attempt to educate attendees not only on the basics of PCI, but also provide a strategy for how schools are dealing with this important issue. We will cover the PCI-DSS, PA-DSS, and the PTS requirements. If you are not familiar with these acronyms (and you accept credit cards), you might want to attend this session. We will provide some best practices to help guide you through this journey and provide you with some of the most common red flags to look out for. This is NOT a technical session. We will not talk about firewall settings or routers in the session, as the content will be geared more towards the business officer.*

Speaker: John McElroy, TouchNet Information Systems