



July 11, 2022

COHEAO Annual Conference Agenda 2022



Monday, July 11, 2022

Location: Bose Public Affairs Group
777 Sixth Street, N.W. Suite 510, Washington, D.C. 20001

- 8:30am – 3:30pm **Board of Directors Meeting**
- 4:00pm – 5:00pm **Commercial Members Meeting**

Tuesday, July 12, 2022

Location: Sofitel Washington DC Lafayette Square
806 15th St NW, Washington DC 20005

- 7:45am – 8:15am **Breakfast & Registration**
- 8:15am – 8:30am **The President's Welcome**
Welcome to the Annual Conference! COHEAO President Lori Hartung will deliver opening remarks to kick off the conference.
- Speaker: *Lori Hartung, COHEAO President*
- 8:30am – 9:30am **Session: COHEAO's Washington Update**
COHEAO Executive Director Bob Moran will set the stage for the rest of the conference with an update on higher education related activity in Washington, D.C. and what is relevant to COHEAO members.
- Speaker: *Bob Moran, COHEAO Executive Director*
- Moderator: *Lori Hartung, COHEAO President*
- 9:30am – 10:30am **Session: Bankruptcy**
As the American Bar Association works to advocate for an easier method to allow student loans to be discharged in bankruptcy, what can your organization do to be prepared for all outcomes? Join us as our panelists weigh in on how proposed legislation has progressed. Our esteemed speakers will discuss measures that can be taken to protect federal, institutional and tuition loans.
- Speaker: *Greg Allard, Esq., Law Office of Watson & Allard PC*
Richard A. Barkasy, Esq., Schnader Harrison Segal and Lewis, LLP
- Moderator: *James Seward, Drexel University*

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10:30am – 10:45am **Break**

10:45am – 11:45am **Session: An Update from the CFPB**

This session will provide an update on Consumer Financial Protection Bureau (CFPB) activities and industry changes, serving as a briefing on recent case law, news, and developments related to the CFPB.

Speaker: Bob Cameron, Consumer Financial Protection

Bureau

Moderator: Bob Perrin, Williams & Fudge

11:45am – 12:45pm **Session: State Specific Laws and their future impacts**

How to apply state collection laws as they evolve in the ever increasing environment of virtual education? This session will cover topics such as: California Senate Bill 508- regarding state licensing for individuals who perform debt collections, the California Privacy Act <https://www.oag.ca.gov/privacy/CCPA>, and the NJ/CO laws where private loan cosigners are being released from their obligations. We will discuss these items and the impact it will have on the Student Accounts Office.

*Speakers: John Culhane, Esq., Ballard-Spahr
Lisa Lanham Esq., Ballard-Spahr*

Moderator: Christina Cardinale, Manhattan College

12:45am – 1:30pm **Lunch**

1:30pm – 2:30pm **Session: Financial Wellness; Diversify Well**

Financial Wellness is one of the keys in the fight for Diversity, Equity, and Inclusion on college campuses. The conversation on how to close the gaps in financial literacy amongst students of color remains. Next-Gen Personal Finance found that only 3.9% of students from low-income schools were required to take a personal finance class, compared to nearly 17% nationwide. Join us for an engaging session to discuss closing the gaps, bring awareness onto campuses, and ignite change from the inside out.

*Speakers: Joseph Leitmann, Santa Cruz University
Allan Riddick, Drexel University*

Moderator: Lottia Windham, Oklahoma Wesleyan University

2:30pm – 3:30pm **Session: Financing Alternatives; A Loan Financing Panel**

Federal Loan, Private Loan, Plus Loan, Institutional Loan, what is the best fit for

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your families? Please join us for a discussion on affordability options and what is the best loan option for your students and families. This panel will include both the school and lender perspective. Also, the details of starting and managing an in house loan program will be discussed.

*Speakers: Joe Weglarz, Marist College
Deborah Barker-Garcia, AUX Lending
Steve Winnie, University Accounting Services*

Moderator: JP Pfund, University of Wisconsin, Madison

3:30pm – 4:00pm **Dessert Break**

4:00pm – 5:00pm **Session: An Update on the Federal Perkins Loan Program and the Mandatory Assignment Process**

This session will review the August mandate by the Department of Education on assigning all loans in default more than two years, discuss what COHEAO is doing to challenge this requirement, cover best practices for assigning loans and provide an open forum discussion on how schools are managing their portfolios, assignments and long-term strategies.

Speaker: Maria Livolsi, SUNY

Moderator: Lee Anne Wigdahl, DeVry University

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

**Location: Lincoln Restaurant
1110 Vermont Ave. NW, Washington, DC 20005**

Join your colleagues for an evening reception and great fun in the name of a great cause! The COHEAO Silent Auction at the Annual Conference is the primary funding mechanism for our Scholarship Fund. It is not always so silent, but there are always great items available at great prices and fun for all involved!

Wednesday, July 13, 2022

**Location: Sofitel Washington DC Lafayette Square
806 15th St NW, Washington DC 20005**

8:30am – 8:45am **Breakfast**

8:45am – 9:00am **Annual Business Meeting-** Lori Hartung, COHEAO President
Awards: Lori Hartung, COHEAO President

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

*Former Congressman Luke Messer will share his perspective on what to expect for
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the remainder of the year in Congress and the upcoming elections. There are 34 Senate seats and every Congressional seat up for reelection this year. Based on his predictions, Representative Messer will share what to expect in the 118th Congress. Further, given his experience on the Education and Labor/Workforce Committee during his time in Congress, he will provide insights into the battles and priorities of each party about the reauthorization of the Higher Education Act and the likelihood of a new Perkins Loan program.

Speaker: Honorable Luke Messer, prior sitting Member, Indiana's 6th Congressional District

Moderator: LaToya Smith, Butler University

9:30am – 10:30am **Session: Session: Department of Education Update**

The Deputy Under Secretary will share insights into this Administration's higher education policies. Mr. Miller will speak to the actions the Department has already taken with regard to making it easier for student borrowers to manage their loans, as well as efforts to help borrowers receive debt relief more quickly through improving Administrative processes. In addition, he will share the latest on loan forgiveness and the status of negotiated rulemaking.

Speaker: Benjamin Miller, Deputy Under Secretary at ED

Moderator: Christina Cardinale, Manhattan College

10:30am – 10:45am **Break**

10:45am – 11:45am **Session: Congressional Staff Panel**

Speaker:

Moderator: Jared Solomon, COHEAO Associate Director

11:45am – 12:45pm **Session: Cashless Campuses**

For over a year the new normal required institutions to rapidly adjust, pivot, and reimagine how to conduct daily routine tasks, all while delivering prompt and in depth responses coupled with exemplary levels of student and customer service. One area related to receivables and student payments that we've seen dramatic campus change and innovation in is the handling and management of cash. Join our panel of those who have made the transition and those considering it as they discuss the pros, cons and viability of 'Going Cashless'

*Speakers: Christina Cardinale, Manhattan College
Joe Weglarz, Marist College*

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Zachary Stodart, George Washington University

Moderator: Jim Garrant, Flywire

12:45pm – 2:00pm **Lunch**

2:00pm-3:00pm **Session: Pros and Cons of Student Loan Forgiveness**

Mr. Stratford will share his insights and perspectives about federal student loan forgiveness, specifically on what this Administration already has done and where might it go in providing more relief. He will offer perspective on the dialogue between Capitol Hill and the White House, as the former urges President Biden to go big. He will also provide commentary on comments from those opposed to broad student loan relief from Republicans, and even some Democrats.

Speaker: Michael Stratford, Politico

Moderator: Michelle Hartman, ConServe

3:00pm – 3:15pm **Dessert Break**

3:15pm – 4:15pm **Session: How Financial Professionals Can Protect Sensitive Data: Non-Technical Cybersecurity Strategies**

Do you worry about data leaks or cyber-attacks? As financial professionals, you may have questions about cybersecurity and safeguarding sensitive data. Where to start? Join Scott Tambert, Division Chief for Institutions of Higher Education Cybersecurity at Federal Student Aid, U.S. Department of Education, as he demystifies cybersecurity basics and provides 7 practical steps you can take today to reduce the risk of a cyber-attack and keep your institution secure.

Through this non-technical discussion, you will have a better understanding of cybersecurity best practices and gain specific, actionable steps you can take to keep sensitive data secure. You'll also receive a 'Top 5 Action List' you can pass on to your Information Technology, Security or Compliance Colleagues.

Speaker: Scott Tambert, Federal Student Aid

Moderator: Karen Reddick, National Credit Management

4:15pm – 4:30pm **Session: How to Maximize Advocacy Efforts**

Speaker: Karen Reddick, National Credit Management

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Moderator: Jared Solomon

4:30pm – 4:45pm

Closing Remarks