

WORKSHOP FACILITATORS

Freddy Barton - Director of Operations Corporation to Develop Communities of Tampa

Freddy Barton is the Director of Operations for the Corporation to Develop Communities of Tampa, Inc., (CDC of Tampa). In his role he is responsible for the management of Real Estate Development, Career and Job Training Services, Foreclosure Prevention Services, Financial Literacy and Homebuyer Education, Youth Program Development and Commercial Property Development and Management. Over the past four years, he has helped grow the organization from a \$1.2 to \$2.5 million dollar budget through social enterprise and fee for service models, transitioning from its former grant driven model.

In 2012, he along with CEO Ernest Coney Jr., created Tampa Vocational Institute (TVI) as a means to address the skills gap in East Tampa and surrounding areas. In 2013, the Federal Transit Authority awarded the CDC of Tampa and TVI, in partnership with Hillsborough Area Regional Transit (HART) a grant opportunity to provide training for new hires as well as incumbent drivers, fuel station attendants, mechanics and administrative personnel. Focusing on employer and industry specific training, TVI builds a network of employment opportunities through its Employer Advisory Committee, TVI has been able to place over 75% of its graduates since 2013.



Staceyann Sinclair - Campus Director, Rasmussen College, Tampa

Ms. Sinclair is responsible for bringing the college's mission, values and traditions to life for students. She is an active community member, sharing her leadership and marketing skills to organizations including the Florida Chapter of the Arthritis Foundation, the Multiple Sclerosis Society, Make-A-Wish Foundation, Tampa Bay Higher Education Alliance, Florida Association of Postsecondary Schools & Colleges, and the Johnson & Wales University Alumni Association. She has been recognized for her academic and civic accomplishments by DECA, the Greater Tampa Women of Influence Committee, local chambers of commerce and the Tampa Bay Business Journal. Staceyann graduated magna cum laude with a bachelor of marketing degree from Johnson & Wales University and earned a masters degree in organizational management from the University of Phoenix.



Linda Weldon - Senior Vice President of Government & Community Affairs, Ultimate Medical Academy, Tampa

Ms. Weldon serves as UMA's liaison with national (APSCU) and state (FAPSC) industry associations. In that capacity she often meets with legislators in both Washington and Tallahassee sharing with them the story of UMA and its students. She served on the legislative, membership and APSCUPAC committees with APSCU and currently serves as immediate Past President of FAPSC, and FAPSC board member. She coordinates UMA's community events with All Children's Hospital, the Making Strides Breast Cancer Annual Walk, the Pack A Snack Program to provide fresh produce to four Title One Elementary School free lunch programs in Pinellas County, as well as Community Action Stops Abuse (CASA) in St. Petersburg and The Spring in Tampa to name a few.

Ms. Weldon has more than 35 years experience in proprietary education. She holds an MA in Educational Administration from California State University, Sacramento and a BS in Business Administration from Southwest Missouri State (now Missouri State University).



The Florida Association of Postsecondary Schools and Colleges (FAPSC) currently works on behalf of all Florida's degree granting and non-degree granting career schools and colleges. Licensed by the state, these schools educate and prepare over 275,000 students each year for employment in more than 200 occupational fields.

Visit our website: www.FAPSC.org

Ways to Grow Your School



A FAPSC Region VII Workshop



April 10, 2015
Sanford Brown
College

3725 West Grace Street
Suite 100
Tampa, FL 33607

Target Audiences:

- School Owners | Directors
- Directors of Admissions
- Directors of Financial Aid
- Student | Career Services
- Community Outreach Personnel

Florida Association of Postsecondary
Schools and Colleges
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Tallahassee, FL 32301
(850) 577-3139, phone
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www.FAPSC.org

Ways to Grow Your School A FAPSC Region VII Workshop Friday, April 10, 2015

Career schools and colleges are faced with daily challenges in owning and operating a school. The Florida Association of Postsecondary Schools and Colleges is proud to provide this unique opportunity for school owners, directors and key administrators to come and learn from experienced career college leaders. Come prepared with questions to ask these experienced high level executives. This Regional Workshop provides 2 hours of Continuing Education Units, if attended in its entirety.

SCHEDULE OF EVENTS

Friday, April 10, 2015

9:30 - 9:55 a.m. **Registration Check -in, Lobby**

10:00 - 12:00 p.m. **Table Discussions , Rooms 501-502**

Attendees will have the pleasure of helping the facilitator create an agenda for discussion. All attendees are asked to come with their suggested topics.

Attendees have the option of rotating to another topic table after 30 minutes of discussion.

Table A: Operations *Mark R. Gutmann, Campus President, Education Affiliates*

Table B: Admissions *Georjia Fantazia, Division Vice President of Admissions, Everest East*

Table C: Financial Aid *Barbara LaMura, Business Operations Manager, Sanford Brown College- Tampa*

Table D: Student | Career Services *Freddy Barton, COO, CDC, Tampa*

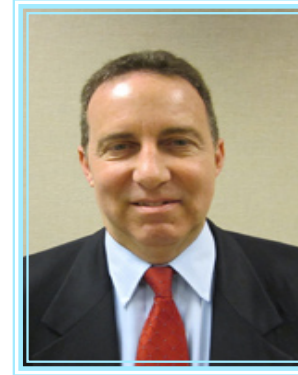
Table E: Community Outreach *Staceyann Sinclair, Campus Director, Rasmussen College, Tampa and Linda Weldon, Senior Vice President of Government Community Affairs, Ultimate Medical Academy, Tampa*

12:00 - 1:00 p.m. **Lunch**

1:00 - 3:00 p.m. **Ways to Save Time and Money in the Regulatory Process**
Joey Smith, Operations and Program Manager and Karl Washington, Educational Policy Analyst Commission for Independent Education

Institutions licensed by the Commission often spend unnecessary time and money in the regulatory process. Avoiding these situations is important for institutions as it detracts resources from the educational process. This presentation will focus on a number of these areas and will attempt to provide some guidance to institutions so that the regulatory process is as simple and cost-efficient as possible.

WORKSHOP FACILITATORS



Mark R. Gutmann, Campus President – Education Affiliates

Mark Gutmann currently serves as a campus president for three Education Affiliates campus locations in Florida. With over 28 years experience in managing school operations for both nationally and regionally accredited institutions; degree and non-degree granting institutions, Mark brings an expanding depth of experience in identifying critical weaknesses and developing improvement plans, restructuring campuses to reduce bad debt, improve collections, placement rates, staffing and building school programs. His knowledge encompasses advertising, marketing, recruitment admission, financial aid, academics, assessments, community relations, job placement, employee training and physical plant operations. He is a current member of the FAPSC Board of Directors and former FAPSC President, has held all levels of officer positions within FAPSC. Mark comes with a broad range of school operational and management experience to assist those wanting to learn more about running a successful career school.

Georjia Fantazia – Division VP of Admissions, Everest East

Ms. Fantazia has 29 years in Private Career College admissions experience. 23 years at a VP level leading multiply campuses and the leadership of those campuses. As a leader she has always seen it as a privilege to serve the students we serve with humility and integrity. Ms. Fantazia believes that the student we serve is the same student that we have been serving for almost 30 years, what she believes is that the consumer is different. The way they consume information and process through it is different. The more we understand the consumer and what is driving their fear of getting skills and education and what they need to be inspired, the better we will be able to serve more of them.

Barbara LaMura, Business Operations Manager, Sanford Brown College- Tampa

Ms. LaMura has been working in financial aid for 23 years. She started as a financial aid advisor with Branell Institute in Tampa, FL in 1991. From Branell she went to the International Academy of Merchandising and Design as Director of Student Accounts which she was able to expand her knowledge in the financial aid with credit balances, 85/15 and R2T4s. In December of 1996, Ms. LaMura became the Director of Financial Aid with Ultrasound Diagnostic School, which is now known as Sanford-Brown College and has been there for 19 years. Her knowledge and expertise during her time with Sanford-Brown College has been with State Grant funding, Title IV funding, Default Management, Annual Reports, VA and WIA funding. Due to the years of experience and knowledge she has been able to assist her colleagues with best practices and training on these various areas.

POLICIES ● ● ● ● ● ● ● ● ● ●

Continuing Education Units:

This workshop provides 2 hours continuing education units towards the requirement of the Commission for Independent Education. You must attend the workshop in its entirety to receive the full 2 credit hours. Payment must be received prior to CEU distribution.

On Site Registration:

Only check or credit card payments will be accepted for on-site registration.

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