



Excellence. Access. Affordability.

2023 APC Innovation Summit  
June 27 – 29, 2023  
The Sagamore

## Schedule of Events:

### Tuesday:

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| 11:00 a.m. – 5:00 p.m.  | <b>Registration &amp; Visit Exhibitors</b>             |
| 10:30 a.m. – 12:00 p.m. | <b>APC Board Meeting</b>                               |
| 12:00 p.m. – 2:00 p.m.  | <b>Lunch and APC Membership Meeting</b>                |
| 2:15 p.m. – 2:30 p.m.   | <b>Welcome and Introduction</b>                        |
| 2:30 p.m. – 3:30 p.m.   | <b>Session I: Key Note Speaker – Regina Clark</b>      |
|                         | <b><i>PIVOT – Sure Fire Ways to Conquer Change</i></b> |

Change is disruptive and disruption often leads to innovation. The PIVOT principles are strategies that can and will help your institution manage change. During this keynote program we will focus on the innovation strategy and share some creative thinking techniques which help lead to innovative solutions.

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|-----------------------|------------------------------------|
| 3:30 p.m. – 4:00 p.m. | <b>Break – Visit Exhibitors</b>    |
| 4:00 p.m. – 5:00 p.m. | <b>Session II: Plenary Session</b> |

### **Surviving in a Regulatory Environment**

Presenters: Katherine Brodie, Partner, Duane Morris  
Kristina Gill, Partner, Duane Morris

There is plenty of talk these days about federal regulations and the U.S. Department of Education. Learn the facts about Third Party Servicer agreements and the U.S. Department of Education's upcoming negotiated rulemaking. We will discuss APC's position on federal issues such as Gainful Employment and Defense to Repayment regulations and how your institution can get involved.

**6:00 p.m. – 7:00 p.m.            Opening Cocktail Reception**

**7:00 p.m. – 9:30 p.m.            Welcome Dinner**

**Wednesday:**

**7:00 a.m. – 2:00 p.m.            Registration and Visit Exhibitors**

**7:00 a.m. – 8:30 a.m.            Breakfast**

**9:00 a.m. – 10:00 a.m.        Opening General Session**

***Before you increase your marketing spend, do this!***

Presenters: Source for Training

- Nancy Rogers, President
- Daniel Lapan, Chief Operating Officer

What came first, strategic marketing or lead management efficiency? Before considering new technology, the 'quality' of leads, or their source, ask yourself this. When was the last time you evaluated your admissions process? Join us for a complete review and the LATEST TIPS that will increase your enrollment.

**10:00 a.m. – 10:30 a.m.        Morning Break - Visit Exhibitors**

**10:30 a.m. – 11:30 a.m.        General Session**

**Panel Presentation: ChatGPT – Friend or Foe?**

As Artificial Intelligence (AI) continues to revolutionize industries, including education, it is important to consider its positive and negative implications. This panel discussion will examine how AI can enhance or detract from the learning experience. AI has the potential to streamline processes, assist faculty in the creation of lesson plans and classroom resources, provide personalized feedback, and create more equitable learning environments. However, there are also concerns about how it can be used in ways that violate institutional rules around academic integrity. AI also raises new questions about intellectual property theft and could be used in questionable ways by faculty members. The panelists will explore these issues to help educators and administrators make informed decisions about incorporating AI into their institutions. Join us to learn more about the opportunities and challenges of AI in higher education.

Moderator – Chris Blum, WNY Dean of Instruction, Bryant & Stratton College

Panelists:

- Cheryl Tice, Instructional Technology Strategist, Berkeley College
- Victoria Ghilardi, Senior Learning Experience Strategist, Berkeley College

**11:30 a.m. – 12:30 p.m.          General Session**

***Leveling Up Student Achievement with ChatGPT: 3 Use Cases***

Presenter: Berkeley College

- Jason J. Gulya, Professor of English

ChatGPT is a powerful way to reach today's student. It allows professors, advisors, and administrators to maximize student achievement and to personalize the learning process at scale. Yet many education professionals are intimidated by it.

This interactive session will make ChatGPT less intimidating. It will walk attendees through the basics of ChatGPT and provide them with three adaptable and ready-to-use cases that they can use with almost no preparation. ChatGPT, and generative Artificial Intelligence (AI) in general, is a great way to maximize student achievement and to personalize the learning process.

**12:30 p.m. – 1:30 p.m.          Lunch and Visit Exhibitors**

**1:30 p.m. – 2:30 p.m.          General Session**

***Empowering Student Success through Digital Badging and Learning Pathways: Strategies for Curriculum Integration***

Presenters: The College of Westchester

- Dr. Erica Schacht, Dean of Faculty and First Year Experience
- Dr. Ashley Babcock, Founding Dean of CWPro, Continuing and Professional Education

In this session, we will be sharing the value behind digital badging and learner pathways to foster student success. By introducing digital badges and learning pathways, institutions can enhance the value of the degrees and credentials they offer and provide students with a new way to showcase their skills and competencies beyond traditional academic transcripts. Digital badges can be used to recognize both academic and non-academic achievements such as leadership, teamwork, innovation, creativity, and community engagement, among others. They can also be a tool for promoting and encouraging lifelong learning. By providing badges for continued education or professional development, we can encourage our students to pursue ongoing education and upskilling, creating a culture of learning that extends beyond graduation.

**2:30 p.m. – 3:00 p.m.          Afternoon Break**

**3:00 p.m. – 4:00 p.m.          Closing Session**

***Advocacy through Social Media***

Presenters:

- Josh Poupore, Managing Director, Corning Place Communications
- Janet Silver, Partner, Hinman Straub

What do you do when you receive a “Call to Action” email from APC? How can you leverage your institution’s social media to reach out to your legislators (state or federal)? Should you involve your students in your outreach? Get the answer to all of these questions and more in this interactive presentation that will discuss APC’s legislative strategy and how your institution can get involved.

**4:00 p.m. – 6:00 p.m.            Free Time**

**6:00 p.m. – 7:00 p.m.            Cocktail Reception**

**7:00 p.m. – 9:30 p.m.            The Morgan – Boat Ride and Dinner**

**Thursday:**

**7:00 a.m. – 11:00 a.m.            Breakfast on your own**

**11:00 a.m.                            Hotel Checkout**

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