



# Webinars

## CCBO 2020 Webinar Series Field of Study Classification

### TECHNICAL LEARNING ACTIVITIES

#### Auditing

- **Fraud Risks and Effective Internal Controls**

**Presented by Sikich LLP: James Sullivan, JD, CFE, CIG; Managing Director, Forensic and Valuation Services**

**September 3, 2020 - 2 PM EDT**

Like other government agencies, Community Colleges face numerous fraud risks. Occupational fraud, or internal fraud, is committed under a variety of circumstances. Employees may try to circumvent rules, policies and controls to simply get the job done or to receive bonuses, recognition or promotions. Employees may succumb to financial pressures and see an opportunity to use their position of trust to solve a financial problem with a low risk of getting caught. Vendors may take advantage of agency employees who are not fully versed in appropriate control activities. The presentation will present the five key elements of an effective internal control framework and, most importantly, practical and effective control activities will be detailed and discussed. Most often, an agency is judged by how it reacts to fraud incidents and an agency's reaction can help protect an agency's reputation. The presenter will discuss the elements of an effective protocol for responding to fraud incidents that can be easily implemented within the agency.

#### Finance

- **Establishing a Framework to Budget for Technology Replacement**

**Presented by First American Education Finance: Phil Palermo, Vice President**

**May 6, 2020 - 2 PM EDT**

The education team at First American will take you through the operational and financial benefits of establishing a technology renewal program. We will discuss why schools implement such programs and cover key considerations when evaluating such programs and outline examples of under what circumstances they make sense.

- **Student Loan Default Prevention Vendor Evaluation Tips**

**Presented by Edamerica: Judith Witherspoon**

**August 12, 2020 – 2 PM EDT**

With a myriad of fee structures and services available, it is often challenging to determine the best vendor based on service and total cost. Simple pricing does not equal superior service, and performance-based pricing may not be the best option for your college. An April 2018 Government Accountability Office (GAO) report cautioned colleges using vendors with performance-based fee structures because of possible over reliance on loan forbearance as cures. This webinar will help colleges ask prospective vendors the right questions to better evaluate the true quality and cost of services.

- **Assessing Costs to Delinquent Student Accounts: Issues and Considerations**

**Presented by Key 2 Recovery: Doug Plummer, CEO**

**Coming October 2020**

Explore the intricacies of collection cost assessment to students by education institutions. General topics and areas impacted will include: Collection Costs, Compliance, Enrollment and Retention.

### **Information Technology**

- **Top COVID-19, Billing and “Paying for College” Questions Community College Students Ask, Why Answering Can Be Hard, and How AI Can Help**

**Presented by Ocelot: Damon Vangelis, CEO & Nick Burrell, Director of School Partnerships**

**April 14, 2020 - 3 PM EDT**

This webinar will share lessons learned from over 1 million artificially intelligent chatbot interactions with community college students. Join in to find out the top questions students ask about paying for college, billing, student services and more. We will cover trends by time of day and year. And we'll look at questions in multiple languages. Why is answering these questions often so hard? We will share our view, as well as the ways schools address the challenge today. Finally, we will explore how schools are integrating chatbots into their workflow processes to augment human advising and promote greater student success.

- **Maintain Business Continuity Through Unforeseen Events**

**Presented by Paymerang: Brian Cook, SVP Higher Education**

**April 23, 2020 - 2 PM EDT**

Natural and manmade catastrophes, tragedies, illness, pandemics, can happen with or without warning. Sometimes disaster recovery plans overlook business continuity and sustaining cashflow. When you leverage your SaaS technology to maintain business continuity, you make it easier for your institution and your team to weather the storm--no matter what that storm brings.

- **Executive Essentials on Data Security**  
**Presented by Ferrilli: Robert Ferrilli, CEO**  
**December 8, 2020 - 2 PM EST**

Executive Essentials on Data Security provides an overview of data security threats and ten practical steps you can take to improve campus security.

### **Personnel/Human Resources**

- **Your Dream Team: Target Strategies for Building a Leadership Team**  
**Presented by Spelman Johnson: Ellen Heffernan, President**  
**June 2, 2020 - 2 PM EDT**

A high performing leadership team is the single most critical strategic goal that a senior leader can have for his or her institution. This webinar will focus on how to strategically think about your talents, experiences, and skills in your current role and with that, how to build a team of professionals that not only support the work of the institution but support your vision and direction for your unit/division. This webinar will touch on diversity hiring, succession planning, retention of staff, difficult hiring situations, and on-boarding and engagement of new hires.

### **NON-TECHNICAL LEARNING ACTIVITIES**

#### **Communications and Marketing**

- **Higher Ed Customer Service Continuity in Times of Crisis**  
**Presented by Edamerica: Judith Witherspoon, Senior Vice President**  
**April 7, 2020 – 2 PM EDT**

COVID-19 has tested the adaptability of remote workforce deployment and management for colleges. This is especially true for college customer service teams. While many are finding ways to succeed and serve students for the near term, challenges are on the horizon as colleges prepared to scale peak season. This webinar will review customer service models, discuss best practices in remote customer service center management for community colleges and share future insights.

- **Step Aside, Millennials. How to Attract and Engage Your New Class of Students: Gen Z**  
**Presented by Sikich LLP: Jenny Andrews, Jenny Andrews, SPHR, PHR, Managing Director of Human Capital Management and Payroll Consulting**  
**July 15, 2020 - 2 PM EDT**

While millennials make up almost 50% of the U.S. workforce; generation Z, born between the mid-1990s and early 2000s, is now on the rise in the post-secondary education world. How do you capture your new incoming class? In this session, learn key differences between millennials and Gen Z, new trends in attracting Gen Z candidates, and best practices for giving them an engaging educational experience.

- **Digital Marketing Symphony**  
**Presented by Ferrilli: Robert Ferrilli, CEO**  
**July 28, 2020 - 2 PM EDT**

Digital Marketing Symphony provides an overview of a variety of digital marketing techniques that, when well-orchestrated, you can better measure your marketing efforts so that you can improve enrollment.

### **Computer Software & Applications**

- **Pain-Free ERP: Avoid Implementation Pitfalls & Runaway Costs**  
**Presented by CampusWorks: Jon Hazelgren, Vice President, Client Development**  
**November 10, 2020 – 2 PM EST**

ERP implementations have a reputation for being painful (and that’s putting it mildly). From problematic “solutions” to runaway costs to disastrous deliveries—there’s no telling what might go wrong. Until now. CampusWorks, a strategic consulting firm dedicated 100% to higher education, will deliver the key insights community college business officers need when contemplating, preparing for, implementing, and/or optimizing their institution’s ERP systems.