



# Webinars

## **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.

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## **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.

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## **How Automation Can Help 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.

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### **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.

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### **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.

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### **Diversity and Inclusion Awareness**

Presented by Sikich LLP: Jenny Andrews, SPHR, PHR, Managing Director of Human Capital Management and Payroll Consulting  
July 15, 2020  
2 PM EDT

Diversity and inclusion are common buzzwords that spark conversations in many organizations today. Managing diversity is not only a legal requirement; it is the right thing to do. Embracing diversity means creating an environment of inclusion. Following is a list of Learning Objectives for this webinar

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## 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.

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## 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

**Description:** 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.

This presentation will provide statistics detailing how government-sector fraud schemes are initially detected and the duration of various fraud schemes. Fraud risks facing organizations, including Community Colleges, will be discussed in detail.

The presentation will also discuss situations that lead people to commit fraud and behavioral red flags that may be exhibited by potentially unscrupulous employees. There will be a lengthy discussion of common fraud schemes encountered by the instructor and others in the field, especially those schemes most likely to effect colleges and university business processes, whether perpetrated by employees or vendors. Attendees will be asked to participate and discuss fraud-related issues they have encountered.

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 agencies reputation. The presenter will discuss the elements of an effective protocol for responding to fraud incidents that can be easily implemented within the agency.

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## **Federal Student Loans: CARES Act, CDR Risk and 3<sup>rd</sup> Party Compliance**

**Presented by Edamerica: Judith Witherspoon**

**September 22, 2020**

2 PM EDT

Covid-19 has impacted higher education in some unexpected ways. For students struggling to repay loans, the CARES Act offers much needed relief in the form of a forbearance option that has allowed students to postpone payments and, in some cases, pay 0% interest during this special period. The resulting impact to college cohort default rates (CDRs) will be significant. This webinar will review the impact of the CARES Act and the current economic disruption on future CDRs. Presenters will also offer suggestions for managing the risks associated with college student loan portfolios in these uncertain times.

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

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

**October 6, 2020**

2 PM EDT

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.

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## **Assessing Your ERP: A High-Impact Opportunity in Times of Uncertainty**

Presented by CampusWorks: Liz Murphy, CEO

November 10, 2020

2 PM EST

Does your Enterprise Resource Planning (ERP) solution support your institution's goals? Does it create operational efficiencies? When your technology and associated workflows support overarching institutional goals, incredible things happen. But over time, most systems fall out of alignment which becomes most apparent during periods of uncertainty and financial stress. In today's environment, prioritizing a comprehensive assessment of the institution's ERP is a high-impact opportunity community colleges can't afford to miss.

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## **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.