



## **NCHER 2019 Legislative Conference**

**The Madison Hotel  
Washington, DC**

**February 4-6, 2019**

**Program Agenda – Final as of January 25, 2019**

***“Leveraging State and Local Solutions to Help Students and Families”***

### **Monday, February 4, 2019**

**8:00 a.m. – 5:00 p.m.**

**Registration Open**

**9:00 a.m. – 12:00 p.m.**

**Board of Directors Meeting**

**12:00 p.m. – 1:00 p.m.**

**Lunch on Your Own**

**1:00 p.m. – 1:15 p.m.**

**Welcome**

The NCHER leadership will welcome members to Washington, DC and briefly discuss the new political and policy environment facing the higher education finance community.

#### **Speaker:**

James P. Bergeron, President  
National Council of Higher Education Resources

**1:15 p.m. – 2:15 p.m.**

**Examining Federal Developments Impacting the Higher Education Finance Industry**

The recent mid-term election placed Democrats firmly in control of the U.S. House of Representatives where they plan to dramatically increase their oversight over the actions of the U.S. Department of Education, Consumer Financial Protection Bureau (CFPB), and other federal agencies. While Republicans expanded their majority in the U.S. Senate, allowing them to continue to confirm federal judges and approve Administration appointees, they lack the necessary 60 votes to end the

filibuster. With divided control of Congress, what can the higher education finance industry expect over the next two years? Will the House and Senate be able to make major progress on reauthorizing the Higher Education Act? What changes are in store for the CFPB? What impact will federal developments, including the Federal Reserve's recent interest rates hikes, have on the capital markets and the future of private education loan programs? During this session, a panel of experts will answer these important questions and more, including what the NCHER membership can do to influence federal developments.

**Moderator/Speaker:**

Alex Nock, Principal  
Penn Hill Group

**Speakers:**

Jillian Berman, Reporter  
*MarketWatch*

Isaac Boltansky, Director of Policy Research  
CompassPoint Research and Trading, LLC

Michael Tarkan, Director of Research, Senior Analyst  
CompassPoint Research and Trading, LLC

**2:15 p.m. – 3:15 p.m.**

**Update from the Consumer Financial Protection Bureau**

During this session, officials from the Consumer Financial Protection Bureau will provide an update on their regulatory activities impacting the student loan industry.

**Introduction:**

Frank H. Cann, Chief Operating Officer  
F. H. Cann & Associates, Inc.

**Speakers:**

Kristen Messina Evans, Acting Section Chief, Section for Students and Young Consumers, Consumer Education and Engagement  
Consumer Financial Protection Bureau

John McNamara, Assistant Director, Consumer Lending, Reporting, and Collections Market  
Consumer Financial Protection Bureau

**3:15 p.m. – 3:30 p.m.**

**Break**

**3:30 p.m. – 4:30 p.m.**

**Covering the Major Stories Impacting Higher Education**

It is no surprise that the news media continues to play a major role in shaping public perceptions of higher education. As the profile of major developments impacting higher education has risen over the last decade,

so has the public interest in student loan debt and other issues impacting postsecondary education. In this session, a panel of national and trade reporters will discuss the major stories that they are covering impacting higher education, and what they expect to be the big stories in 2019.

**Moderator:**

Angela Baier, Chief Executive Officer  
College Assist/College Invest

**Speakers:**

Doug Lederman, Editor  
*Inside Higher Ed*

Josh Mitchell, Reporter  
*The Wall Street Journal*

Michael Stratford, Reporter  
*Politico*

**4:30 p.m. – 5:30 p.m.**

**Congressional Staff Panel on Higher Education Policy in the 116<sup>th</sup> Congress**

Over the last two years, both the U.S. House Education and Labor Committee and the Senate Health, Education, Labor, and Pensions Committee have held numerous hearings and introduced several pieces of legislation as they work to reauthorize the Higher Education Act of 1965. During this session, committee staff will discuss the priorities of the Democratic and Republican leadership in the 116<sup>th</sup> Congress.

**Moderator:**

Scott A. Giles, President and Chief Executive Officer  
Vermont Student Assistance Corporation

**Speakers:**

Bryce McKibben, Policy Advisor  
Senate Health, Education, Labor, and Pensions Committee – Democratic Staff

Alex Ricci, Professional Staff Member  
House Education and Labor Committee – Republican Staff

Katherine Valle, Senior Education Policy Advisor  
House Education and Labor Committee – Democratic Staff

**5:30 p.m. – 6:30 p.m.**

**Welcoming Reception**

**Tuesday, February 5, 2019**

<b>7:30 a.m. – 5:00 p.m.</b>	<b>Registration Open</b>
<b>7:30 a.m. – 8:45 a.m.</b>	<b>Breakfast Buffet</b>
<b>8:45 a.m. – 9:30 a.m.</b>	<p><b>Higher Education Priorities in the 116<sup>th</sup> Congress</b>  Senate Health, Education, Labor, and Pensions Committee Member Maggie Hassan (D-NH) will speak about her priorities for the upcoming reauthorization of the Higher Education Act, including her ideas for expanding college access and success.</p> <p><b><u>Introduction:</u></b>  Christiana Thornton, President and Chief Executive Officer  New Hampshire Higher Education Assistance Foundation Network Organizations</p> <p><b><u>Speaker:</u></b>  The Honorable Margaret W. Hassan (D-NH)  U.S. Senate</p>
<b>9:30 a.m. – 10:15 a.m.</b>	<p><b>Promoting Higher Education Affordability Through College Promise</b>  Over the last few years, states and communities have taken the lead in promoting affordable access to higher education. Currently, there are almost 200 College Promise initiatives across the country, which cover tuition and fees for students to attend a community college, technical school, or university. According to the College Promise Campaign, some of the programs use public funds while others use private dollars. All share the common goal of making a college education more affordable for students to acquire the education and training they need for in-demand jobs. During this session, the College Promise Campaign will provide an update on state and local initiatives and how the NCHER membership can help to promote college affordability in their local communities.</p> <p><b><u>Introduction:</u></b>  William C. “Will” Shaffner  Director of Business Development and Government Relations  Missouri Higher Education Loan Authority</p> <p><b><u>Speaker:</u></b>  Martha Kanter, Executive Director  College Promise Campaign</p>
<b>10:15 a.m. – 10:30 a.m.</b>	<b>Break</b>
<b>10:30 a.m. – 11:30 a.m.</b>	<p><b>Thought-Leaders: New Ideas and New Research for Higher Education</b>  From free-college and streamlining repayment plans to dropout recovery programs and income-share agreements, there seems to be no shortage of new ideas to reform the higher education system. But which ideas are</p>

sure to stick around and make it into the upcoming reauthorization of the Higher Education Act and have an impact on the future of postsecondary education, and which ones are best left to state and local policymakers if at all? During this session, a panel of research and higher education experts share their ideas for higher education reform and discuss what proposals the NCHER membership should be following in 2019.

**Moderator/Speaker:**

Sarah Sattelmeyer, Manager, Project on Student Borrower Success  
The Pew Charitable Trusts

**Speakers:**

Jason Delisle, Resident Fellow  
American Enterprise Institute

James Kvaal, President  
The Institute for College Access and Success

**11:30 a.m. – 12:30 p.m.**

**The School Community's Ideas for Higher Education Act Reauthorization**

As Congress continues its effort to reauthorize the Higher Education Act in the 116<sup>th</sup> Congress, the higher education community finds itself at a crossroads. While federal policymakers continue to examine those efforts to reduce the regulatory burden on institutions of higher education or increase innovation, House and Senate Republicans and Democrats are also exploring ways to increase program accountability, including instituting new risk-sharing proposals and creating new institutional repayment rate structures. During this session, representatives from the school community will discuss their ideas for reauthorizing the Higher Education Act and how it sees the future of higher education policy over the next two years.

**Moderator:**

Ron Gambill, Chair  
National Council of Higher Education Resources  
Chairman and Chief Executive Officer, Edsouth

**Speakers:**

Justin Draeger, President  
National Association of Student Financial Aid Administrators

Jon Fansmith, Director of Government and Public Affairs  
American Council on Education

**12:30 p.m. – 1:30 p.m.**

**Lunch**

**1:30 p.m. – 5:30 p.m.**

**Conference Breaks for Capitol Hill and Agency Visits**

7:00 p.m. – 10:00 p.m.

**Interested Parties May Want to Attend the Washington Capitals v. Vancouver Canucks Hockey Game at the Capital One Arena**

Wednesday, February 6, 2019

7:30 a.m. – 12:00 p.m.

**Registration Open**

7:30 a.m. – 8:30 a.m.

**Breakfast Buffet**

8:30 a.m. – 9:00 a.m.

**Higher Education Priorities in the 116<sup>th</sup> Congress**

House Education and Labor Committee Member Suzanne Bonamici (D-OR) will speak about her priorities for the upcoming reauthorization of the Higher Education Act, including her ideas for improving financial literacy and simplifying repayment options. Rep. Bonamici has authored important legislative initiatives such as the “Empowering Students Through Enhanced Financial Counseling Act” and the “Streamlining Income-driven, Manageable Payments on Loans for Education Act” or the “SIMPLE Act” in the 115<sup>th</sup> Congress.

**Introduction:**

Janice Hines, President and Chief Executive Officer  
Educational Credit Management Corporation

**Speaker:**

The Honorable Suzanne Bonamici (D-OR)  
U.S. House of Representatives

9:00 a.m. – 9:45 a.m.

**Building an Effective Message**

Congress’ incoming class is younger, bluer, and more diverse than ever before – 40 of the new members are women and at least 25 of the new members are Hispanic, Native American, or people of color. Do you know how to effectively communicate your message to new Democrats in the House and Senate? Erica Stanley from Stanley Strategic Communications will discuss how to build an effective message that appeals to progressive and moderate Democrats in Congress, including incorporating new social media strategies, so that you can best promote the work that you do on behalf of students and families. An effective advocacy and communications strategy is key as we grapple with a divided Congress that will be responsible for shepherding higher education policy over the next two years.

**Introduction:**

Terry Muilenburg, Senior Advisor to the President and Chief Executive Officer  
Strada Education Network

**Speaker:**

Erica Stanley, Principal  
Stanley Strategic Communications

**9:45 a.m. – 10:30 a.m.**

**State Actions Impacting the Higher Education Finance Industry**

Since 2015, a number of states have passed new laws aimed at promoting college affordability and protecting student and parent borrowers. From new, annual disclosure requirements for student loan borrowers to new licensure requirements for federal and private student loan servicers and collectors, Governors, Attorneys General, and state policymakers are playing a greater role in higher education policy. During this session, a panel of experts will discuss current and future state efforts impacting the higher education finance industry.

**Moderator:**

Eugene “Gene” Hutchins, Executive Director/Chief Executive Officer  
Kentucky Higher Education Assistance Authority

**Speakers:**

John Culhane, Partner  
Ballard Spahr

Scott W. Kemp, Student Loan Advocate, Office of the Qualified Education  
Loan Ombudsman  
State Council of Higher Education for Virginia

**10:30 a.m. – 11:00 a.m.**

**Higher Education Priorities in the 116<sup>th</sup> Congress**

House Education and Labor Committee Member Phil Roe (R-TN) will speak about his priorities for the upcoming reauthorization of the Higher Education Act, including his ideas for expanding college access and success.

**Introduction:**

Ron Gambill, Chair  
National Council of Higher Education Resources  
Chairman and Chief Executive Officer, Edsouth

**Speaker:**

The Honorable Phil Roe (R-TN)  
U.S. House of Representatives

**11:00 a.m. – 12:00 p.m.**

**President’s Report**

To conclude the conference, NCHER President James Bergeron will provide an update on the organization’s advocacy, communications, research, and operational strategies for 2019 and 2020.

**Speaker:**

James P. Bergeron, President  
National Council of Higher Education Resources

**12:00 p.m. – 5:00 p.m.**

**Closing Remarks and Conference Adjourns for Capitol Hill and Agency Visits**