

2024 EFC EDUCATION FINANCE CONFERENCE

Draft Schedule (*subject to change*)

September 19-20, 2024 | The Alexandrian Old Town | Alexandria, VA

THURSDAY, SEPTEMBER 19, 2024

7:45 AM – 4:30 PM **REGISTRATION**
Meetings Corridor

7:45 AM – 8:45 AM **BREAKFAST**
Courtyard

8:45 AM – 9:00 AM **WELCOME REMARKS**
Old Town Ballroom

PRESENTERS: **Gail daMota**, President, Education Finance Council
Trey Simon, President & CEO, South Carolina Student Loan | Chair, EFC Board of Directors

9:00 AM – 10:00 AM **BOOSTING FAFSA COMPLETION RATES: LESSONS FROM THE FAFSA STUDENT SUPPORT STRATEGY**
Old Town Ballroom
The disastrous rollout of the Better FAFSA led to a significant decline in form completions for 2024-25, particularly impacting first-time college students and students of color. To mitigate these effects, the Department of Education launched the FAFSA Support Strategy, working with ECMC to distribute \$50 million to organizations for activities aimed at boosting FAFSA completion this summer. In this session, panelists will discuss the details of this strategy and its impact, with awardees sharing their successes, lessons learned, and how they will continue to help students and families as we navigate the 2025-26 FAFSA cycle.

MODERATOR: **Leslie Birdow**, Director of Community Affairs, inspirED, Outreach Division of Higher Education Servicing Corporation

PANELISTS: **Danielle Barrick**, Vice President of Communications and External Affairs, Granite Edvance
Kim Dolan, Vice President of Government Relations, Communications, and Outreach, Kentucky Higher Education Student Loan Corporation
William (Will) Lindsey, Senior Vice President of Federal Relations and Outreach, Pennsylvania Higher Education Assistance Agency
William (Bill) Wozniak, Vice President of Communications and Student Services, INvestEd

10:00 AM – 10:15 AM **COFFEE BREAK**
Sponsored by Massachusetts Educational Financing Authority | Courtyard

10:15 AM – 11:00 AM **ELECTIONS HAVE CONSEQUENCES: THE 2025 ECONOMIC OUTLOOK**

Old Town Ballroom

With major portions of the *Tax Cuts and Jobs Act* set to expire in 2025 and presidential candidates who differ greatly in their approach to key economic issues, the upcoming election undoubtedly will have an impact on federal economic policy. This session will examine the possible effects of the election on the U.S. economy and provide an overview of the path of U.S. inflation and economic growth, expected Fed policy, and the outlook for 2025. It will also cover the record national debt, the rapid increase in interest paid on the debt, and how that impacts the broader economy.

INTRODUCTION: **Thomas Webb**, Senior Vice President, Hilltop Securities, Inc.

SPEAKER: **Scott McIntyre, CFA**, Managing Director and Senior Portfolio Manager, Hilltop Securities Asset Management, LLC

11:00 AM – 12:00 PM **HIGHER EDUCATION FINANCE: A CAPITAL MARKET PERSPECTIVE**

Old Town Ballroom

This session will review the current state of the market for financing and securitization of FFELP, private education, and refinance loan portfolios. It will cover new developments, funding sources, securitization challenges, and investor preferences in both the taxable and tax-exempt arenas. Leading underwriters, advisors, and rating analysts will examine how differences in private student loan types and underwriting criteria are viewed and what challenges have arisen in structuring recent transactions.

MODERATOR: **Mark Weadick**, Managing Director, S L Capital Strategies LLC

PANELISTS: **Stephanie Mah**, Senior Vice President, Morningstar DBRS
Brendan Troy, Managing Director, BofA Securities, Inc.
Tyler Walsh, Associate, RBC Capital Markets

12:00 PM – 1:00 PM **LUNCHEON**

Courtyard

1:00 PM – 1:30 PM **UNITED STATES REPRESENTATIVE TIM WALBERG (R-MI)**

Old Town Ballroom

House Committee on Education and the Workforce and House Committee on Energy and Commerce

INTRODUCTION: **Bryndan Wright**, Director of Government Affairs and Federal Contracts, Higher Education Servicing Corporation

- 1:30 PM – 2:15 PM **KEYNOTE: THE SKILLS GAP, THE EXPERIENCE GAP, AND THE URGENT NEED FOR WORK-INTEGRATED LEARNING, INTERNSHIPS, AND APPRENTICESHIPS**
Old Town Ballroom
Digital transformation has changed employer hiring behavior. Most employers are no longer hiring candidates with only a degree – even in a relevant field – instead also seeking evidence of specific digital, platform, and business skills and – increasingly – relevant, in-field work experience. The emergence of generative AI appears likely to widen the experience gap into a chasm. What strategies can higher education stakeholders employ to ensure young Americans are able to successfully launch careers in the 21st century?
- MODERATOR:** **Debra Chromy**, President and CEO, Trellis Company
- SPEAKER:** **Ryan Craig**, Managing Director, Achieve Partners
- 2:15 PM – 2:45 PM **EDUCATION DEPARTMENT / FSA OFFICIAL (INVITED)**
Old Town Ballroom
- 2:45 PM – 3:00 PM **SNACK BREAK**
Courtyard
- 3:00 PM – 4:00 PM **FORECASTING THE FUTURE: DO RECENT COLLEGE CLOSURES SIGNAL A SECTOR ON THE BRINK OF CRISIS?**
Old Town Ballroom
The pandemic, troubled FAFSA rollout, and college enrollment cliff are causing huge disruptions to the higher education sector. The resulting number of college closures has intensified the barriers that affected students face when it comes to successfully completing college and managing higher education loan debt. Some have speculated that portions of the higher education sector are on the brink of a crisis that will only exacerbate inequality of opportunity – but what does the data really show? In this session, experts will discuss the latest trends and what these circumstances may mean for the future of the higher education sector.
- MODERATOR:** **Noel Simpson**, Senior Director of Finance and Operations, Rhode Island Student Loan Authority
- PANELISTS:** **Doug Shapiro, Ph.D.**, Vice President of Research and Executive Director of the Research Center, National Student Clearinghouse
John F. (Jack) Wallace, III, Director of Government and Lender Relations, Yrefy
Additional panelists invited

4:00 PM – 5:00 PM **OPINIONS OF THE COURT: WHAT THE INDUSTRY NEEDS TO KNOW ABOUT THE EVOLVING LANDSCAPE OF ADMINISTRATIVE LAW, FEDERAL AGENCY ENFORCEMENT PROCEEDINGS, AND NATIONAL BANK PREEMPTION**

Old Town Ballroom

At the end of this term, the Supreme Court of the United States (SCOTUS) issued two major opinions – *Loper Bright* and *Corner Post* – that, taken together, significantly change administrative law precedents and greatly expand avenues to challenge rules issued by federal agencies. Other SCOTUS decisions, such as in *Jarkesy* and *Cantero*, will impact federal enforcement proceedings and preemption standards. In this session, experts will provide an overview of these and other opinions, how they may shift the actions and authority of key federal agencies, and what it all means for the higher education finance industry.

MODERATOR: **Gail daMota**, President, Education Finance Council

PANELISTS: **R. Aaron Chastain**, Partner, Bradley LLP
John L. Culhane Jr., Partner, Ballard Spahr LLP
Craig Green, Klein Professor of Law and Government, Temple University
Kenneth Roberts, Partner, Hawkins, Delafield and Wood LLP

5:15 PM – 6:30 PM **NETWORKING RECEPTION**

Courtyard

6:30 PM **EFC HOSTED DINNER**

Courtyard

FRIDAY, SEPTEMBER 20, 2024

7:30 AM – 11:00 AM **REGISTRATION**
Meetings Corridor

7:30 AM – 8:00 AM **BREAKFAST**
Old Town Ballroom

8:00 AM – 9:00 AM **KEYNOTE: WHERE TO TURN WHEN THE POLITICAL CLIMATE HEATS UP**
Old Town Ballroom

For more than 25 years, Amy Walter has built a reputation as an accurate, objective, and insightful political analyst with unparalleled access to campaign insiders and decision-makers. One of Washington's Most Powerful Women in 2023 & 2021, she is the Publisher and Editor-in-Chief of the Cook Political Report with Amy Walter, where she provides analysis of the issues, trends, and events that shape the political environment. In this session, she will discuss not only electoral politics, but also the politics of policy, Washington's dysfunction, and the people and strategies behind events unfolding in Congress and the White House.

INTRODUCTION: **Thomas M. Graf**, Executive Director, Massachusetts Educational Financing Authority

SPEAKER: **Amy Walter**, Publisher and Editor-in-Chief, Cook Political Report

- 9:00 AM – 9:30 AM **UNITED STATES REPRESENTATIVE BURGESS OWENS (R-UT)**
Old Town Ballroom
House Committee on Education and the Workforce and Chairman of the Subcommittee on Higher Education and Workforce Development; House Committee on Transportation and Infrastructure
- INTRODUCTION:** **David S. Schwanke, CPA**, Chief Financial Officer, Trellis Company
- 9:30 AM – 9:45 AM **COFFEE BREAK**
Sponsored by Incenter Lender Services | Courtyard
- 9:45 AM – 10:30 AM **COMBATTING FRAUD IN HIGHER EDUCATION AND PROTECTING BORROWERS**
Old Town Ballroom
Fraudulent activity in financial aid has ratcheted up in recent years, a problem that has far-reaching consequences for the higher education industry and requires a coordinated response. The advance of artificial intelligence (AI), confusion over loan forgiveness, and major changes to the FAFSA have created the perfect breeding ground for fraud rings to prey on borrowers and institutions in new and time-tested ways. A panel of experts will share what they have learned about how to identify fraud, how to protect students and borrowers, and ways to combat future incidents.
- MODERATOR:** **Sara Parrish**, President, CampusDoor Holdings, Inc., and Chief Operating Officer, Incenter Lender Services
- PANELISTS:** **Bill Ayers**, Head of Campus Development, College Ave Student Loans
Bob Collins, Senior Advisor & VP Talent Finance, Office of the President, Western Governors University
- 10:30 AM – 11:30 AM **CONGRESSIONAL STAFF PANEL: TAX CODE PROVISIONS AND HIGHER EDUCATION FINANCING**
Old Town Ballroom
Several major provisions of the *Tax Cuts and Jobs Act* will expire at the end of 2025, teeing up a major tax policy debate in Congress. In this session, Congressional staff from key House and Senate committees will share their perspectives on these and other tax reforms, their legislative priorities, and how the federal tax system can encourage a more accessible and affordable higher education sector.
- MODERATOR:** **Alex Ricci**, Vice President of Government Affairs and Communications, Education Finance Council
- PANELISTS:** **Ann Cammack**, Senior Counsel for Tax, Senate Committee on Finance (Majority)
Jamie Cummins Senior Counsel for Tax, Senate Committee on Finance (Minority)
Andrew Grossman, Staff Director and Chief Counsel for Tax, House Subcommittee on Tax (Minority)
Payson Peabody, Tax Counsel, House Subcommittee on Tax (Majority)
Ji Prichard, Tax Counsel, House Subcommittee on Tax (Minority)