



TO: APSCU Board of Directors – **DRAFT 6/17/2011**

FROM: Brian Moran, Interim President

DATE: June 24, 2011

RE: 100-Day Plan

As requested by Chairman Keiser, this memorandum provides an outline of APSCU’s planned focus of activity for the first 100 days following the resignation of Harris Miller as President/CEO. Our plan of activity is focused on areas, which posing the most serious threats to the sector and ~~on areas~~ where there is the most opportunity to make positive Government Relations (GR) or Public Relations (PR) gains. ~~for the sector.~~ Of course, ~~as we recognize that unexpected circumstances events or additional direction from the Board may dictate require a deviation from the Plan to contend with any such new priorities. and as directed by the Board, our plan of activity may be modified.~~ We will also continue ~~to~~ coordinating closely with the Coalition for Educational Success (CES), Private-Sector Educators for Access and Quality (P-SEAQ), and other sector-specific interest groups; ~~as directed by the BOD,~~ to maximize ~~sector~~ our efficacy and impacts in the following below-referenced areas. If there are any action items, ~~listed for~~ which the Board ~~OD~~ does not approve-wish APSCU staff to pursue involvement, please contact me immediately. ~~to let me know.~~

Legislative

- House
 - Actively support Congressional Review Act (CRA) or other House leadership supported legislative means-vehicle to repeal the “gainful employment” (GE) rule.
 - Complete CRA data collection and analysis re GE
 - H.R. 2117 (legislation to repeal the credit hour and state authorization regulations) sponsored by Chairwoman ~~man~~ Virginia Foxx (R-NC) – As directed by House Republican leadership, we will reinforce the traditional sector’s support for the bill with in House and Senate.
 - ~~Socialize~~ Gage support for a proposal for proposal to award scholarship and tuition decrease credit toward 90/10 (~~Kline, Bishop~~)
 - ~~Socialize~~ internal controls audit concept as potential legislation, as directed by House leadership
 - Monitor ~~for~~ upcoming legislation, such as appropriations/budget/deficit reduction, riders for any language adverse to the sector.
 - Leverage House Amendment 214 House allies to build Senate support for anti-GE and other legislative efforts.
 - Monitor progress of Workforce Investment Act (WIA) reauthorization reform proposals and engage as necessary



- ~~Continue, and expand, APSCU outreach to House leadership, key Congressional Caucuses, and to the supporters leadership of H.AMDT. 214 outreach (R and D)~~
- Continued coordination and relationship building with NewDemPAC, RSC, DCCC, and other key, political organizations.
- Continued engagement with bipartisan, House Members on the creation of a new, “Distance Education Caucus.”

- Senate
 - Harkin/Durbin Legislation:
 - Continue dialog with HELP Committee and Durbin staff to monitor progress of legislation, and engage, as appropriate.
 - ~~monitor and engage as legislation materializes as directed by BOD~~
 - Prepare alternate legislative proposals, including comprehensive legislation and/or amendments. limitations on student debt
 - Senate 2012 strategy
 - Targeted number of Senate votes in support of GE/CRA = 67
 - Develop Senate Political Strategy, which identifies 12 competitive Senate races in 2012.
 - ~~(see PAC) Aggressively target APSCU PAC giving towards the 12 Senators identified in the Senate Political Strategy.~~
 - Coordinate with State Associations in 12 states, where appropriate, to organize and schedule campus visits, as well as host fundraising events.
 - APSCU staff will actively follow up with 12 Senator’s staff in DC, as well as with campaign staff in the state to provide support and assistance.
 - ○ Leverage House allies to build Senate support for Congressional Review Act-CRA or other House-supported means to repeal GE.
 - ~~Workforce Investment Act/WIA~~ Reauthorization
 - Prepare D and R Committee members for June 29 HELP Committee markup
 - Monitor for adverse amendments, and engage defensively and offensively as necessary
 - Continue to coordinate position and potential action with other workforce leaders, Skills Now, and engage Members of Congress, as necessary to protect 102 schools and share APSCU’s analysis and position.
 - Continue coordination with Skills Now and third party coalitions to support position of protecting 102 schools
 - ~~Monitor WIA reform proposals and engage defensively and offensively as necessary~~
 - Plan Fall 2011 Workforce panel in DC emphasizing the role of positives of PSCUs and WIA workforce development.



- Monitor upcoming legislation, such as appropriations/budget/deficit reduction , for any language adverse to the sector.
- ~~Monitor for appropriations/budget/deficit riders adverse to sector~~
- Continued and expanded APSCU Senate leadership outreach (R and D)

PAC

- ~~Senate 2012 strategy development~~
- ~~{2012 Democratic and Republican Convention pre-planning}~~
- June-August events:
- Strength in Numbers campaign roll out

Regulatory

- Monitor CFPB and consumer protection actions/rules
- Monitor experimental sites initiatives on over borrowing and 90/10 relief; work with Department of Education to develop sites, as much as possible
 - Advise membership when applications are available for participation and encourage application; assist as necessary
- Continue outreach to other higher education associations on over borrowing issue and possible legislative and/or regulatory changes
- Monitor negotiated rulemaking 2011 situation.
 - If and when actual rulemaking announced, activate regulatory affairs committee to nominate negotiators, set up rapid response teams, etc.

Judicial

- Manage pending misrepresentation/IC/state authorization lawsuit – prepare to file appeal to DC Circuit Court as necessary
- Manage preparation and filing of Gainful Employment lawsuit
- State Attorneys General
 - Continue weekly APSCU Task Force calls and state attorney general outreach
 - Seek opportunities to isolate Conway efforts
 - Work with CES as directed by BOD on Standards
 - CWAG: July – APSCU participation with APOL, EDMC, CES
- State Attorneys General
 - Qui tam – monitor status of state intervention in DOJ qui tam

Public Relations



Earned Media

- Conduct media relations regarding GE and Congressional Review Act, including press release, media contact, op-eds;
- Promote GE data analysis of Guryan/Charles River Associates content to communicate real impact of regulation
- Support any litigation deemed necessary regarding GE or respond to judicial decisions concerning existing lawsuits
- Conceptualize and begin execution of “New Dialogue” series focused on jobs, skills and U.S. economy for building grassroots good will. Series will be regionally based and draw on the domain knowledge and insights of APSCU member school personnel.
- Collaborate with APSCU-GR on its planned Fall Workforce panel in DC; co-brand the event with The Link Magazine (The Link’s Fall 2011 edition is themed, “Building the Mid-Skills Workforce.”)
- Conduct public outreach panel at the National Press Club, DC, ~~seminar~~ around mobile technology in higher education with appropriate industry partners
- Oppose punitive legislation introduced by SHELP through releases, media contact, op-eds, editorial boards
- Promote positive student stories in key states
- Respond to opponents in television, print and digital media, including Frontline

Digital Media

- Revamp My Education Choice website to make student stories easier to access, add new value added content, support GR activities
- Redesign APSCU main website and finalize information architecture. Introduce new content management system
- Rethink APSCU microsite properties
- Remake The Link Magazine’s website; increase multi-media presentation of Link content.



Paid Space Media

- Develop and place Hill focused ads in support of Congressional Review Act
- Develop and place ads in Hill focused media as necessary to explain GE lawsuit

Research

- Develop and implement strategy for release of IHS Global Insight study on PSCU ROI
- Develop and implement strategy for release of Career Builder study on PSCU ROI
- Conclude state fact sheet project
- Conclude Congressional District fact sheet project
- Conclude state professional licensing project
- Support “New Dialogue” series with relevant data
- Continue to support Government Affairs and Public Relations efforts with facts and data
- Build a repository of research literature relevant to sector
- Continue networking with researchers in other organizations

Member Communications

- Publish Fall 2011 issue of The Link magazine; plan panels and outreach events branded to The Link, to build alliances.
- Revamp and publish weekly editions of APSCU Update Newsletter
- Reach out to new sources of paid space advertising
- Publish Dallas convention commemorative book
- Initiate planning for APSCU Buyers’ Guide



Student Recruitment Task Force

- Finalize guidelines memo for working with inquiry generators
- Finalize approach on member education
- Advance Project Rose Guide to Terms, Images, Messages

Public Relations

- ~~Frontline response~~

State/Grassroots

- Grassroots
 - Continue regional training and campus visits – Members of Congress and state attorneys general
- State Legislation
 - Regular monitoring and coordination of state legislature activity through state affairs committee

In-House Member Service Initiatives

- Student Recruitment Task Force: vendor best practice guidance
- Internal Controls Task Force: roll-out of PSCU Accountability Index voluntary external audit program
- Webinars on Department of Defense (DoD) Memorandum of Understanding and the new Post-9/11 GI Bill

Coalition Building

- Continue to build and expand third party organization alliances, such as: Association for Career and Technical Education (ACTE); U.S. Chamber of Commerce, Servicemembers Opportunity Colleges, Army Women's Foundation, Skills Now Coalition, Hispanic Leadership Fund, National Center for Learning Disabilities, other.
- ~~New Dem outreach~~
- ~~Distance Learning caucus formation~~
- Identification of thought leadership opportunities for APSCU involvement



APSCU

ASSOCIATION OF
PRIVATE SECTOR COLLEGES
AND UNIVERSITIES



CCA
Career College Association