



CITATION ORDER

Citation Issued To: Project Heartbeat, LLC 333 Hegenberger Rd, Suite 855 Oakland, CA 94621 Institution Code: 86218721	Citation Number: 25260009
	Total Fine Amount: \$4,502.00
	Order of Abatement Included: Yes

Elizabeth Elias issues this citation in her official capacity as Deputy Bureau Chief of Enforcement at the Bureau for Private Postsecondary Education, California Department of Consumer Affairs (hereinafter referred to as the "Bureau").

LICENSING HISTORY

1. On or about September 22, 2025, the Bureau renewed an Approval to Operate a Private Postsecondary Institution, Institution Code 86218721, to Project Heartbeat, LLC. (hereinafter referred to as the "Institution"). This Approval to Operate will expire on or about September 22, 2030, unless renewed.

DISCIPLINE HISTORY

2. The Institution has no prior discipline history

CITATION JURISDICTION

3. This administrative citation is issued to the Institution pursuant to California Education Code (CEC) section 94936; and Title 5 of the California Code of Regulations (5 CCR) section 75020 et seq. for the violation(s) described below.

CAUSE FOR CITATION & ASSESSMENT OF FINE AND/OR ORDER OF ABATEMENT

4. The Institution is in violation of the following Bureau laws and regulations:

Violation #1:

5 CCR section 76140(a)(1), (a)(5-6), and (a)(9-10) – Record-Keeping Requirements and 5 CCR section 71930(a) and (e) – Maintenance of Records

Cause for Citation: On or about October 15, 2024, the Bureau conducted an announced compliance inspection pursuant to CEC section 94932.5(a). As part of the inspection process, Bureau staff reviewed the Institution's Student Tuition Recovery Fund (STRF) substantiating data for the 1st and 2nd quarter reporting period of 2024, prior to the onsite visit. Upon review of the STRF substantiating data, Bureau staff determined that the Institution's supporting documentation for the 1st and 2nd quarter reporting period of 2024 failed to include all the required data points. By the conclusion of the inspection, the Institution was not able to provide required STRF supporting data pursuant to 5 CCR section 76140, specifically data points (a)(1), (a)(5 -6) and (a)(9-10).

Administrative Fine: Pursuant to 5 CCR section 75030, the Bureau has determined this to be a "Class B" violation. The Institution is issued a fine of \$1,001.00.

Order of Abatement: Pursuant to 5 CCR section 75020, the Bureau issues the following order of abatement:

The Bureau orders the Institution to correct the violation by providing an electronic copy of the template used by the Institution to document its STRF substantiating documentation, for the Bureau to verify the Institution is collecting the required data points pursuant to 5 CCR section 76140.

In addition, the Institution must submit a statement of attestation they have corrected the violation and will ensure that the substantiating data for STRF is maintained in an electronic format and readily available to a Bureau representative upon request per 5 CCR 76140. The statement of attestation must be dated and signed by an authorized representative of the Institution.

Violation #2:

5 CCR section 76130(a)(1) – Collection and Submission of STRF Assessments

Cause for Citation: On or about October 15, 2024, the Bureau conducted an announced compliance inspection pursuant to CEC section 94932.5(a). The Bureau reviewed nine student files and found that six of the student files reviewed did not document the collection of the Student Tuition Recovery Fund (STRF) fee from the student on the enrollment agreement.

Administrative Fine: Pursuant to 5 CCR section 75030, the Bureau has determined this to be a “Class C” violation. The Institution is issued a fine of \$1,000.00.

Order of Abatement: Pursuant to 5 CCR section 75020, the Bureau issues the following order of abatement:

The Institution must submit a statement of attestation they have corrected the violation and will ensure that they document the collection of STRF fees from each student that they enroll and will be included on the enrollment agreement, per 5 CCR 76130. The statement of attestation must be dated and signed by an authorized representative of the Institution.

Violation #3:

5 CCR section 74112(m)(3-4) and (8-9) – Uniform Data – Annual Report, Performance Fact Sheet and 5 CCR section 71930(a) and (e) – Maintenance of Records

Cause for Citation: On or about October 15, 2024, the Bureau conducted an announced compliance inspection pursuant to CEC section 94932.5(a). As part of the inspection process, Bureau staff reviewed the Institution's 2021/2022 School Performance Fact Sheet (SPFS) substantiating data, prior to the onsite visit. During the inspection, Bureau staff informed the Institution of the data points it had identified as missing. By the conclusion of the inspection, the Institution was not able to provide required SPFS data pursuant to 5 CCR section 74112, specifically subsections (m)(3-4) and (m)(8-9).

Administrative Fine: Pursuant to 5 CCR section 75030, the Bureau has determined this to be a “Class A” violation. The Institution is issued a fine of \$2,501.00.

Order of Abatement: Pursuant to 5 CCR section 75020, the Bureau issues the following order of abatement:

The Bureau orders the Institution to correct the violation by providing an electronic copy of the template used by the Institution to document supporting data for SPFS, for the Bureau to verify the Institution is collecting the required data points pursuant to 5 CCR section 74112.

In addition, the Institution must submit a statement of attestation they have corrected the violation and will ensure that the supporting data for SPFS is maintained and immediately available during an inspection. The statement of attestation must be dated and signed by an authorized representative of the Institution.

COMPLIANCE WITH ORDER OF ABATEMENT

5. In accordance with the provisions of CEC section 94936 and 5 CCR section 75020, the Bureau issues the order(s) of abatement described above. Evidence of compliance with the order of abatement must be submitted to the Bureau within 30 days from the date of issuance of this citation. Evidence of compliance with the order of abatement may be sent by mail or email to:

- Mail: Bureau for Private Postsecondary Education
Attn: Discipline Unit – Tessa Barron
1747 North Market, Blvd., Suite 225
Sacramento, CA 95834
- Email: bppe.discipline@dca.ca.gov
 - In the subject line, please include the Institution name and citation number.

COMPLIANCE WITH ASSESSMENT OF FINE

6. In accordance with the provisions of CEC section 94936, and 5 CCR sections 75020 and 75030, the Bureau hereby orders this assessment of fines in the total amount of \$4,502.00 for the violations described above.

Citation Number: 25260009
Institution: Project Heartbeat, LLC.
Institution Code: 86218721

Payment of the fines must be made to the Bureau within 30 days from the date of service of this citation unless an informal conference or hearing is requested. To assist the Bureau in processing the payment of fines, please submit the enclosed *Payment of Fine – Waiver of Appeal* form.

Payment must be sent to the Bureau by mail at:

- Bureau for Private Postsecondary Education
Attn: Discipline Unit – Tessa Barron
1747 North Market, Blvd., Suite 225
Sacramento, CA 95834

NOTICE OF APPEAL RIGHTS

7. You have the right to contest this citation through an informal conference with the Bureau pursuant to 5 CCR section 75020 and/or through an administrative hearing in accordance with Chapter 5 (Commencing with section 11500) of Part 1 of Division 3 of Title 2 of the Government Code.

If you wish to contest this citation, the Bureau must receive a written request within 30 days from the date of issuance of this citation asking for an informal conference and/or administrative hearing or you may also submit the enclosed *Notice of Appeal of Citation – Request for Informal Conference and/or Administrative Hearing* form.

The written request may be sent by email or mail to the addresses below:

- Mail: Bureau for Private Postsecondary Education
Attn: Discipline Unit – Tessa Barron
1747 North Market, Blvd., Suite 225
Sacramento, CA 95834
- Email: bppe.discipline@dca.ca.gov
 - In the subject line, please include the Institution name and citation number.

Failure to submit a written request for an informal conference and/or administrative hearing within 30 days from the date of issuance of this citation will forfeit your ability to appeal the citation.

If a hearing is requested, you are not required to comply with this citation until a final order is entered against you.

COMPLIANCE WITH FINE AND/OR ORDER OR ABATEMENT DISCLOSURE

8. Pursuant to BPC section 125.9 and 5 CCR section 75050, payment of fine and/or compliance with any order of abatement does not constitute an admission of the violation charged and shall be represented as satisfactory resolution of the matter for the purposes of public disclosure.

Pursuant to 5 CCR section 75050, failure to comply with this citation order, its order of abatement, and/or administrative fine by the required due date is grounds for denial or discipline of an approval to operate. Where a citation is not contested and fine is not paid, the full amount of the assessed fine shall be added to the fee for renewal of the approval to operate. An approval to operate shall not be renewed without payment of the renewal fee and fine.

BUREAU CONTACT INFORMATION

9. If you have any questions regarding this Citation, please contact Tessa Barron, Citation Analyst by email at Tessa.Barron@dca.ca.gov or by phone at (916) 574-7791.

"Original Signature on File"

9/30/2025

Elizabeth Elias
Deputy Bureau Chief of Enforcement

Citation Date of Issuance

Enclosures:

- Notice of Appeal of Citation: Request for Informal Conference and/or Administrative Hearing
- Payment of Fine – Waiver of Appeal
- Declaration of Service by Certified and First-Class Mail