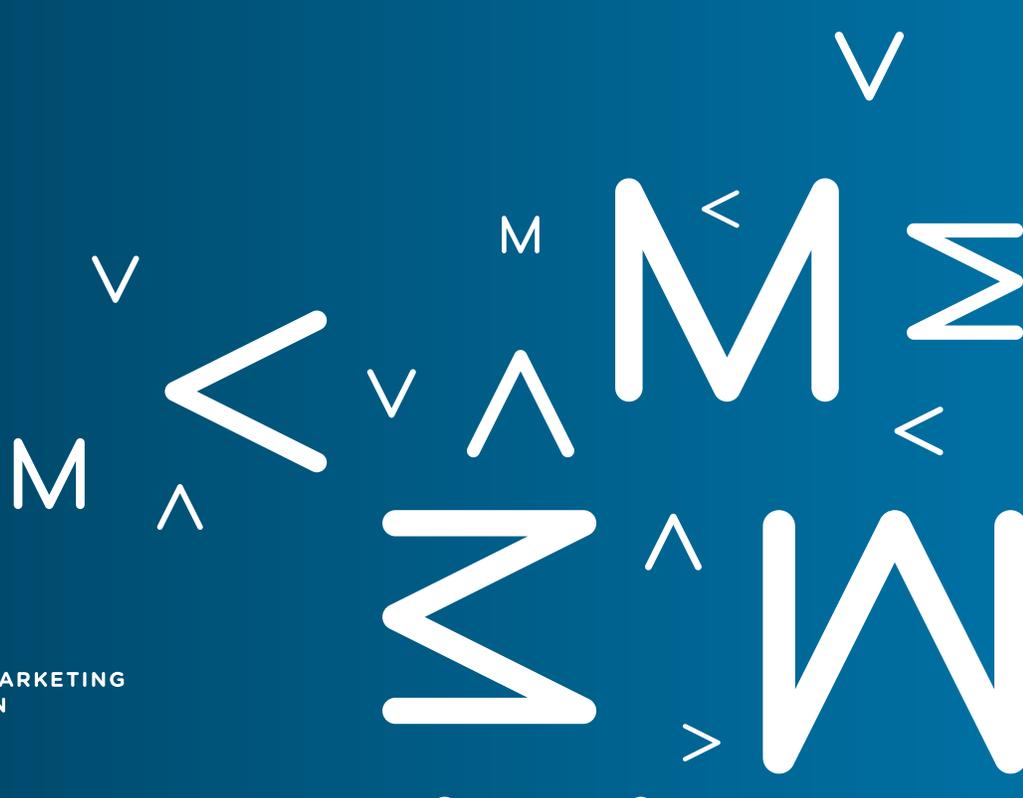


CONNECTED

2018 AMA Symposium for the Marketing of Higher Education

November 4-7 | Orlando, FL

Agenda



SUNDAY, NOVEMBER 4, 2018

8:00 am-12:00 pm | **Pre-Conference Sessions**

Session 1 **Digital Marketing Workshop**

Joshua Dodson, Director of Research and Integrated Marketing, VisionPoint Marketing

Diane Kuehn, Founder & CEO, VisionPoint Marketing

As higher education marketers, we all agree our goal is not just to recruit any students, but rather the right students. Regardless of the field, nearly every school or program shares a common marketing challenge: knowing where to find your niche audience, and how to strategically leverage digital channels to reach — and convert — them.

Session 2 **Issues & Crisis Communications Workshop**

Simon Barker, Managing Partner, Blue Moon Consulting Group

Reputational damage should not be interpreted as the inevitable outcome of a crisis. Rather, it should serve as a wake-up call that typical approaches to crisis communications and management are not up to the challenge and must be improved. Learn how to improve the quality and effectiveness of your response.

Session 3 **Power of Data: Using Data to Build and Track Brand Performance**

Kristen Ingels, Director of Marketing, SimpsonScarborough

Dana Edwards, CMO and Partner, SimpsonScarborough

Data isn't just a roadmap, but a shortcut and a safer route to a sound strategy and an effective brand. This session will cover what type of research is required, what data should be measured, and which benchmarking metrics are crucial to measure brand health and inform strategic decisions.

1:00-5:00 pm | **Pre-Conference Sessions**

Session 1 **Marketing Applied to Higher Education—Real Fast!**

Tom Hayes, Dean of the Williams College of Business, Xavier University

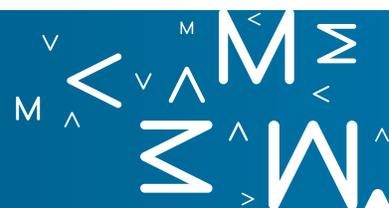
This session will take the principles of marketing and apply them to marketing universities and colleges in a whirlwind! The session is content heavy, highly energetic and interactive. It is guaranteed to set the stage and increase learning for newer attendees over the next three days.

Session 2 **Deconstructing Your Social Media Strategy**

Chase Baker, Social and Digital Media Manager, Colorado State University

Ashley Manweiler, Social and Digital Media Manager, Colorado State University

Is your social media strategy effectively building community and affinity for your university? We'll cover how to optimize your social strategy by deconstructing content, platforms and analytics. This session is more than what and why we post... it's how. We'll also provide resources for managing social as a small team (even teams of one).



Best Practices for Higher Education Content Strategies**Minesh Parikh**, CEO, Lipman Hearne

Making the best use of digital-owned media channels demands a constant flow of original content. How can you best allocate your existing resources and ensure your content stays fresh? In this presentation, Lipman Hearne CEO Minesh Parikh explores best practices for developing or refreshing an effective content strategy.

5:00-7:00 pm | **Welcome Reception****MONDAY, NOVEMBER 5, 2018**8:00-8:30 am | **Breakfast**8:30-9:45 am | **Opening Keynote****Leading Through the Generations****Wayne Connell**, VP of Human Resources, *The Washington Post*

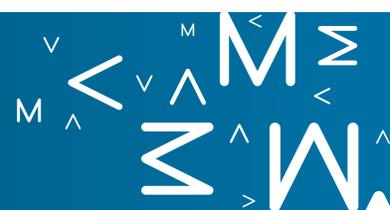
Over the last five years, The Washington Post has undergone an incredible transformation, evolving from a legacy newspaper to a digital news powerhouse. This change is apparent throughout all aspects of the company, including the workforce. VP of HR Wayne Connell will discuss how to navigate organizational change, successfully bridge the generation gap, and share practical tools to cultivate a healthy workplace.

10:15-11:00 am | **Breakout Sessions****Extended Marketing Session**

Note: This session runs until 11:45 am

Trends and Tactics for Higher Ed Executives on Social Media and the People Who Support Them**Gail Martineau**, Senior Social Media Manager, *The Ohio State University***Josie R. Ahlquist**, Research Associate, Digital Engagement & Leadership Consultant, *Florida State University***Liz Gross**, Founding Director, *Campus Sonar*

Social media allows leaders to amplify messages and make an impact. From presidents to deans, leaders are active online, engaging with their campus and stakeholders. This session includes a trend summary from a digital leadership scholar, a nationwide analysis of executive social media activity, and a university case study.



Track 1:
Brand
Strategy

From Great to the Greater Good: How TCU Discovered Their True DNA and Turned It Into a Transformational Brand Mantra

Tracy Syler-Jones, Vice Chancellor, Marketing & Communication, Texas Christian University

Stephanie Barkow, Account Planning Director, BVK

Gary Mueller, Executive Creative Director, Managing Partner, BVK

Hear the story behind Texas Christian University's journey in developing one of the most aspirational brand platforms — Lead On. Presenters will share their unique and engaging discovery process that helped uncover TCU's true DNA. As well as the aha moment that led them to settle on the school's bold new rallying cry. Attendees will learn how they used the research process to engage and get buy-in from key constituents, and how the brand platform has impacted all aspects of the TCU experience, increased student engagement and even supported the direction of their five-year strategic plan.

Track 2:
Digital
Strategy

E-Expectations 2018: Using Digital Assets to Move Prospective Students Through the Enrollment Funnel

Stephanie L. Geyer, Vice President, Digital Marketing, Ruffalo Noel Levitz

This session features the latest results from the acclaimed E-Expectations research focusing on opportunities to leverage digital resources (website, e-mail, text, social and paid marketing) to drive prospects through each step in the enrollment process. The updated study will provide new direction in creation of photography and video/tour assets.

Track 3:
Leading
Operations &
Organizations

Not Your Ordinary Mar-Com Structure: A Centralized, Yet Decentralized Model

Dr. Betsy Holloway, Vice President for Marketing & Communications, Samford University

Katie Stripling, Executive Director of University Marketing, Samford University

What if you could benefit from the strengths of both centralized and decentralized mar-com structures? In this session, we'll explore how Samford University achieved greater influence, effectiveness and efficiency through a new organizational structure that combines the strengths of central marketing and the needs of academic units.

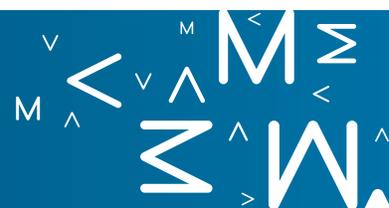
Track 4:
Engaging
Audiences

Beyond Campaigns: Marketing Communications Strategies that Drive Alumni and Donor Engagement Outside of Capital Campaigns

Derek Cassoff, Managing Director, Communications & Donor Relations, McGill University

Edward Sevilla, Senior Vice President, Grenzebach Glier + Associates

The quiet phase of a capital campaign, and the period between campaigns, are critical times to foster engagement with major donors and alumni. Learn how McGill has mastered this in-between time through applying best practices to leverage positioning and messaging and keep alumni and donors engaged with the university.



Track 5:
Marketing
Insights

Are Old Marketing Tactics New Again? New Outreach Trends and Enrollment Expectations

Johanna Trovato, Senior Analyst, NRCCUA

Cara Quackenbush, VP of Research, NRCCUA

With stiff competition and shrinking budgets, enrollment marketers have a clear mandate: Double down on what works. This can be a challenge, given that the priorities and needs of each new class changes multiple times throughout a single recruitment cycle. New research from Eduventures uncovers clear trends to help marketers think strategically and balance the old with the new in their marketing mix.

Track 6:
Special
Interest

How to Avoid Making Enemies and Gain Consensus on Selecting Programs to Market

Diane Kuehn, President & CEO, VisionPoint Marketing

Matt Walters, Vice President, Senior Strategist, VisionPoint Marketing

Every program at your institution clamors for your marketing time and budget, but you can't serve everybody. There's no way you can effectively market every program at the same time. But choosing which programs to market can be a highly subjective, politically fraught decision. How can we be more data-driven, objective and ultimately strategic in choosing programs to market? We'll teach you to create a program-selection matrix so you can work with campus stakeholders to determine priorities. We'll reveal the process we've used on multiple campuses to navigate the political minefield of identifying which programs should get your incremental marketing spend — and which programs shouldn't.

Track 7:
Sponsor
Thought
Leader
Session

Industry Experts Session

Speakers from:

PPAI

InMotionNow

Pantheon

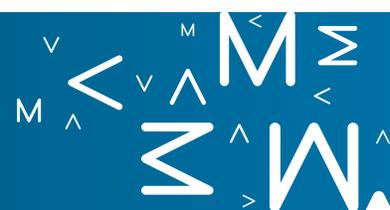
11:15 am-12:00 pm | **Breakout Sessions**

Track 1:
Brand
Strategy

How Sweet Briar College Found Its FIERCE (Brand)

Melissa Richards, Vice President, Sweet Briar College

Learn how Sweet Briar College changed the narrative from “the school that nearly closed in 2015” to one of confidence, courage and grit through a comprehensive marketing effort, including thorough constituent research, a refreshed brand platform and an ongoing advertising campaign.



Track 2:
Digital
Strategy

A Completely Different Approach to Social Media: Tips and Tools from MIT's AI Lab

Adam Conner-Simons, *Head of Communications & Media Relations, Massachusetts Institute of Technology*

Six years ago, MIT's Computer Science and Artificial Intelligence Lab (CSAIL) had 2,900 Twitter followers and no engagement. But by revamping their strategy and thinking critically about target audiences, the lab now has more than 47,000 followers and averages over 60 retweets a post. Learn concrete tips about how they did it and how you, too, can turn around your social media efforts.

Track 3:
Leading
Operations &
Organizations

Operating on the Collaboration Continuum

Dr. Stephen Spinelli, *Chancellor Emeritus, Jefferson (Philadelphia University + Thomas Jefferson University)*

John Campanella, *Chief Executive Officer, 160over90*

With higher ed increasingly under fire for insufficient student ROI and industry experts signaling mass M&As, Dr. Stephen Spinelli (Chancellor Emeritus of Jefferson) and John Campanella (CEO of 160over90) will detail the university's recent merger, unpack collaboration and consolidation theories, and impress the urgency to redefine the higher education value proposition.

Track 4:
Engaging
Audiences

Buy the Data, Build the Campaign, Beat the Bleak Demographics: New Ways to Win in Higher Ed Enrollment Marketing

Joel Anderson, *Vice President of Marketing & Strategy, Waybetter Marketing*

Rich Whipkey, *President, Waybetter Marketing*

Mark Barrett, *Director of Enrollment Programs & Services, The College Board*

John Thompson, *Vice President of Marketing, Albion College*

Four panelists — a VP of marketing, a senior enrollment strategist and two agency executives — talk best practices for enrollment marketers. From buying the right data to building hyper-personalized campaigns that operationalize that data, they'll share the strategies that lead to sustainable enrollment growth despite difficult odds.

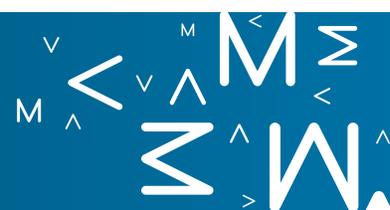
Track 5:
Marketing
Insights

#what'spoppin? MarCom's Insights on Communication Habits of the iGeners at The University of the West Indies

Wynell A. Gregorio, *Manager, Marketing & Communications, The University of the West Indies*

Student engagement is elusive. Gen Zers are hyper-connected. Social media is abuzz and burgeoning. Videos are omnipotent. What's a marketer to do? How can we connect? These are just some of the dizzying questions that keep us up at night at The University of the West Indies' MarCom department. Of our 19,000-student population, we're never too sure what platform to use to serve up our communications.

It's also a conundrum of balancing too much info with not enough. Our 19-year-olds complain of information overload and, on the flip side, they're never aware of what's happening on campus. With this backdrop, the marketing team developed a robust quantitative instrument, popping incentives and a killer research campaign. The data offered will provide a model for systematic research, and showcase the campaign model for data gathering and use of the insights to drive decision-making for higher education marketing.



Track 6:
Special
Interest

From Brand Cops to Brand Collaborators: Successfully Enforcing Brand Governance

Emily Blue, Manager of Brand, Advertising & Sponsorships, Purdue University
Erika Austin, Manager of Trademarks & Licensing, Purdue University

Since 1987, a policy has existed relating to brand governance at Purdue University, but it was never effectively communicated to the university system. This led to an inconsistent and incoherent brand identity for the university. Everything changed in July 2017, when the university president issued a memo clarifying that Marketing & Media was the administrative unit tasked with the management and protection of the university's brand as well as all the federally registered and established by-use trademarks. In this session, you'll learn how we successfully navigated our renewed brand enforcement position through the creation of a new Brand Management and Operations unit, a thorough stakeholder communications plan, and updated brand resources, including an online co-brand logo generator.

Track 7:
Sponsor
Thought
Leader
Session

Texting in Higher Education: The Value of (Actually) Reaching Students

Jens Larson, Director for Student Communications, Eastern Washington University
Dave Marshall, President and Product Manager, Mongoose

In April of 2017, Eastern Washington University began texting students with the hope of engaging students who were hard to reach otherwise (a plight to which we can all relate). EWU quickly recognized texting's ability to turn previously arduous processes into personal, guided experiences for students and families. The results: unprecedented increases in event participation, enrollment yield and net revenue.

Early success within the Admissions department sparked interest in texting across campus. Orientation now uses texting for reminders and event check-ins. Housing distilled a process that once required eight student workers over a period of six weeks down to three student workers over the course of one week.

12:00-1:45 pm | **Luncheon Keynote**

Jennifer Garrett, Head of Industry, Education at Facebook

2:00-2:45 pm | **Breakout Sessions**

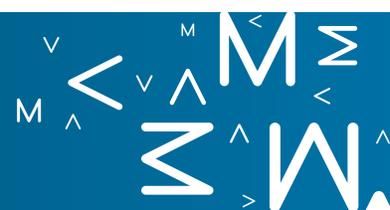
**Extended
Marketing
Session**

Note: This session runs until 3:30 pm

Seven Competing Tensions of Marketing Leadership

Jessica McWade, President, McWade Group, Inc.
Joel Seligman, Associate Vice President for Strategic Communications, University of Maryland

Marketing and communications leaders face many competing tensions. How to champion our function internally while serving clients with humility? How to work promptly in institutions that don't work fast enough? Drs. Joel Seligman and Jessica McWade deliver a lively workshop with practical advice for managing these and other competing tensions.



Track 1:
Brand
Strategy

Stop Wasting Space – Brand It

Carole A. Custer, *Director of University Marketing, Iowa State University*
Scott Helms, *Principle, Flying Hippo Brand + Digital*

Your campus buildings can be transformed into effective marketing assets through highly creative environmental branding. Learn how these often overlooked spaces can be utilized to their full marketing potential to greatly elevate the overall perception of your brand, enhance the student experience and boost donor dollars.

Track 2:
Digital
Strategy

Extending Your Marketing Reach with Marketing Automation

Coreen Geary, *Sr. Marketing Specialist - Extended University Programs, Bryant University*
Eric McGee, *Director of Client Services, JMH Consulting, Inc.*

Marketing automation tools improve performance at each stage of the marketing funnel, align marketing efforts with university recruiting and increase effectiveness. Gain an understanding of marketing automation best practices and lessons learned, based on implementations of two of the most popular platforms – Marketo and Pardot.

Track 3:
Leading
Operations &
Organizations

Putting Students First: Communicating Honestly, Accurately and Quickly to Relieve Anxiety During a Prolonged Academic Strike

Christine Szustaczek, *Associate Vice President, Communications, Public Affairs & Marketing, Sheridan College*
Nicole Woodall, *Manager, Digital & Social Marketing, Sheridan College*

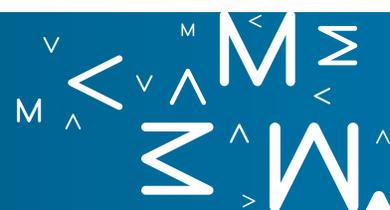
On October 16, 2017, the longest academic strike in Ontario college history began. This case study will share Sheridan's blueprint for real-time, two-way communication during a five-week long academic strike that cancelled classes for 23,000 students, before switching gears to help ease our community's transition back to class and work.

Track 4:
Engaging
Audiences

Marketing the Money: Personalizing Your FinAid Package to Engage Gen Z

Logan West, *Assistant Director of Marketing & Communications, Fordham University*
Alexandra Loizzo-Desai, *Associate Editor, Marketing & Communications, Fordham University*

Financial aid is one of the key factors in a student's college decision – and one of the most intimidating. Personalizing the financial aid package allows colleges to present this information in a more accessible way while also making a case for a student and family's return on investment. By doing this work in-house rather than through a vendor, we were able to make the piece match the complete suite of admissions materials, emphasize different points based on our admitted pool, and break the previously imposed template. Through the process, each of the departments at play was better able to understand and respect their colleagues' impact on the overall recruitment and enrollment process. And the final product helped Fordham yield the most talented and diverse class in our university's history.



Track 5:
Marketing
Insights

Beyond the Funnel: How to Build an Enrollment Research Juggernaut in Four Reports (to start with)

Timothy J. Heuer, Director, Enrollment Systems, Research & Reporting,
Loyola University Chicago

You know you need research to understand your enrollment marketing plans. Where do you start? This presentation details the core four reports created by Loyola Chicago's Enrollment Research Team. You'll learn how we understand applicants and their website behavior, how we measure marketing success, and how Loyola evaluates the market for new programs.

Track 6:
Special
Interest

How to Win Friends and Influence People (With Earned, Shared and Owned Media)

Christine Dellert, Deputy Chief of Staff for Communications & Operations,
University of Central Florida

Mike Kilbride, Assistant Vice President for UCF Downtown, University of
Central Florida

Hear how the University of Central Florida leveraged media and marketing to surpass a \$20 million fundraising challenge, overcome a governor's veto, and win broad support for a new downtown campus that will provide nearly 8,000 students with new degree pathways.

Track 7:
Sponsor
Thought
Leader
Session

TBD

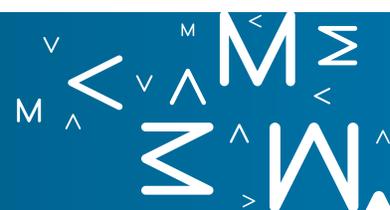
3:00-3:45 pm | **Breakout Sessions**

Track 1:
Brand
Strategy

This Is Michigan — Stories of Our State: An Innovative Approach to Storytelling and Brand Engagement

Elizabeth Parkinson, Assistant Vice President for Marketing Communications,
University of Michigan

It's the holy grail; how to drive and measure sentiment. Join the University of Michigan through its journey to use existing research to develop a hyper-local, hyper-personal approach to storytelling while engaging new audiences and driving an increase in positive sentiment along the way.



Track 2:
Digital
Strategy

Getting Personal to Get Results: Making Website Personalization a Part of Your Marketing Strategy

Eric P. Meier, Director of Digital Marketing, Bryant University
Jason Smith, Director & Founder, OHO Interactive

How can higher ed marketers use Amazon-style personalization tactics to increase yield? At Bryant University, they added real-time website personalization to their marketing mix and developed lead nurture and yield campaigns to influence key growth segments.

This session will walk through the process that Bryant University used to set goals, select segments, create content and implement the personalization strategy. You'll get use cases for personalization, see results from campaigns and hear lessons learned.

Track 3:
Leading
Operations &
Organizations

Reclaiming the Public Trust

Julie Peterson, Partner & Co-Founder, Peterson Rudgers Group
Steve Kloehn, Senior Associate, Peterson Rudgers Group

Higher education is in the midst of disruption and an unprecedented loss of status in American society: challenges to the business model, critiques of value and cost, political divisiveness and unfavorable state and federal policies, promotion of alternatives to college, and other fundamental questions about the academy's public compact.

This session will provide a high-level scan of the major issues, opportunities and trends in 2018 affecting the public perception of higher education; highlight best practices; and offer strategies college communicators can use to help their institutions demonstrate value, reclaim public trust, and chart a strong and distinctive future direction.

Track 4:
Engaging
Audiences

Using Short-Form Video to Engage Gen Z

Michi Gupta, Senior Digital Strategist, Lipman Hearne

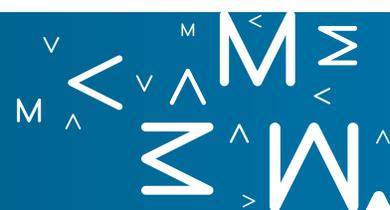
Short-form videos can be the perfect complement to your marketing and recruitment efforts. But how do you strategically leverage this tool and develop/distribute powerful content effectively? In this session, you'll learn how many colleges are using short-form video to bolster their brands and better connect with prospects — doing so within limited budgets and resources.

Track 5:
Marketing
Insights

Big Data Marketing Plans Advancing Your Planning Efforts in Today's Digital Age

Aaron Blau, Director of Strategic Engagement, Stamats
Matthew Zevenbergen, Director, Advanced Analytics & Insight, Stamats

Big data and machine learning are some of the most valuable tools in today's current higher education landscape. We will show the importance of data, what to capture, how to capture it, and what data are important, and use cases from current higher education campuses. This presentation will show how big data and machine learning affect your marketing plan and related resources and how you can use data to measure far beyond the typically used resources.



Track 6:
Special
Interest

Lessons Learned: Presidential Transitions and Elevating Your University's Profile to Gain Competitive Advantage

Amber Epling, *Director of Presidential Communications, Ohio University*
Jennifer Kirksey, *Chief of Staff, Ohio University*

As more and more universities experience presidential turnover due to shorter tenures, it is imperative that marketing and communication professionals be prepared for such a transition. This session will provide a retrospective analysis of the three main stages in this process: the presidential farewell, the presidential search and the presidential introduction. Staffers from the Office of the President at Ohio University will be on hand to offer insights into this process and share important lessons learned from their own recent presidential transition. The session will focus on the importance of strategic planning, goal setting, branding, social and digital media presence, engagement and media relations strategies, and special event planning.

Track 7:
Sponsor
Thought
Leader
Session

TBD

3:45-4:15 pm | **Exhibitor Solutions and Networking Time**

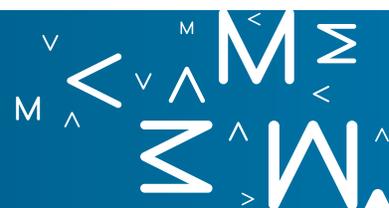
4:15-5:00 pm | **Roundtable Discussions**

5:00-7:00 pm | **Networking Reception**

TUESDAY, NOVEMBER 6, 2018

8:30-9:45 am | **Opening Keynote**

Arne Duncan, *Former U.S. Secretary of Education*



Extended Marketing Session

Note: This session runs until 11:45 am

Voices of a New Generation: New Insights About What Today's Generation Z Students Expect from Their College Experience (Hint: It's Not Lazy Rivers)

Bill Faust, Chief Strategy Officer, Senior Partner, Ologie

Kathryn J. Bezella, Vice Dean, Director of Marketing & Communications, University of Pennsylvania

Corey Seemiller, Co-author of *Generation Z Goes to College*; Faculty Member, Department of Leadership Studies in Education & Organizations, Wright State University

Meghan Grace, Co-author of *Generation Z Goes to College*; Graduate Assistant for Assessment & Special Projects, Vanderbilt University

Students today are entering college at a unique time in history, shaping who they are and how they see the world. For colleges and universities, it's critical to recognize this generation's deep-rooted motivations, preferences, characteristics, beliefs and behaviors before and after they arrive on campus. You'll hear from leading Gen Z researchers who will share highlights from their two national studies, a marketing consultant working with this cohort every day, and a marketing executive from an Ivy League admissions office. Together they will discuss new insights about the characteristics, motivations and preferences of these world changers and how these impact everything from recruitment to on-campus and off-campus student experiences.

Track 1: Brand Strategy

7 Potholes to Avoid on the Road to Brand-ville

Jack Chielli, Vice President for Enrollment Management, Marketing & Communications, Mount Saint Mary's University

Elizabeth S. Johnson, Partner, SimpsonScarborough

Brand-building is a complicated business. It's hard work. It takes time. And it's messy. In this session, two seasoned brand builders discuss the common roadblocks to defining, building and launching an effective brand. Using examples from a variety of institutions, we'll provide honest advice on how to replicate the successes and avoid the failures we've experienced while working to develop enduring branding programs.

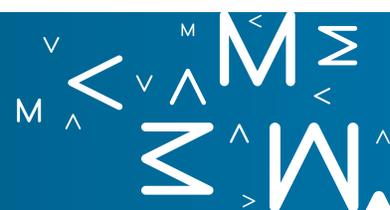
Track 2: Digital Strategy

Living in the Moment: Developing a Marketing Strategy for Mobile's Micro-Moments

Gene Begin, Vice President, Marketing & Communications, Wheaton College (Massachusetts)

Vanessa Theoharis, Director of Digital Marketing, OHO Interactive

Right now, one in three of your website visitors are visiting your website on their phones — and this number keeps growing year over year. You've likely already worked hard to make your website responsive and mobile-friendly, but is your marketing strategy structured to meet the unique needs of this mobile audience? From search strategy to mobile conversions to personalization tactics, this session will review specific approaches and tactics to mobile-equal marketing to ensure you don't lose these visitors, but rather, win them over.



Track 3:
Leading
Operations &
Organizations

All for One: Marketing and Branding Jesuit Colleges as a National Network

Dr. Tom Hayes, Professor of Marketing & Dean, Williams College of Business, Xavier University

Deanna Howes Spiro, Director of Communications, Association of Jesuit Colleges & Universities

This session looks at the process underway to market the nation's 28 Jesuit universities, done in cooperation among the sister institutions. It involves marketing strategy and targeted communications, including commercials, designed to promote the strengths of a Jesuit education, regardless of which institution you may choose.

Track 4:
Engaging
Audiences

Prescription Success: How Professional School Marketers Can Script a New Strategy to Meet Student Recruitment Goals

Matt Splett, Director of Communications, University of Florida College of Pharmacy

Missing your student recruitment goal can be a multimillion-dollar mistake. Learn five cost-effective strategies and creative ideas that helped the University of Florida College of Pharmacy script a turnaround in student recruitment efforts to meet enrollment goals and recruit a record number of out-of-state students.

Track 5:
Marketing
Insights

Google Analytics

Andre Moraes, Principle Analytical Lead, Google

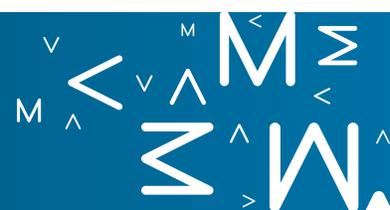
Track 6:
Special
Interest

Marketing and Advancement: Colleagues and Partners — or Direct Reports?

Michael Stoner, President, mStoner, Inc.

Rob Zinkan, Associate Vice President, Marketing, Indiana University

In this presentation, based on insights from the 2018 Survey of Digital Advancement by CASE and mStoner, Inc., and interviews with senior advancement and marketing professionals, we explore the current relationship between the CMO and chief advancement officer. Are they colleagues and partners? And, more importantly, what lies ahead for the CMO/CAO relationship as institutions seek to implement more effective engagement strategies with the entire range of an institution's stakeholders?



Track 7:
Sponsor
Thought
Leader
Session

Is Your Martech Game on Point? Visualizing How Your Marketing Drives Enrollment Growth

Jeff Certain, Director of Partnership Strategy, Collegis

Dan Antonson, Senior Manager, Marketing Technology, Collegis

The integration of your marketing technology is critical to growing revenue at your institution. Your prospective student journey is enabled by all kinds of different technology — content management systems, marketing automation, CRMs, digital analytics — but those tools don't always work together to create a cohesive view.

Consider how much more powerful your institution's data would be if all of the information captured by the tools above could be attributed or tracked from start to finish.

11:15 am-12:00 pm | **Breakout Sessions**

Track 1:
Brand
Strategy

Commercial Games: Getting More from a 30-Second Television Spot

Autumn Walden, Assistant Director of Digital Marketing, Villanova University

Nathaniel Harrison, Assistant Director of Marketing, Villanova University

Shane McNichol, Social Media Coordinator, Villanova University

Go behind the scenes with Villanova University to learn how a lean, multi-faceted team reinvigorated its 30-second television spot. Going beyond traditional methods using a multichannel marketing strategy, the team amplified the star power of student and faculty cancer researchers as brand ambassadors to tell an impactful academic research story.

Track 2:
Digital
Strategy

Managing Social Media: From Gone Wild to Go West

Kristen Everett, Content Strategist, Mindpower Inc.

Melanie Boyd, Social Media Strategist, University of West Georgia

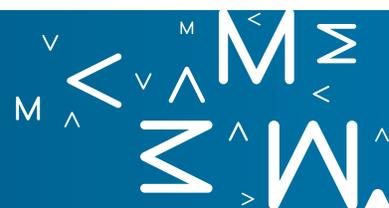
University of West Georgia has been rocking the Go West brand for years. But on social media, the power and impact of Go West had been muddied by some unwieldy social accounts. This session will cover how UWG is bringing Go West to life across multiple campus social accounts through strategic guidelines, creative templates and community building.

Track 3:
Leading
Operations &
Organizations

Cultivating an Organization-Wide Marketing Engine: A Step-By-Step Guide to Leveraging Your Front-Line Staff and Faculty as Powerful Marketing Assets

Beth L. Cooper, Chief Marketing Officer, American Public University System

There's an authentic way to elevate your brand with the most powerful resource that you already have—your people. In this interactive storytelling session, we'll explore techniques for driving action and accountability throughout the organization to support your growth objectives. Starting with ways to internally "sell" the value and programs that ignite participation from your most overtaxed teams, we'll unveil how American Public University System successfully integrates marketing, academics and advising into a unified marketing engine that leverages the most innovative content marketing and social platform tools available to amplify your unique brand story.



Track 4:
Engaging
Audiences

The Crown: Content Is King and Rules All Marketing Lands

Chris M. Kormis, Associate Dean & Chief Marketing Officer, Georgetown University McDonough School of Business

Shelly Heinrich, Interim Associate Dean, MBA Admissions & Director of Marketing, Georgetown University McDonough School of Business

Julia Zito, Assistant Vice President for Marketing, American University

No content + No marketing = No students. Marketers rely on vibrant content to feed every channel. This session explores identifying and delivering the types of content that perform well on both paid and unpaid media platforms. It also will show how each performs using analytics to better target your ROI.

Track 5:
Marketing
Insights

Knowing Me, Knowing You

Willem Koolhaas, Director, Marketing & Communications, Rotterdam School of Management

Andrew Crisp, Co-Founder & Director, CarringtonCrisp

The story of international student recruitment, told through two 10-year international student studies and the experience of making Rotterdam an international study destination. Everything you need to know to attract international students and what they already know about you.

Track 6:
Special
Interest

Admissions Transformation: Connecting with Underrepresented Minority Students Through Strategic Marketing and Outreach

Carolyn Berry, Associate Vice President, Marketing & Strategic Planning, Wayne State University

Kathleen Holbrook, Marketing Manager, Content Strategy & Student Engagement, Wayne State University

Despite being the most diverse public university in Michigan, Wayne State's School of Medicine was at an all-time low with underrepresented minorities in 2015-16. Find out how strategic marketing and communication efforts resulted in underrepresented minority acceptances increasing 687 percent in just one year.

Track 7:
Sponsor
Thought
Leader
Session

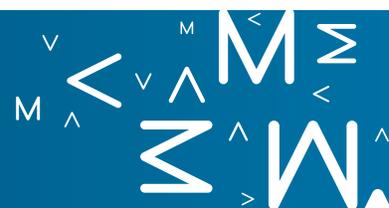
Industry Experts Session

Speakers from:

Lucidpress

Ologie

12:00-1:30 pm | **Higher Ed Marketer of the Year Award Luncheon**



Track 1:
Brand
Strategy

Building a Story Brand: How St. Catherine University Tells the MBA Story

Dr. Michelle Wieser, Associate Dean, St. Catherine University

Dr. Diane Fittipaldi, Assistant Professor, St. Catherine University

Dr. Mary Thomas, Associate Professor, St. Catherine University

Donald Miller's book, Building a Story Brand provides a compelling framework from which to write and tell a story about your brand. We will share how we applied Miller's seven universal story points to enhance the way we connect with prospective MBA students, share our story and grow our program.

Track 2:
Digital
Strategy

Stairway to Website Heaven: 7 Steps to Creating an Experience Prospects, Students and Search Engines Will Reward

Will Scott, CEO & Co-Founder, Search Influence

Alison Zeringue, Director of Account Management, Search Influence

Christa Payne, Director of Business Operations & Administrative Success, Tulane University School of Professional Advancement

By nature of Google's algorithm, universities have a leg up in search rankings thanks to .edu domains and brand recognition. Many university websites are not set up to best take advantage of this great gift! So what's a university to do? Learn the seven most relevant tactics to improve your search visibility among prospects and students.

Track 3:
Leading
Operations &
Organizations

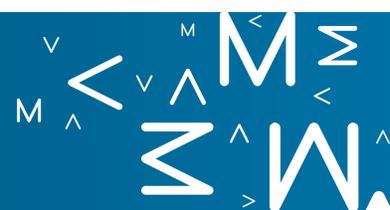
Driving Growth with Speed: Applying Fortune 500 Strategies to Higher Education

Tim Bohling, Chief Marketing & Communications Officer, Georgia State University

Brian Connelly, Director of Business Development, Converge Consulting

There is no shortage of changing landscape or red tape to navigate in higher education. The impact that the digital world and technological advancements have on our marketing goals and strategies feels endless. At the same time, our efforts to implement new strategies and explore new channels are often met with budget limitations, stakeholder wrangling, and minimal time and resources.

Tim Bohling is leveraging years of leadership experience at Fortune 500 companies like IBM to elevate Georgia State University's brand equity and accelerate the college's growth. This session will discuss strategies that rip through the red tape and drive significant prospective student engagement across the enrollment journey.



Track 4:
Engaging
Audiences

Show Don't Tell: Experiential Storytelling for Creative Campaigns and Brands

Lisa Robbins, *Creative Director, Strategic Marketing & Communications, University of Georgia*

Julie Lauderbaugh, *Assistant Vice President of Campaign Communications, Florida Atlantic University*

Experiential storytelling has dethroned the content king. Deeper brand journalism means transporting the senses toward an experience, not just a story. Join us as we share our adventures in the next generation of marketing communications engagement.

Track 5:
Marketing
Insights

Leveraging Marketing Intelligence to Connect the Dots Between the Customer Journey and the Admissions CRM

Linsey Carbone, *Former Chief Marketing Officer, Vanguard University*

Paul Bresenden, *President, 454 Creative*

Are all your marketing efforts linked to ROI? Explore how using a systematic approach to marketing can revolutionize your organization, giving clarity on how to measure the effectiveness of each marketing initiative and providing the justification on marketing spend and resource allocation.

Track 6:
Special
Interest

When the Brand Hits the Fan: Navigating Through Crisis and Turnaround at Evergreen

Sandra Kaiser, *Vice President for College Relations, The Evergreen State College*

Janet Goss, *Partner, GMMB*

The Evergreen State College and GMMB share their experiences dealing with crisis communications during a rebrand. Evergreen, a small public liberal arts and sciences college, is a case study of how a strong new brand story can help inspire a community through turmoil and set the stage for revitalization.

Track 7:
Sponsor
Thought
Leader
Session

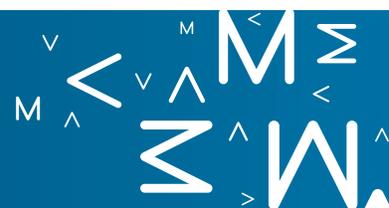
TBD

2:30-4:00 pm | **Networking & Exhibitor Time**

Last chance to speak with our vendors!

3:15-4:00 pm | **9x5 Round Robin Session**

Back by popular demand! We have picked nine hot topics and nine super-smart, smooth-talking marketing pros, each sharing five minutes of their most unconventional wisdom.



Track 1:
Brand
Strategy

From Brand to Billions

Brad Bohlander, Chief Communications & Marketing Officer, Associate Vice Chancellor, North Carolina State University

Amy Feriozzi, Executive Director of Development Communication, North Carolina State University

Track 2:
Digital
Strategy

Thinking About Digital Through a Student's Lens: Building an Omnichannel Strategy for a Seamless Experience

Sarah Higgins, Director of Marketing Communications, Western Colorado University

Doug Mowbray, CEO, Mogo Interactive

How do higher education marketers deliver a seamless digital experience to appeal to digitally savvy students? It starts with implementing an omnichannel strategy. By understanding a student's journey through the many devices in today's world, we can understand how to tell a story across devices and provide an unparalleled digital experience.

Track 3:
Leading
Operations &
Organizations

Making Change: Growing a Seed in a Culture of Silos

Erin Petrotta, Director of Marketing & Student Communication, Oklahoma State University

Megan Horton, Director of Branding & Digital Strategy, Oklahoma State University

The greatest threat to higher education may be autonomy and independence in the name of creativity and having it "our way." Learn how a pilot project created a unique opportunity to strategically align Oklahoma State University's marketing, communications and enrollment management departments while moving the university's institutional goals forward.

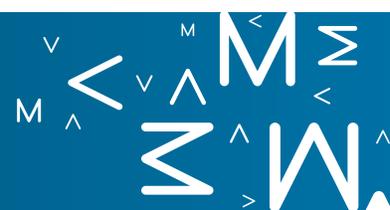
Track 4:
Engaging
Audiences

You're Invited: Making Marquee Events Your Power Engagement Tool

Mark L. Woodland, Assistant Vice Chancellor, Communications & Public Affairs, California State University

Char Williams-Cavitt, Assistant Vice President, Chapman University

Discover smart ideas for turning campus events into powerful tools for engaging audiences and building brand distinctiveness. Far from being a "how to" discussion for event planners, this presentation will focus on strategies and tactics to use before, during and after campus activities to generate lasting connections.



Track 5:
Marketing
Insights

Post-Traditional Graduate Students – Insights for Program Development and Marketing

Carol Aslanian, President & Founder, Aslanian Market Research

Scott A. Jeffe, Senior Director, Aslanian Market Research, EducationDynamics

Post-traditional graduate students comprise almost 80% of the graduate market. Attendees will review data from a 2018 national survey profiling these students' demands and preferences. Discussion will focus on how findings can be applied to marketing, outreach and program development efforts to ensure institutions are connecting effectively with graduate students.

Track 6:
Special
Interest

The New Normal: How to Market Internationalization to Increase Recruitment, Retention and the Global Presence of Your University

Robin Helms, Director, Center for Internationalization & Global Engagement, American Council on Education

Avery Waxman, Vice President, External Communications, Navitas North America

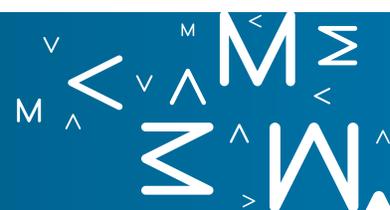
Jake Elsen, Vice President, Marketing & Recruitment, Navitas North America

While we watch the U.S. lose its long-standing position as the #1 destination for international students, "globalization" nevertheless continues to rise as a strategic institutional priority across campuses large and small. As marketers, how do we reconcile the aspiration for an internationalized campus community with the reality of our current political and policy environments?

Guided by insights from ACE's signature research report, Mapping Internationalization on U.S. Campuses, a panel of international education and recruitment experts will discuss the current state of internationalization at American colleges and universities, analyze progress and trends over time relative to recruiting, support and integration, and identify future priorities.

Track 7:
Sponsor
Thought
Leader
Session

TBD



Meet the Centennials: The Next Generation of Students

Kate Turkcan, *Vice President and Head of Youth Insights, Kantar Consulting*

Centennials (also known as Gen Z) are independent, open-minded and future-focused. They don't have time to ease into the realities of today's world; they need to dive in head first in order to succeed in the long run. No longer a stopping point filled with fun and freedom, the youth lifestage is now a time to prepare for adulthood and plan for tomorrow.

This evolution of the youth lifestage means that higher education institutions can't rely on strategies and tactics that have long been successful with potential students. Join Kate Turkcan, Kantar Consulting's Vice President and Head of Youth Insights, as she shares the key insights necessary to engage and recruit centennials, given their disruptive and unique higher education needs.

WEDNESDAY, NOVEMBER 7, 2018

Your Institution in Crisis: Protecting Your Brand and Rising Above the Fray

Teresa Valerio Parrot, *President, TVP Communications*

Erin Hennessy, *VP, TVP Communications*

From "fake news" to sexual harassment to student safety, institutions are in the cross-hairs of an aggressive news media, a skeptical public and seemingly ungovernable social media. Reputational risks abound, and higher education leaders must be vigilant and prepared. This session focuses on understanding and planning for reputational crises.

Featuring multiple real case studies and a tabletop exercise, this session will help attendees sharpen their understanding of how the news media operates today; how to secure leadership buy-in for a robust and comprehensive crisis planning, prevention and management protocol; and the responsibilities leaders have to their institutions and their varied constituencies in times of crisis.

Influencing Without Power: Selling Ideas and Engaging Leaders at the Top of the Higher Ed Org Chart

Aaron Templer, *Founder & Strategist, Three Over Four*

Higher ed marketers, whether they realize it or not, are leaders. They must continually influence others to justify budgets, gain a seat at the product innovation table, engage institutions around brand consistency and more. These are sophisticated change leadership challenges, and to make things even more challenging, higher ed marketers often must lead up: Without access to the levers of power, they must engage stakeholders who are (or who see themselves) in positions of authority over the marketing staff. This workshop will cover the fundamentals of leading and influencing others, skills that also transfer to a marketing professional's job of influencing market segments.

