Register for one of our six pre-conference tutorials to help you focus in on an area where you need a little more help. Each session costs $300 for AMA members and $325 for non-members.

### Tutorial A

**From Better to Best: Elevating Your University Social Media Strategy** *(M101)*

Optimize your social strategy by understanding who your audience is and what makes them tick. This session will focus on analytics, spending your marketing dollars in the digital space, creating engaging content, leveraging campus partnerships, working with students, incorporating your mascot and taking a deeper dive into Snapchat.

Learn how to tell your university’s story digitally from one of the nation’s leading social and digital media teams out of Colorado State University. CSU Social has earned a Webby Award and are Shorty Award finalists CSU’s Facebook and Instagram accounts have been named the most engaging university social accounts by Rival IQ and HubSpot, respectively.

- **Kimberly Stern**, Director of Social and Digital Media, Colorado State University
- **Jen Smith**, Assistant Director of Social and Digital Media, Colorado State University

### Tutorial B

**Marketing for Higher Education-Real Fast!** *(M105)*

This session will take the principles of marketing and show how they apply to marketing universities and colleges in a whirlwind, hold on to your hats, highly energetic and interactive fashion.

The session is guaranteed to be a great introduction to marketing higher education to the newer attendees and a refresher to even the most seasoned of practitioners.

- **Tom Hayes**, Dean, Williams College of Business, Xavier University
Building A Higher Education Brand (M103-104)

"Branding" is no longer a dirty word in Higher Education. The discipline is being embraced by all types and sizes of institutions and must be well understood by effective university marketing practitioners. In this session, you will learn from two marketing communications leaders at vastly different institutions how to:

- Discover your university’s true brand and implement a brand strategy that helps achieve university and department goals
- Understand your brand architecture and how to tailor the brand for various units
- Develop and launch a new brand identity/visual system
- Align stakeholders to deliver and communicate in a brand-aligned way that elevates the university and all its divisions
- Create tools and strategies that make it easy for units to produce professional, on-brand communications
- Build consensus, buy-in and support among leadership, faculty, staff, students and alumni
- Decide if you need to involve an agency, and how to work best with them if you do

We will present both theoretical frameworks and practical case study examples, and will facilitate discussion to ensure that attendees’ most pressing challenges are being addressed.

Christie Harper, Assistant Vice President of University Marketing, California Lutheran University
Brad Bohlander, Chief Communications Officer, Associate Vice Chancellor for University Communications, North Carolina State University

Developing the Highly Effective Integrated Marketing Communication Plan (M101)

This session provides an in-depth review of integrated marketing communication (IMC) with an emphasis on developing a purpose-built marketing strategy and plan. We will begin with a careful review of IMC and then deconstruct IMC into its three main parts—brand marketing, direct marketing and internal communication.

We’ll spend most our time examining the sequential steps for writing and implementing an integrated marketing communication plan. Areas of focus include: conducting a situation analysis, setting goals, audience definition, identifying target geographies, creating action plans and budgeting.

We will also look at options for increasing faculty support of marketing and strategies for measuring marketing effectiveness. This session will include worksheets that you can use with your planning team for each step.

Robert (Bob) A. Sevier, Senior Vice President, Strategy, Stamats
Digital Marketing Strategy: Creating Conversion Experiences to Gain Competitive Advantage (M103-104)

The challenge is clear: How do you create marketing strategies in a rapidly changing, highly cluttered digital world to win favor with people who are mobile, impatient and skeptical of traditional marketing messages?

In this session, we’ll explore “expert opinion” about what changes to expect in marketing in the near term (the next year or two) and speculate about what’s likely to happen in the next five years.

We’ll review the balance between inbound and outbound marketing, effective content marketing strategies and an organization’s ability (or lack of it) to “shape the brand” in a world where people are skeptical of traditional brand claims. Throughout, we’ll reinforce our emphasis on the “need for speed” in the impatient digital world.

Expect to see real-world website and advertising examples from colleges and universities.

You’ll leave this tutorial with:

- An understanding of how major issues at play will continue to unfold
- The best day-to-day tactics to stay ahead (or at least abreast) of ongoing digital evolution
- The online experiences that are most likely to help enroll students, generate gifts and give your college or university a competitive advantage.

Bob Johnson, Bob Johnson Consulting, LLC

Content (Strategy) is King: The Workshop (M105)

Does your website content development lack a strong strategic direction? You balance presenting special events, course descriptions and requests from leadership. At the same time, website visitors are looking for relevant content and information that meets their unique needs. How do you move to a well thought out plan for a website that is built on compelling content created specifically for your target audiences?

This workshop will walk through the process of setting goals, developing personas, brainstorming content ideas, defining the engagement funnel and putting together a plan and publishing schedule. We’ll also provide suggestions for customizing this approach to fit your budget and resources. Attendees will leave with actionable steps and documentation to create a content strategy that provides prospective students with content they need, when they need it.

Tony Poillucci, Vice President, Senior Strategist & Creative Director, VisionPoint Marketing
Matt Walters, Vice President, Content Strategist and Director of Account Services
Joshua Dodson, Director of Integrated Marketing, VisionPoint Marketing

5:00 p.m. - 7:00 p.m.  Opening Reception and Exhibits (Imperial Ballroom and Foyer)
Monday, November 13

7:00 a.m. - 7:45 a.m.  Yoga with Lisa Jordan, Mindpower (M101)

8:00 a.m. - 8:30 a.m.  Continental Breakfast (Imperial Ballroom and Foyer)

8:30 a.m. - 9:45 a.m.  Keynote Session (Marquis Ballroom A-C)

Stefanie Miller
Senior Vice President, Strategic Partnership Marketing
The Coca-Cola Company

Marketing That Matters
Stefanie will share examples of past and present Coca-Cola advertising that has pushed social boundaries and helped create optimistic statements. She will then share how her team has created a relevant campus ambassador program where they have hired over 100 college students where they have trained them on social media, encouraging them to do local “marketing that matters.”

9:45 a.m. - 10:15 a.m.  Exhibitor Solutions and Networking Time (Imperial Ballroom and Foyer)

10:15 a.m. - 11:45 a.m.  Extended Marketing Session 1 (Marquis Ballroom D)

E-Expectations 2017: How Online Expectations Change for Today’s Prospective Students and Parents
Attend this session and be the first to learn about the latest trends and behaviors among juniors, seniors, and parents as they use digital marketing resources to explore their college enrollment options. This session will explore their use of websites, email, texting, paid marketing, social media, forms, and more.

Stephanie Geyer, Web Strategy and Interactive Marketing, Ruffalo Noel Levitz
Lance Merker, President and CEO, OmniUpdate
Kim Reid, Principal Analyst, NRCCUA/Eduventures

10:15 a.m. - 11:00 a.m.  BREAKOUT SESSIONS

Track 1: Brand Strategy
How to Achieve Brand Coherence Across the Enterprise (International 5-6)
This session will share qualitative research findings from a case study that examined brand coherence at a major multi-campus public research university. You’ll learn about the necessary organizational and cultural factors and the role central marketing has played - as well as the study’s implications for institutions both big and small.

Rob Zinkan, Associate Vice President of Marketing, Indiana University
**Track 2: Digital Strategy**

**Texting: Why Finesse and Respect Rule the Medium** *(International 7-8)*

Learn to connect with students naturally and authentically through mastery of the core principles and philosophy of texting. This session focuses on texting as a medium and how to best leverage it for better enrollment results and student outcomes.

*Suzanne Petrusch*, Enrollment Management, Presbyterian College  
*David Marshall*, President and Product Manager, Mongoose

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**Track 3: Engaging Audiences**

**The Future Student** *(International 9-10)*

Gen-Z is leaving the nest. Many have headed off to college, leaving university administrators wondering: what makes Gen-Z tick? At the University of Cincinnati we have dug deep into the hearts, minds and desires of Gen-Zers to discover who they are, what they crave and how they approach education.

*Nicole Ziady*, Assistant Vice President, Marketing and Digital Communications, University of Cincinnati

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**Track 4: Leading Operations and Organizations**

**Be The Consultant: Leveraging Internal Talent to Rebrand** *(M103-105)*

Eight employees, 11 months, and $100k. That’s what we had to completely rebrand Cabrini University on July 1, 2016. This session delves into the behind-the-scenes restructuring of the Marketing & Communications Department, the implementation of new processes, and how the in-house team defined and launched a new brand. Attendees will also walk through the continued workforce planning required to maintain the brand and address critical institutional needs.

*Celia Cameron*, Vice President of Marketing and Communications, Cabrini University

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**Track 5: Marketing Intelligence**

**Power to the People: A Human-Centered Approach to Marketing Strategy** *(International 1-3)*

The four P’s of marketing are familiar. But in higher ed today, it’s people and purpose that are even more important in building interest in and attachment to your brand. This session highlights how to flip an institutional brand perspective on its head by focusing on understanding the values and motivators of the people that colleges and universities serve, how they want to engage with institutions, and where higher ed brands can become crucial to their lives and ambitions. See how two very different institutions—UNC-Chapel Hill and Loyola Marymount University (Los Angeles)—built their strategies and developed hyper-targeted efforts for engaging various audience segments.

*Kimberly Elenez*, Chief Marketing Officer, Development, University of North Carolina-Chapel Hill  
*John Kiralla*, Vice President for Marketing and Communications, Loyola Marymount University  
*Elizabeth Scarborough*, CEO and Partner, SimpsonScarborough  
*Jason Simon*, Vice President and Partner, SimpsonScarborough
Track 6: Thought Leadership Session

Session Information Coming Soon

11:15 a.m. - 12:00 p.m.  BREAKOUT SESSIONS

Track 1: Brand Strategy

Shared Energy: Architecting a University Brand Strategy for Adoption & Success
(International 5-6)

While most higher ed marketing leaders today understand how a unified focus can distinguish the institution and support strategic priorities, many still struggle to appropriately extend the overarching message to the university’s various individual units. This level of implementation is often overlooked or seen as impossible to get the necessary buy-in to support a true culture shift. This session is about how one of America’s most storied universities established and truly implemented a core communications ethos. With 10 schools and the college, a thriving academic health system, and decentralized communications, UVA’s brand narrative had to be systematically implemented across the entire institution with a deft hand. Come see the specific roadmap that UVA followed to achieve buy-in from stakeholders at each level, the role that executive leadership played, and how we successfully translated the brand for many of the schools, institutes, and UVA Health.

David W. Martel, Vice President for Communications and Chief Marketing Officer, University of Virginia
Carol Keese, Associate Vice President, Marketing, University of Virginia
Cory McCall, Co-Chief Creative Officer, Principal, 160over90

Track 2: Digital Strategy

Becoming a Social-First University: How WVU Went from Forgotten to Followed on Social Media
(International 7-8)

Five years ago, West Virginia University’s social media accounts were an afterthought … and it showed. We wanted to change that. Now, we’re a leader in higher ed social media. Learn how everything changed and why your university can and should make social media a bigger priority.

Tony Dobies, Social Media Director, West Virginia University
Sharon Martin, Vice President for University Relations, West Virginia University

Track 3: Engaging Audiences

7 Partnership Strategies that Help Tell Your Story of Philanthropy While Driving Audience Engagement
(International 9-10)

Learn how USF’s central marketing and development teams partnered together to build a campaign marketing plan that supports the strategic priorities of both divisions and uses the power of storytelling and data to engage donors, alumni, friends, parents, and even students. Hint: These aren’t your grandparents’ gift announcements.

Dan Erwin, Marketing Client Manager for Development, University of San Francisco
Mary McInerney, Associate Director of Development Communications, University of San Francisco
More than Just Message Training: Building Faculty Trust Through Science Communication (M103-105)

Sometimes it feels like faculty are from Mars and marketers are from Venus, but it doesn’t have to be this way! Come learn about novel ways to bridge the faculty-marketer divide by nurturing and then leveraging a groundswell of faculty interest in sharing their research with the general public.

Molly M. McCarthy, Managing Director of Marketing and Communications, University of Washington’s College of the Environment
John Meyer, Assistant Director of Science Communication at the University of Washington’s College of the Environment

Last-Click Attribution Is So Yesterday (International 1-3)

Are you optimizing your campaigns using last-click attribution data? If yes, you may be negatively affecting performance because you’re not giving any credit to top-of-the funnel efforts. Cross-channel, multi-touch attribution solutions have become increasingly accessible. Join us to learn how to better measure your campaign performance.

Akeel Haider, Vice President of Innovation and Strategy, Sparkroom

Session 1: MarTech in Higher Education Presented by Collegis Education (International 4)

MarTech in Higher Education: Can you prove return on your marketing investments?

• How schools create attribution for marketing investments
• How do schools connect disparate technology systems
• How to reach students today where they are

Drew Melendres, Vice President, Strategic Partnerships, Collegis Education

Session 2: Winning the Inbox: 3 Things University Marketers Must Know about Email Presented by Emma

As marketers, we’re tasked with hitting big goals and a solid email marketing program can help you get there. However, in this fast-paced, get-it-done-yesterday world, it’s easy to slip into a routine and end up sending messages that don’t convert. Whether it’s a stale template design or a lack of strategic segmentation, one-size-fits-all can end up being one-size-fits-none.

In this presentation, Director of Marketing, Nora Snoddy, will show you real-life examples from brands that are optimizing their email programs for today’s on-the-go consumers. Simply by focusing on 3, key areas of your email marketing program, you’ll start sending the kind of email that gets real results.

In this session you’ll learn:

• Simple design and content tweaks you can make today to maximize engagement
• The latest tips for automating your messages so they get noticed by the right people at the right time
• The key results to analyze so that you can iterate and improve your results as you go

Nora Snoddy, Director of Marketing, Emma
Common Higher Ed Marketing Whiffs Your Team Can Turn Into Institutional Brand Home Runs  
(Session cancelled. The slide deck is available as a download at ama.org/highered)

Ever heard of a “legacy issue” on your campus? It’s a persistent challenge or problem that can’t seem to find resolution. And while it might appear to be a program issue, a pricing issue, a promotional issue or a delivery issue...it’s a marketing issue that may be holding back the full potential of your institutional brand. In this highly interactive session, seasoned brand managers will introduce a set of all-too-typical higher education marketing blunders that, if remedied, can help to strengthen your institutional brand’s ability to stand up, and stand out from your competitors, and move more stakeholders to take the action you desire from them.

**Eric Sickler**, Vice President, The Thorburn Group  
**Debra Lukehart**, Vice President for Communications, Grinnell College  
**Dr. Mark Putnam**, President, Central College

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2:00 p.m. - 2:45 p.m.  
**BREAKOUT SESSIONS**

**Track 1: Brand Strategy**

**Rebranding: Taking Your Brand to the Next Level**  
(International 5-6)

When’s the last time you took a good hard look at your school’s brand? Are perception and reality aligned? Is it time to make more of an effort to stand out from your competition? Hear from marketing leaders at Wesleyan University on how they successfully planned and executed a full rebranding effort to bring Wesleyan to the next level.

**Key Nuttall**, Chief Communications Officer, Wesleyan University  
**Deborah Katz**, Marketing Director, Wesleyan University
Get in the Game: How Content Marketing Scored Siena College More Qualified Apps (International 7-8)

When Siena College got in the game of content marketing, we quickly realized: there’s much more to this buzzword than just creating content and hoping it gets read. Learn the five content marketing tactics we implemented from the start that boosted inquiries, applications, and deposits.

Ned Jones, Vice President for Enrollment Management, Siena College
Melissa Fiorenza, Senior Editor, CCA
Daniel Kehn, Vice President Strategy and Marketing, CCA
Allison Turcio, Director of Digital Recruitment, Siena College

You Have More Resources than You Think: Leveraging Alumni, Academic Colleges, Departments and a Limited OIA Budget to Yield Record Results from a Milestone Year (International 9-10)

Learn how one university with a limited OIA staff leveraged campus-wide resources and recruited hundreds of volunteers to realize aggressive goals in fundraising, alumni engagement, community support and brand adoption - through two years of carefully structured events, organized in cooperation with experienced consultants and based on detailed, professional research.

Laura Pasternak, Principal, MarketPoint
Lisa Akchin, Assoc. Vice President, Marketing and Public Relations and Assistant to the President at UMBC
Miriam Tillman, Assistant VP of Marketing & Creative Services at UMBC
JoAnn Peroutka, Co-Founder, Educe

Telling a Story to Sell the Change (M103-105)

When a substantial change takes place within your institution—be that a rebranding or repositioning, a name change, an alliance with another institution, or other major initiative—it will fall to the central marketing and communication office to become the face of that change, successfully communicate it with both internal and external stakeholders, and build acceptance. Using Augsburg University’s recent name change and its new relationship with Luther Seminary as case studies, we will discuss an approach grounded in storytelling:

• the stories we tell internally about why the change is happening and how it is being managed
• the stories we tell externally about the changes themselves, and
• the storytellers we choose to convey those messages.

Stephen Jendraszak, Director of Marketing, Augsburg University and Luther Seminary
Rebecca John, Chief Marketing Officer, Augsburg University and Luther Seminary
Session 2: Promotional Marketing: Create Brand Experiences and Build Community
Presented by PPAI

People crave communal experiences. And because of this, brands are changing the way they engage with their audiences. In this session, we’ll show you how successful promotional campaigns connect with your audience to create powerful brand experiences. This is an overview of promotional marketing, top trends, rundowns of the top types of promotional programs, plus case studies. We’ll also touch on measurement and best practices. You’ll get a real feeling for what promotional marketing is, why it’s growing and what’s next.

**Track 6: Industry Experts Sessions**

3:00 p.m. - 3:45 p.m.   BREAKOUT SESSIONS

**Session 1: Cross Channel Integration Presented by MBuy (International 4)**

People today have more choices than ever on where to get their information and entertainment. Technology has changed everything, from the creation of new media outlets to how more traditional media is used. Your media plan must work together across all platforms and be accountable for the desired results.

**Mike Parent**, VP Media Operations, MBuy

**Session 2: Promotional Marketing: Create Brand Experiences and Build Community Presented by PPAI**

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**Kim Todora**, Communications and Brand Strategist, Promotional Products Association International (PPAI)

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**Track 5: Marketing Intelligence**

**Data Before Dollars - Using Metrics and Research to Inform Your Marketing Strategy (International 1-3)**

Various departments on your campus have access to critical data that can shape a marketing strategy. What data is the most important, who should bring that data to the table, and how will that data inform where your marketing dollars should go?

**Aaron Blau**, Client Executive, Digital Marketing Services, Stamats

**Grant De Roo**, Research Analyst/Consultant, Stamats

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**Track 6: Industry Experts Sessions**

**The Untold Story of Branding an Israeli Superbrand**

What does Israel’s largest research university do when it discovers that being the best and most diversified isn’t enough for the competitive higher education market? How do you brand research - perceived by most as stuffy and dry? The story of the branding process at Tel Aviv University teaches market differentiation, narrative reframing and management of change.

**Ehud Or**, Vice Director-General for Strategic Planning & Marketing, Tel Aviv University

**Alon Weinpress**, Director of Marketing Unit, Tel Aviv University

**Rava Eleasari Gelbetz**, Communications Dir., Development and Public Affairs Division, Tel Aviv University

**Atara Bieler**, Strategic Planning Manager
**How to use Digital Data to Make Better Marketing Decisions** *(International 7-8)*

Learn how to use digital data from Google Analytics, Adwords, Search Console, and LinkedIn to analyze competition, set digital marketing budgets, and make enrollment projections. Eduvantis and the University of San Diego School of Business will share a simple framework you can use to make more informed digital marketing decisions.

**Track 3: Engaging Audiences**

**UGC = YAC (Your Audience Connection): Building Amazing User-Generated Content to Engage with Your Community** *(International 9-10)*

UGC = YAC (Your Audience Connection). You too can build amazing User-Generated Content to engage with your community. Join Us. We will look at key learning, best practices and actionable tips we learned at Michigan State as well as other examples in the marketplace. The UGC content helps strengthen a brand, creates community, builds trust and drives engagement. It is a cost-efficient way to build a surplus of owned content to help in your communications and marketing efforts. So much so, it should be integrated into content plans to start a conversation with your audience so you can begin talk with them and not just at them. At Michigan State University, we have been integrating UGC into our work for years. From this, we learned about the strengths and benefits of UGC as well as best practices from our experience. We have evolved from using UGC as social media content to using it to develop multiphase efforts that create ongoing significant content. So much so, we have integrated UGN into our annual content calendar. See what we have done and how you can apply our learning to your University.

**Todd Carter**, Assistant Vice President of Marketing and Communications, Michigan State University  
**Rob Zaebst**, Director of Digital Strategy, Michigan State University

**Track 4: Leading Operations and Organizations**

**One Size Doesn’t Fit All: An Exploration of Mar-Com Operations Structures** *(M103-105)*

As universities and schools recognize and understand the importance of an integrated branding and marketing strategy, this session will explore the pros and cons of centralized and decentralized mar-com operations. No matter how an institution is configured, working across the organization is essential; this session will share innovative strategies for collaboration and cooperation.

**Chris M. Kormis**, Assoc. Dean and Chief Marketing Officer, Georgetown’s McDonough School of Business  
**Julie Zito**, Assistant Vice President of Marketing, American University

**Track 5: Marketing Intelligence**

**Mythbusting Marketing: What Pieces of Your Marketing Mix Impact Student Decisions and Awareness** *(International 1-3)*

What do you believe to be the best channels for boosting visibility among prospective teen students and encouraging them to apply to your institution? Our research reveals what teens really pay attention to and what’s most important to them and when — and what marketers know about their likes and dislikes.

**Gil Rogers**, Director of Marketing, NRCCUA  
**Michael Stoner**, Co-founder/President, mStoner
3:45 p.m. - 4:15 p.m. Exhibitor Solutions and Networking Time (Imperial Ballroom and Foyer)

4:15 p.m. - 5:00 p.m. Roundtable Discussions

1. AMA Higher Ed First-Time Attendees (M301); 2. Colleges of Business/MBA (M302); 3. Continuing/Professional Education (M303); 4. Student Affairs/Marketing (M304); 5. Social Media (M106-107); 6. Digital (Marquis Ballroom D); 7. Brand Strategy (M103-105); 8. Content (International 1-3); 9. Data, Metrics & ROI (International 5-6) 10. New Academic Program Development (International 7-8)

5:00 p.m. - 7:00 p.m. Networking Reception (Imperial Ballroom and Foyer)

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**Tuesday, November 14**

7:00 a.m. - 7:45 a.m. Yoga with Lisa Jordan, Mindpower (M101)

8:00 a.m. - 8:30 a.m. Continental Breakfast (Imperial Ballroom and Foyer)

8:30 a.m. - 9:45 a.m. Keynote Session (Marquis Ballroom A-C)

**Jaime Casap**

Education Evangelist
Google

*The Challenges and Opportunities of Engaging and Educating Generation Z*

Generation Z is quite possibly the most unique generation colleges will serve. They are the first truly digital generation who have no idea what life was like before Google and smartphones. How we engage and communicate with this generation needs to evolve to reflect who they are. A diverse and open minded generation facing serious global issues. They recognize the importance of higher education, but haven’t necessarily bought into the models that have worked in higher education in the past. This is not a generation looking for a job, they are looking for purpose. In this session we will discuss the challenges and opportunities we face in engaging this generation, and discuss tactical strategies to attract and engage this generation.

9:45 a.m. - 10:15 a.m. Exhibitor Solutions and Networking Time (Imperial Ballroom and Foyer)

10:15 a.m. - 11:45 a.m. Extended Marketing Session 3 (Marquis Ballroom D)

**Athletic Brands Vs. Academic Brands**

It’s a constant blurred line. But as this evolution toward unification accelerates, a major issue remains: what should the relationship be between athletics and the rest of the institution which can include the academy, research organization, and in some cases academic medical centers. This diverse panel of senior marketing, branding and communications practitioners will tackle this issue by reviewing the current state of athletic/academic branding across the higher ed landscape and address some common challenges and opportunities.

**Bill Faust**, Managing Partner, Ologie
**Dave Sonntag**, Associate Vice President Marketing and Communications, Gonzaga University
**Tracy Vosburgh**, Senior Associate Vice President, Virginia Tech
**Christie Harper**, Assistant Vice President for University Marketing, California Lutheran University
Looking Outside: Lessons from Successful Brands Beyond Higher Ed (International 5-6)

At a time of increasing competition, universities are finding that traditional brand approaches no longer provide lasting differentiation. In this presentation, you will learn how to look to successful brands outside higher education for important lessons and best practices in using brand as a fundamental strategy to shape your future.

Ken Pasternak, Managing Partner/Co-Founder, Marshall Strategy
Matt Checkowski, CEO and Chief Creative Officer of the Department of the 4th Dimension (D4D)

Video Storytelling & Distribution for Social Media (International 7-8)

This session will explore how Boston University used data-driven insights from social media to change their video strategy all the way from pre-production through distribution. These strategies enabled the University to double our views on social media and increase engagements by more than 400%. Attendees will leave the session with a knowledge of the nuanced ways video can be manipulated for specific platforms, strategies for distribution on social specifically, and armed with case studies that can make them strong internal advocates for increased video production funding.

Emily Kraft Truax, Assistant Director of Social Media, Boston University
Alan Wong, Executive Producer, BU Productions

Engaging Audiences: Inbound Marketing - Increasing Enrollment without Increasing Budget (International 9-10)

We can no longer expect to see enrollment marketing success by simply yelling and screaming until prospective students choose our institution. Instead, we need to work smarter to put content that solves student’s problems, in the places where they are already looking for answers.

Alli Matson, Inbound Growth Specialist, Hubspot Inc
Jennifer Petty, Content Strategist, Univ. of Wyoming’s Institutional Marketing and Communications Group

Introduction to Crisis: Reputation Management for Higher Education Institutions (M103-105)

From sexual assault claims to racially charged encounters, higher education institutions are a breeding ground for crisis situations. Join John Deveney, a national leader in strategic communication, and Scott Schneider, a nationally recognized attorney who specializes in higher education legal issues, and learn proven tactics for shortening the life-cycle of public crises.

John Deveney, Founder of DEVENEY
Scott Schneider, Partner, Fisher Phillips
Understanding Brand Loyalty: A Case Study Rooted in Data Analytics and Brain Science
(International 1-3)

Learn how to discover and apply the hidden connections between perceptions and actions, using smart research and behavioral science. We will share tips from our project to identify what perceptions drive students’ and faculty’s “willingness to recommend” the university (a behavior) and then apply those insights to improve brand communications.

Jennifer Carron, Associate Chief Marketing Officer and Brand Manager, University at Albany
Ismael E. Carreras, Senior Vice President for Research, Maguire Associates
Victoria Tiranno, Undergraduate Student, University at Albany

Track 6: Thought Leadership Session
Session Information Coming Soon

11:15 a.m. - 12:00 p.m. BREAKOUT SESSIONS

Track 1: Brand Strategy
Branding the Value Proposition of a Liberal Arts Education (International 5-6)

In today’s economy, how do you convince students (and parents) that studying what they love is worthwhile? Can rebranding build community and inspire confidence within your institution or unit? Learn how Notre Dame’s liberal arts college leveraged outcomes data to launch a branding campaign that is reorienting the career culture on campus.

Kate Garry, Dir. of Communications and Marketing, University of Notre Dame’s College of Arts and Letters
Josh Weinhold, Assistant Communications Director, University of Notre Dame’s College of Arts and Letters

Track 2: Digital Strategy
Migration? You Mean Like Geese? (International 7-8)

Are you gearing up for a website redesign? Do you have a plan for how you will migrate thousands of pages of content to your new design? This presentation is chock-full of resources you’ll need including templates for migration documentation, a ready-made outline for a content governance plan, and much more.

Robin Oliver, Director of Marketing, Western Carolina University
Putting Diversity at the Center of Communications and Content Strategy. Here’s Why and How (International 9-10)

How do we nurture a culture of openness and inclusion? At Stanford Engineering we’re doing so by putting diversity at the center of our communications strategy. In this talk we will discuss the importance of diversity in higher ed communications and share practical guidance for how to develop truly inclusive communications and design.

**Michael Freedman**, Chief Communications Officer and Director of Alumni Relations, Stanford School of Engineering

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How an In-House Creative Team can Develop the Videos they Really Want to Make (M103-105)

Video content is in high demand. Creating videos that are authentic yet tell the intended story can be challenging, expensive, and time-consuming. Hear about how refining the video creation process helped one marketing team develop videos that hit the mark — without breaking the budget.

**Gaye Hill**, Content Strategy Manager, Meredith College
**Vanessa F. Harris**, Director of Visual Communications, Meredith College

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Leveraging Data to Drive Effective, Efficient Recruitment Marketing (International 1-3)

Learn how a mid-sized university in the Midwest leveraged recruitment data to develop a targeted messaging and media plan, increasing both the quality and size of its incoming freshman classes. This session will be geared toward university marketers trying to find an efficient way to increase ROI.

**Clay Schermann**, Account Executive, Red Letter
**Jeff Harmon**, Exec. Dir. of University Communications and Marketing, Southeast Missouri State University

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Opportunity Isn’t Knocking. It’s Texting. Presented by Mongoose (International 4)

Text messaging is the top-rated communication channel for connecting with students AND it is also the most underutilized. What does this mean for you and your enrollment goals? Huge opportunity. In this session, we’ll help you realize the full potential of this increasingly popular medium. Leveraging data from the Ruffalo Noel Levitz 2017 Marketing and Student Recruitment Report of Effective Practices and from E-Expectations 2017, we’ll extract can’t-miss insights and distill this information into best practices for SMS communication with prospects, students, parents and alumni.

**Andrea Palmer**, Associate Vice President, Partner Success, Mongoose
12:00 p.m. - 1:30 p.m.  Lunch & AMA Higher Education Marketer of the Year Awards (Marquis Ballroom A-C)

The AMA Higher Education Marketer of the Year Awards honor extraordinary leadership and achievement by an individual and team in the field of higher education marketing. It’s brought to you by the AMA and its founding sponsor Lipman Hearne.

1:45 p.m. - 3:15 p.m.  Extended Marketing Session 4 (Marquis Ballroom D)

Learn from The Atlantic: How Your Marketing Team Can Act Like a Media Brand

More and more, universities are finding themselves in the content business. They are asked to grow, engage, and convert audiences, and act like media companies. Discover how one university is transforming its traditional marketing office into a digital-savvy newsroom, with insights from the creative consultancy of The Atlantic.

Frannie Schneider, Marketing Consultant, St. Edward’s University
Jason Tomassini, Associate Director for Editorial, Atlantic Media Strategies

1:45 p.m. - 2:30 p.m.  BREAKOUT SESSIONS

Track 1: Brand Strategy

Sense of Place: Branding your Space and Making your Space Work for your Brand (International 5-6)

Join us as we explore the role of mindful branding and how your campus’s physical space can communicate institutional values and define community.

Kirsten Fedderke, Vice President, Lipman Hearne
Sarah Bergez, Director of Marketing, University of New Orleans

Track 2: Digital Strategy

See, Think, Do, Care: How to Centralize Your Digital Advertising Efforts, Define Key Benchmarks, and Drive More Applications (International 7-8)

How do you measure marketing’s impact on your admissions and enrollment activity? See how Houghton College partnered with digital partner Mogo Interactive to define key metrics and objectives at every stage of their marketing funnel, resulting in a 17% YOY application increase!

Jeff Babbitt, Director of Marketing and Communications, Houghton College
Doug Mowbray, CEO, Mogo Interactive
Grad Recruiting on a Budget: How to Save Time, Money and Attract your Best Applicant Pool Yet (International 9-10)

Graduate students are critical to the success of universities, yet resources devoted to recruiting them are minimal. This presentation will share insights gathered over three years at the University of Nevada, Reno to develop graduate recruiting processes flexible enough for diverse programs while still being scalable on small budgets.

**Michael Brown**, Dir. of Digital Marketing, Office of Marketing and Communications, University of Nevada, Reno
**Jennifer Shelton**, Web Specialist, University of Nevada, Reno
**Kirstin Swagman**, Marketing Communications Specialist, College of Engineering, University of Nevada, Reno

10 Lessons Learned from 10 years of Running an In-House Agency in Higher Education (M103-105)

Boston University’s marketing issues are very similar to a corporation with multitudes of products and services. A decade later, our award-winning team is still growing. Learn from our top-ten lessons including capitalizing on opportunities while sidestepping pitfalls.

**Pamela Sarian**, Exec. Director of Account Services, Marketing & Communications, Boston University
**Mark Chamberlain**, Executive Creative Director, Boston University

Why Data and Student Segmentation Must Lead the Enrollment Funnel (International 1-3)

Jason will share a detailed case study of how Samford University is using in-depth research and analytics to lead all of their admissions creative and communication. Samford utilized student personas and audience segmentation to create content geared specifically for each student segment to tailor specific creative outcomes for specific students.

**Jason Black**, Dean of Admission, Samford University
**Tyler Borders**, Co-founder, Dartlet

Adobe Experience Cloud: Digital Transformation for Higher Education (International 4)

In this session you will learn how Adobe’s Experience Cloud is your one-stop shop for everything your institution needs to deliver amazing higher education experiences. Massive amounts of data, the explosion of different devices, and skyrocketing expectations are forcing higher education institutions to completely rethink their approach. From recruiting, fundraising, and great student experiences to marketing and brand storytelling, Adobe’s Experience Cloud is the premier higher education digital transformation platform. Come see why the biggest brands in the world choose Adobe for creating engaging, personalized experiences.

**Dr. Stephen Marshall**, East Tennessee State University
**Ryan Dietz**, Adobe

2:45 p.m. - 3:45 p.m.  Exhibitor Solutions And Networking Time (Imperial Ballroom and Foyer)
4:00 p.m. - 4:45 p.m.  BREAKOUT SESSIONS

**Track 1: Brand Strategy**

**Brand Strategy: Best Practices for Alignment with Fundraising Campaigns** *(International 5-6)*

Aligning brand and fundraising is the “Holy Grail” – often pursued, rarely reached. Two case studies demonstrate best practices. University of Toronto adopted its $2 B “Boundless” campaign as its brand across academic and administrative units. Georgia State’s $300 M “Burning Bright” campaign leverages its core brand attribute - student success.

Ed Sevilla, Senior Vice President, GG + A  
Tanya Kreinin, Exec. Director of Advancement Marketing and Communications, University of Toronto  
Andrew Schmidt, Dir. of Communications for Development and Alumni Affairs, Georgia State University

**Track 2: Digital Strategy**

**The Diamond in the Data: How Digital Strategy Creates Data Stories for Internal Audiences** *(International 7-8)*

The McCormick School of Engineering is a catalyst for advancing the state of digital marketing on Northwestern University’s campus. The school has spent the past two years building a framework for nine different graduate programs. With the alignment of internal teams and stakeholders, the School set clear goals and KPIs and collaborated with a trusted partner to execute a digital lead nurturing strategy and bring their data to life. Find out how sound strategy and structured communication helped McCormick create crystal clear ROI and high-impact data stories.

In this session, you will learn how to:

- Identify the unique needs of various programs within one college.
- Finetune your digital strategy to reach new heights (and right-fit students).
- Leverage both internal resources and external agencies to develop a comprehensive digital plan.
- Improve yield and engagement through workflows, processes and strategic content.
- Paint a clear picture of ROI with data visualization and analytics.

Kyle Delaney, Executive Director of Strategic Initiatives and Marketing at the McCormick School of Engineering, Northwestern University  
Ann Oleson, CEO, Converge Consulting

**Track 3: Engaging Audiences**

**Capturing the Essence of the World’s Largest Museum and Research Organization: A Unique Model for Successful Storytelling for Higher Ed** *(International 9-10)*

The Smithsonian Institution and Ideas United will share learnings on engaging audiences from their experience producing the Smithsonian’s most successful fundraising campaign. This will include a template for how higher ed institutions can engage target audiences through tapping into the creativity, diversity and authentic stories of stakeholders.

David Roemer, Co-Founder/CEO, Ideas United  
Penne Kirkpatrick, Campaign Program Manager, Smithsonian Institution
You're in! Developing a Digital Admission Kit (M103-105)

In one admissions cycle and without a CRM, Dalhousie transitioned to a completely electronic undergraduate admission kit. This change improved the applicant experience, provided measurable results, reallocated human resources and saved thousands of dollars. Learn how we found success in simplicity, made a major operational shift and what we learned along the way.

Alyson Murray, Associate Director of Recruitment, Dalhousie University
Ashley Jordan, Associate Director of Admissions, Dalhousie University

Predict and Influence Student Conversion + Success Using CRM (International 1-3)

Learn how Franklin University synthesized data from multiple sources into CampusNexus® CRM to model recruitment and retention efforts. By joining demographic, behavioral, and historic data within the CRM, Admissions and Student Affairs predicted, prioritized and targeted students for proactive, impactful outreach.

Dr. Lynne Hull, Dean of Student Affairs and Enrollment Management, Franklin University
Jess Skala, CRM Engagement Manager, Campus Management Corp.

9X5 Open Mic Round Robin Session (Marquis Ballroom D)

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

Thinking INSIDE the Box: The Reimagined OU Admission Experience
Tiffany Haendel, Assistant Dir. of Communications, Univ. of Oklahoma Recruitment Services, Univ. of Oklahoma

5 Steps to Launching a Successful Virtual Reality (VR) Campus Tour
Kimberly Cohane, Associate Director of Public Relations & Marketing Communications, Online Marketing and Social Media, Nova Southeastern University

Don’t Hide the Hot Sauce: Of Texas Pete & The University of Kentucky
Matt McFadden, Director of Marketing Strategy, Up & Up Agency

Upcycling: The DIY Approach for Enrollment Growth in a Shrinking Market
Sarah Smith, Account Executive, Lipman Hearne

5 Ways Social Listening Insights Impact Campus Strategy
Liz Gross, Director, Campus Sonar, Great Lakes Higher Education Corporation and Affiliates

Get Found: SEO Considerations for Your Content Strategy
Joshua Dodson, Director of Integrated Marketing, VisionPoint Marketing

Building Brand Consistency Through Social Media Communities
Clarissa Chavez, Marketing Strategist, Augusta University

A Recipe for Storytelling in the Digital Age
Susan Gumula, Social Media Strategist, University of South Florida

Leveraging Interns & Student Content to Drive Your Brand Story
Nick Jensen, Community and Experience Strategist, NYU
Keynote Session (Marquis Ballroom A-C) 5:00 p.m. - 5:45 p.m.

Nick Nelson
Entertainment Marketer, Author, Motivational Speaker
Principal and CMO of Liquid Soul

Do I Have Your Attention?

Now more than ever the educational landscape is crowded with options from online classes and community colleges to traditional four-year public and private institutions. In this profoundly saturated market, how do you capture the attention of both students who have the desire to attend and the parents who support them? Nick will provide insights on how technology, content and authentic storytelling can converge to help higher education institutions have that competitive edge when it comes to attracting the very best students while obtaining parental support.

Wednesday, November 15

Continental Breakfast (Marquis Ballroom Foyer) 8:15 a.m. - 8:45 a.m.

Closing Activity: Storytelling Workshop (Marquis Ballroom A-C) 9:00 a.m. - 11:30 a.m.

Jill Pollock
Chief Story Wrangler
StoryStudio Chicago

Don’t Be Boring! Supercharge Your Story With Craft & Creativity

Stories are everywhere, so how do you make yours stand out?

The art and science of storytelling has a lot to teach us about the way we need to be conversing (not just communicating) with our varied audiences. Your materials should start a conversation, not just send a message.

Unlike any other business writing or storytelling training, this workshop will draw on the strategies and skills Jill teaches her creative writers. The session will be an interactive and powerful mix of story craft, on-your-feet exercises, and story creation—all while building your Peer Editor Network.

Whether your stories are built with words or images, this session will (re)open the door to your creativity. All you need to bring is pen, paper and a little imagination.

You will leave this workshop with:
- A strong understanding of why and how stories work in business
- New methods for identifying and understanding your audiences
- Creative writing approaches to use at work
- Tips on thinking visually and writing with white space
- A new confidence in your own skills and creativity

Conference Adjournment 11:30 a.m.