

# SENIOR LEADER EXPERIENCE

An invite-only event at the 2019 AMA Symposium  
for the Marketing of Higher Education

Learn more at [ama.marketing/SeniorLeader](https://ama.marketing/SeniorLeader)

*Schedule subject to change. Last updated September 23, 2019*

## Sunday, November 10

3:00-3:20 p.m.

### Getting Started + Introductions

We'll start with an overview of the event. Be ready to share what's influencing you whether it's a podcast, book, website or something else.

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3:20-4:30 p.m.

### State of Higher Ed Marketing: The 2019 CMO Survey

How does your marketing budget compare to similar institutions? What about your digital and traditional spends breakdown? How are your peers gauging success, and what staffing resources do they have to support their goals? In 2014, SimpsonScarborough first set out to answer those questions by surveying the industry's CMOs and developing the most comprehensive report on the state of Higher Ed marketing. Now in its third installment, our 2019 CMO Survey is the largest we've ever conducted. Join us for the industry's most comprehensive look into the state of Higher Ed marketing and apply our findings to benchmark your place in the industry, derive insights from the shifting patterns of resource allocation, and leverage our hard data to empower your conversations with institutional leadership for the support you need.

**Elizabeth Johnson**, SimpsonScarborough

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4:30-5:00 p.m.

### Discussion on School Size Data

5:00-5:30 p.m.

### Welcome Reception + Continued Networking

5:30-6:30 p.m.

### AMA Symposium for the Marketing of Higher Education Opening Reception

1:30-3:00 p.m.

## Kickstarts (30-Minute Roundtables)

### Topic 1: Getting In: The 2019 Admissions Scandals

On March 12, 2019, US federal prosecutors announced a criminal conspiracy surrounding undergraduate admissions decisions at several leading American universities. This conversation will center on the scandal, its far-reaching impact, and what colleges and universities are implementing in response to these events. Building on this topic, this conversation will also address the emerging custody trend regarding financial aid.

### Topic 2: Rankings in Context

Top 50, Top 25, Top 10 - for some colleges and universities, rankings are their lifeblood, and any movement up or down on a given list can signal celebration or crisis. For other schools, rankings are background noise to be ignored. This conversation will focus on the attention given to rankings over the past few years, and how colleges and universities focus on (or ignore!) rankings in their marketing and communications efforts.

### Topic 3: Politics On Campus

A campus founded by a polarizing figure. A building named after a titan of industry with an uncertain past. Free speech crises, and a looming presidential election. This conversation will focus on the politics that so often affect daily life at colleges and universities, and how communications and marketing professionals are navigating this new territory.

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3:00-3:45 p.m.

## Entering the C-Suite

A recent study about the role of the CMO in Higher Ed identified the key factors that lead to a CMO's ability to affect change. Attendees will learn how to evaluate the level of bureaucratic power the CMO role has on their campus and how to implement practical strategies for developing network power to increase their ability to affect change.

**Angela Polec**, La Salle University

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4:00-5:00 p.m.

## Trust and Higher Education: The Implications of Living in an Age of Distrust

Trust in U.S. institutions is broken—roughly half the general population does not trust business, government, media or NGOs to do what is right. What are the implications of this era of distrust for higher education? How can leaders in higher ed shore up trust at a time when higher ed faces unprecedented challenges—from equity in admissions to skepticism around the ROI on an education? And what are the specific expectations of university leaders as it pertains to building trust?

**Charles G. Bakaly III**, Senior Counselor, Edelman  
**Kate Linkous**, Executive Vice President, Edelman

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5:15-6:45 p.m.

## Reception in the Iconic Rain Man Suite