Stop by the OmniUpdate booth

- Learn about platform integration, gadgets, and APIs
- Find out about expanded marketing capabilities
- Enter our drawing for amazing prizes
- Pick up your ticket for free drinks and hors d'oeuvres:

**eduWeb Reception**
Pratt Street Ale House • Tuesday, August 5 • 6:00 PM – 7:30 PM
OPENING
Monday, August 4
1:15 PM - 2:15 PM
Holiday 6
Sponsored by Adobe

“How did 25 years of Marketing at Ruby Tuesday, Coca-Cola and Outback prepare me for Higher Ed?”
Dan Dillon, Chief Marketing Officer, Arizona State University

Dan Dillon, Jr. was appointed Chief Marketing Officer for Arizona State University in September 2013. In this role he is responsible for branding and marketing activities across the university.

Dan is a seasoned executive with more than 25 years in domestic and global general management roles in both the Consumer Packaged Goods and Restaurant industries. He has worked for well-known companies including General Mills, Keebler, Nabisco, Heinz, Con Agra, and the Coca Cola Company. The past six years were spent as Chief Marketing Officer for Outback Steakhouse and most recently, EVP Chief Branding Officer for Ruby Tuesday, Inc.

He received a Bachelor of Arts from St. Anselm College and an MBA from Bentley College.

Dan lives in Paradise Valley with his wife Laura and their two boys, Tripp and Drew.

TUESDAY LUNCH
August 5
11:45 AM - 1:15 PM
Holiday 4-6
Sponsored by IngitionOne

“The Energy and Power of a Campus Web Community”
Nathan Gerber, Director, Web Development Services, Utah Valley University

Nathan Gerber, Director of Web Development Services at UVU, is a web solutions advocate specializing in helping educational institutions build effective and productive web solutions. Since 1993, Nathan has assisted many businesses and educational institutions in creating their web systems. As technologies evolve, Nathan works with the UVU community to be a driving force in helping clients move in the right direction.

In addition to UVU, Nathan is a member of the Noel-Levitz Web Strategy and Interactive Marketing Services team where his role includes working with CMS solutions for institutions and information architecture.

Nathan is a devoted father of 5 children and loving husband of Janelle, his wife of 23 years. You’ll often hear Nathan say, “I’ve never met any technology that is as good-looking as my wife.”

WEDNESDAY CLOSING
August 6
11:45 AM - 1:00 PM
Holiday 6
Sponsored by Marketo

“A Magical Mystery Tour: The Ever-Changing Landscape of Higher Education Marketing”
Hallie Sammartino, Ph.D., Vice President for Marketing and Communications, St. John’s University

Hallie G. Sammartino, Ph.D., joined St. John’s University as its Vice President for Marketing and Communications in December 2011, with a background of leadership in all aspects of marketing and communications, including branding, strategic marketing, organizational development, fundraising, enrollment marketing, digital media, market research, special event planning, and public relations. She previously served as managing director of marketing and communications at Boston College. Prior to that, she held similar positions at Harvard Business School and Harvard University’s Office of Development Communications.

Dr. Sammartino entered higher education after leaving the banking industry. She received her B.S. and M.B.A. in Marketing from the University of Rhode Island and earned her Ph.D. in Higher Education Administration at Boston College’s Lynch School of Education. Dr. Sammartino is a long-time member of the American Marketing Association (AMA) and its Higher Education group and served on the AMA conference committee for its National Symposium. She also belongs to the Public Relations Society of America (PRSA), which named her a Counselor to Higher Education (CHE) in 2006, and the Council for Advancement and Support of Education.
www.eduwebvote.com
Vote for your favorite Track presentation

8:00 AM – 5:45 PM

Registration
2nd floor, Poe Room, North Foyer
Sign-ups for Pre & Post-Conference Workshops & Thursday’s Master Class
• Workshop: $250 per (includes boxed lunch and beverage)
• Master Class: $395 w/conference; $595 Class (includes lunch)

Pre-Conference Workshops: 9:00 AM – Noon

Where Did All the Email Strategists Go? The Contrarian’s Guide to Winning at Email Marketing
Jens Larson, Manager of Student Communication Strategies, Eastern Washington University
Holiday 3
Email isn’t as glamorous as the newest social media technologies. It’s not shiny. But done right, it’s the easiest way to quickly deliver ROI and results on your outbound marketing. Discover new email techniques and strategies that help you maximize the power of your higher ed email campaigns.

Bursting the Social Media Bubble – How to Leverage Social Before it Leverages You
Douglas Miller, New Media Manager, DePaul University
Holiday 2 • Intermediate
A BYOD (Bring Your Own Device) workshop on emerging tools (special attention to those that integrate social media management) to help you put the power of the social conversation back into a context that benefits your organization instead of the billion dollar social media company. HESMbubble

Advertising Online: Strategy and Tactics for Recruitment Success
Bob Johnson, President, Bob Johnson Consulting, LLC
Holiday 1 • Intermediate
Advertising online continues to explode as a percent of total marketing dollars being spent on the available possibilities, including the amount spent by colleges and universities. This workshop will build on the popular 2013 eduWeb session to review the tactics and strategies that will most likely bring recruitment success to your online advertising efforts. Whether you are recruiting traditional-age students in high school or “adults” interested in master’s or professional degrees, this workshop introduces you to the most critical things you need to know as you plan for recruitment success.
Mobile in 2015
Dan Lewis, Principle Consultant-Mobility, The Judge Group, Inc.

Calloway A

As mobile computing continues to evolve at a rapid pace, we will pause to take a look at where we are and where we may be headed within the next year. Key areas we will cover: 1) state of the mobile computing marketplace-what's done, what's new, and where the jury is still out. 2) what the main drivers for the rest of 2014/beginning of 2015 are, (3) Quantifying the real value of mobile applications-especially enterprise apps, (4) A review of the explosion in wearables, location as the new cookie, and the security of your digital persona. The program will be separated into interspersed presentation and break-out workgroup segments. Please bring an open mind, a desire to work with new people, and be ready to have fun!

11:30 AM – 12:45 PM

Power Lunch (by invitation)

1:00 – 1:15 pm

Welcoming Remarks
Chris Barrows, eduWeb Advisory Board member, Social Media and Mobile Products Coordinator, New York University

Opening Keynote: 1:15 PM - 2:15 PM
Sponsored by Adobe

“How did 25 Years of Marketing at Ruby Tuesday, Coca-Cola and Outback prepare me for Higher Ed?
Dan Dillon, Chief Marketing Officer, Arizona State University

This talk will cover how traditional marketing principals, models and ideas, developed and refined during my 25 years in packaged goods and restaurant industries, have been adapted to fit the complex and complicated world of higher education.
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Monday schedule

2:15 – 2:30 PM • • • BREAK • • •

Monday Networking Topic Dinner Sign-Ups at eduwebsignup.com

Presentations: 2:30 PM - 3:30 PM

Webolution! Creating a web ecosystem for health sciences at the University of MN
Rebecca Noran, Assistant Director for Web Communications, University of Minnesota
Holiday 1 • Track: All About the Web • Intermediate

Get ready to get inspired by a story of revolution, evolution, resolution—a webolution!
The University of Minnesota Academic Health Center is home to 6 prestigious colleges/schools and 90+ centers/institutes. Our 200+ websites receive millions of visits each year. But we did not have an effective system to support our vast web presence, and our web solutions became out of date and out of control.

So we started a webolution, creating a:
- web strategy to improve quality, provide clarity, with a web support system and model for continuous improvement
- plan to move many websites to a responsive Drupal web theme and improve site organization, content, and design while doing so

You say you want a webolution?
@rebeccanoran #webolution

Making a University Magazine Responsive, in Just 90 Days
Abu Noaman, CEO, Elliance
Nik Mihalick, Senior Web Developer, Elliance
Holiday 3 • Track: Design & Development • Intermediate

Since 20 percent of the web traffic to Carnegie Mellon’s university magazine currently comes from tablets and phones, they knew it was time to make their university magazine responsive. However, doing a code re-write is a completely different creature than building a site from scratch. From developing a calendar-to-CMS content strategy, to knowing when to reuse old code, to using simple tools like HTML wireframes, we’ll share the tips and tricks you need to know to upload the content once and have it be accessible from any device with a browser

@shortpgh @elliance #RWD

Back to the Future: From Redesign to Rebrand… and Home Again
Andrew Meyers, Assistant Director of Admissions
Jason Cash, Coordinator of Advancement Communications, Hope College
Holiday 2 • Track: Marketing • Intermediate

We’ve been waiting for 4 years to give this presentation, and the time has finally arrived. Here at Hope College, we thought we needed a new website, but we really needed to figure out who we were as an institution. Once we did that, we had a brand that could serve as the foundation for our website redesign. Jump in the Delorean with us as we travel back to 2010, on to 2014, and on to the web at Hope College in 2018. (Hoverboard not required.)

@andrewmeyers @jasonmcash #backintime
The Yin and Yang of Campus Apps
Tim O’Keeffe, Director of Web Content
Joe Alfonso, Web Developer, Colgate University
Calloway A & B • Track: Mobile & More • Intermediate

Learn how you can merge the goals and concerns of both your IT and communications teams to launch a successful mobile app for your campus community. Is there a middle ground to be found in a “middleware” solution that provides out-of-the-box features while allowing your IT staff to have some fun at the same time? How do you work through potentially competing issues concerning timelines, resources, money, and long-term viability of the app as it relates to your campus?

@tim_okeeffe     #yinandyang

3:30-3:45 PM • • • • BREAK • • • •

Monday Networking Topic Dinner Sign-Ups at eduwebsignup.com

Presentations: 3:45 PM - 4:45 PM

Small Data for Big Results
Jeremy Ryan, Executive Vice President, Creative and Digital Services, Lipman Hearne
Robert Yunk, Executive Director, Web & Digital, University of Miami
Holiday 3 • Track: All About the Web • Intermediate

Measurement of multi-channel programs requires a well-coordinated mix of qualitative and quantitative assessment. This may include website/platform metrics; social listening and measurement; engagement; applications and accepts or funds raised against goals and across channels; and many others. Each component can be packaged and analyzed in an iterative reporting process, providing actionable recommendations for ongoing optimization of marketing campaigns.

In this seminar, Jeremy will share advice on how you can create more meaningful measurement systems and dashboards to help better gauge performance in moving audiences from awareness to affinity.

@Jeremy_T_Ryan     #thatswide

Be Responsive To Your Customers’ Needs
Jennifer Bell, Director, University Web Services
Francis Troiani, Associate Director, Lead Web Developer, Rowan University
Holiday 1 • Track: Design & Development • Intermediate

Cisco projects that “by the end of 2014, the number of mobile-connected devices will exceed the number of people on earth, and by 2018 there will be nearly 1.4 mobile devices per capita.” That means there will be “over 10 billion mobile-connected devices by 2018.” Is your institution’s website prepared to handle this? Based on our experiences we would like to provide you with insight on how you can respond to this need for your institution.

(While we can speak at length about the technical aspects, this is not a tutorial on how to code your website to be responsive.)

@RowanWebDev     #EduWebRespond
The Ultimate Bengal | A Case Study in Innovative Social Media Programming
Teresa Borrenpohl, Director of Development for the College of Education
Stuart Summers, Director of Marketing and Recruitment for the College of Technology, Idaho State University
Calloway A & B • Track: Marketing • Intermediate

In the Spring of 2014, Idaho State University launched the Ultimate Bengal Scholarship Challenge. This scholarship, awarded to one lucky student, included a year of tuition, a year of housing, a parking pass, a meal plan, $1,000 to the bookstore, an iPad and head-to-toe ISU gear. Entering “sweepstakes style” students could enter for themselves, or have friends and family win it for them. This unique social media campaign exponentially grew interaction on Facebook, Twitter and YouTube through a viral, grassroots campaign. Aligning our efforts with Student Success and Marketing, ISU strategically not only grew social media efforts, but enrollment, retention, and engagement.

#IdahoState

I AM A Red Raider: A Marketing Campaign Designed with Engagement in Mind
Allison Matherly, Coordinator of Digital Engagement, Texas Tech University
Holiday 2 • Track: Mobile & More • Intermediate

In many instances, social media is an after thought when creating a marketing campaign, leading to messaging that isn’t a perfect fit. When creating a new marketing campaign, the marketing team at Texas Tech University decided to use a concept that would inherently lead to social media engagement through both traditional and digital marketing tactics. Texas Tech chose to tell individual stories of faculty, staff, students and alumni, while also accepting submissions from readers of their stories to continue telling the story of being a Red Raider.

@allisonmatherly    #IAmARedRaider

4:45 – 5:00 PM    •    •    •    BREAK    •    •    •

Monday Networking Topic Dinner Sign-Ups at eduwebsignup.com

Presentations: 5:00 PM – 6:00 PM

Getting Social with Social: Using Social Media Education to Build Community Relationships
Lindsay Nyquist, Social Media & Video Coordinator, Fort Lewis College
Holiday 2 • Track: All About the Web • Intermediate

Many institutions use social media to reach out to a large and varied audience. But Social Media Coordinator Lindsay Nyquist also builds relationships within the community by sharing social media knowledge. Nyquist offers courses to area business professionals who can utilize her expertise to get on the right track with limited resources. In addition, she founded a social media collaborative which compares tactics and cooperates on city-wide campaigns. By reaching beyond the higher education population, the college has become a resource for small and large businesses throughout the region.

@nyquistify    #GettingSocial

Smarter strategies, better brands and great content help engage students, prospects and alumni.
Come visit us at table 10.

MergeAgency.com
Join the growing list of universities using Trumba.

“We particularly like the way Trumba makes it easy to share calendars and event information with a simple interface. Our departmental staff and event planning staff are very happy with our new event calendars. We just launched our new university-wide Trumba calendar system this summer; already we have five times more departments using our main event calendars than before.”

- Gregory Koester
Technology Manager, University of Washington Information Technology

For more information visit our booth #15.
Contact sales@corp.trumba.com / 1-800-925-0388.

www.trumba.com
Can you see me now? Navigation and UX heroes and villains
Jeffrey Chase, Senior Art Director, University of Delaware
Calloway A & B • Track: Design & Development • Intermediate
While imitation may be the most sincere form of flattery, many elements of user-experience design (UX) have evolved from analog forms such as the tape-cassette player and telephone book for pragmatic and utilitarian objectives. This seminar examines how a well-planned UX that has an organic connection to its content makes for a successful content interface, and helps inform the design and need for icons and/or gestures. Our review will cover informational pages with complex navigation to experiential media-rich portals. We will discuss the effect of mobile device gestures and the realities and challenges of developing across the responsive spectrum.

@scrapking1 #uxeduweb

Intro to analytics driven web design - low hanging fruit
Thomas Minnefor, Web Manager, Rutgers University
Holiday 1 • Track: Marketing • Beginner
Improve web marketing performance. This presentation demonstrates:
1. How to align web conversion goals and calls to action with organizational marketing objects
2. Setup of conversion goal measurement within Google Analytics
3. How segmentation and conversion analysis of campaigns and site traffic can inform web site design iteration.
4. How engagement and conversion analytics can inform web content marketing strategy for web and social media channels

@analyticsdrivendesign #analyticsdrivendesign

Beyond the Data: Engage Your Core Audience with Measured Results
Melissa Rekos, Senior Vice President of Digital Services, Carnegie Communications
Matt Bundrick, Assistant Web Manager, Clemson.edu, Clemson University
Holiday 3 • Track: Mobile & More • Intermediate
With 9 in 10 enrolled students reporting their use of the Internet to fuel their college search by Google in 2012, using real-time data, digital outreach, and search engine optimization are no longer enrollment management best practices - but imperative items in any successful recruitment toolkit. We will highlight the path that led Clemson University to continued success in reaching core prospective students audiences with extraordinary work on the Clemson.edu domain, innovative implementation of digital outreach, and sharp focus on web analytics. In the midst of an ever-changing digital landscape, you’ll walk away with solid next steps to connect with the future stakeholders of your schools.

@carnegiecomm #beyondthedata

6:00 – 7:00 PM
Welcome Reception
Among the exhibitors (North & West Foyers)

After Reception
7:15 pm -- NEW! Networking Topic Dinners - Meet up with others who want to discuss a similar professional topic at a restaurant of your choice. Sign up for them at eduwebsignup.com. Meet in Hilton Lobby and head for dinner.
7:30 pm -- NEW! Pub Crawl -- Meet Lindsay Nyquist, eduWeb Board Member & presenter, in the Hilton Lobby.
NewCity creates websites, apps and campaigns that make
digital interactions between humans
easy, delightful and powerful.
Action by Design: How #JHUCarey Business School Boosted Inquiries by 200%
Andres Zapata, EVP of Strategy, idfive & Maryland Institute College of Art
Kelly Brown, Associate Dean, Marketing and Communications, Johns Hopkins Carey Business School
Holiday 2 • Track: Design & Development • Beginner
You don't need to buy more media to increase qualified leads. In fact, you shouldn't spend a dime on media until your destination is tuned for “Action-Driven Design.”

The tenants of “Action-Driven Design,” a research-based multidisciplinary framework used to increase user action, will be presented in a data-rich, anecdotal, and lively way. Beyond theory and research, we’ll demonstrate examples of the methodology in practice and the boost in qualified lead generation its having on the #JHUCarey Business School website.

The concepts of “Action-Driven Design” are universal and everyone in marketing should not only know about them, they should be using them.

@idfive @jhucarey #eduwebCarey

E-Expectations 2014: Engaging College-Bound Seniors and Their Parents Online
Stephanie Geyer, Vice President, Noel-Levitz
Lance Merker, President and CEO, OmniUpdate
Holiday 1 • Track: Marketing • Intermediate
This session will show present data from a 2014 survey of college-bound high school seniors and their parents. Attendees will learn how to optimize their institution's online presence by aligning website, mobile, social media, and email communication strategies with the expectations of prospective students and their parents. By the end of the session, the attendees will understand how they can manage their digital presence to keep content consistent, updated, and relevant across different platforms.

@StephGeyer #eexpect

YouTube Bootcamp - Learn how to get the most out of your videos
Christopher Ankney, Social Media Specialist, Ross School of Business – The University of Michigan
Calloway A & B • Beginner
During this interactive workshop, participants will learn how YouTube can and should be more than just a free video hosting service. Through a series of demonstrations, examples and projects, you'll gain a deep grasp of the social mechanics of YouTube that have been proven to help increase reach, enhance viewer engagement and lead toward sustained audience growth. The same tricks that have turned normal people from across the world into Internet celebrities can work for higher ed marketers. From starting the process by scripting videos specifically for YouTube, to unlocking

@ChrisAnkney #YouTubeEDU

10:00 – 10:15 AM • • • BREAK • • •
Combine your data across web, email, social and mobile to send smarter, more personalized messages.

- Increase the effectiveness of admissions outreach
- Increase the amount and frequency of alumni contributions and campaigns
- Understand what’s working and not working in your email program
- Integrate your social media and email marketing efforts for greater impact

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Centralized or Decentralized? The Hybrid Social Media Approach  
Chris Barrows, Social Media Coordinator, New York University  
Holiday 2 • Track: All About the Web • Intermediate  
In a university with a decentralized structure, it can be difficult to coordinate across departments to create a coherent social media strategy. While managing New York University’s central social media accounts, the Digital Communications Group and social media team at NYU have also worked to encourage collaboration among social media administrators throughout university’s far-flung schools and programs. Discover how effective communication, facilitated through a social media ambassadors group, can unify and strengthen a university’s central message to its community.

@CBarrows  #HybridSocial

Websites are Software, Not Documents  
Matt Pierce, Web Applications Developer, Montclair State University  
Holiday 1 • Track: Design & Development • Advanced  
We’ve come to know websites as a collection of mostly static documents - but with staggering leaps in HTML5 and JavaScript, as well as the lowering bar for entry into PHP programming, websites are rapidly becoming software. By approaching websites as applications, what benefits can we reap? What obstacles do we face? What skills will we need to foster in order to build websites in the future?

@mausmalone  #WebsitesAreSoftware

Why Silo-Busting is Essential to Digital Marketing Success  
Vanessa Theoharis, Digital Marketing and Community Manager  
Gene Begin, Senior Director of Integrated Marketing, Babson College  
Holiday 3 • Track: Marketing • Intermediate  
Social media is a fad. Digital is dead. Okay, not exactly, but they’ve matured far beyond adolescence. While you are charged with understanding and implementing social media and digital platforms, you are also likely charged with educating on how to thoughtfully integrate these tactics into larger marketing and communication plans. If not, you should be because you, the digital silo-buster, are best prepared to do so. Digital marketing consists of vehicles that should be purposefully integrated within your institutional communication strategies to create the most cohesive experience for your audiences and communities.

@gbegin  @VanessaTSmiles  #silobusting

Using LinkedIn to Connect Students and Build Community  
Lisa Witzig, Ph.D., Adjunct Instructor, Colorado State University – Global Campus  
Calloway A & B • Track: Mobile & More • Beginner  
Professional networking and social media sites are an important marketing tools for higher education institutions. But what are the best ways to use these online mediums? Colorado State University-GLOBAL Campus is using social media sites like LinkedIn, Facebook and Twitter for many efforts including:

- to build community with current students, staff, and faculty
- to leverage capstone classes to prepare students for post-graduation careers
- to connect with alumni and potential employers for graduates

This interactive session will present findings and ways other institutions can use social media sites to impact their online footprint and benefit from these networking options.

@UsingLinkedIn  #UsingLinkedIn
Nathan Gerber, Director, Web Development Services, Utah Valley University

"Change, and then change again." This is the way of the web. Gone are the days of simple HTML and web pages. Today brings content chunking and curation, system and web language integration, and device and resolution explosion. As web integrators, we live in a world that is never the same today as it was yesterday, and it will be quite different tomorrow. But amid all this change, there is a secret weapon: energy. Just as fire burns wood to produce heat and water becomes steam for electricity, change in our web environment can create energy and power. The trick is, knowing how to harness it.

In this session, Nathan will take a deeper look at where power originates in the web world, and how we can use it to our advantage. He'll discuss how to utilize web communities on campus to leverage the energy around change. Learn how to capture and use the power of the mobile movement, bring together your IT and marketing web groups and build your campus web community.

@nathangerber   #campuswebcommunity

1:15 – 1:30 PM  •   •  •  BREAK •  •  •

Presentations:  1:30 PM - 2:30 PM

If You Build It Will They Come? The Case for Online Alumni Communities
Megan Reile, Marketing Manager, 360Alumni
Calloway A & B • Track: All About the Web • Intermediate

Now more than ever it is vital to connect with alumni online. But what is the right approach for your organization? Facebook? LinkedIn? An Alumni Website? With so many choices, how can you be sure? Discover why cloud-based online alumni communities are gaining momentum and driving results.

@alumni360     #alumnicommunity

The Case for a Transparent and Inclusive Website Redesign Process
Becky Calhoun, Assistant Dean, Communications and Marketing & Shannon Tucker, Assistant Dean for Academic Affairs, University System of Maryland School of Pharmacy
Holiday 2 • Track: Design & Development • Intermediate

In 2012, the University of Maryland School of Pharmacy conducted the first redesign of its website that included input from all constituents, including faculty, staff, students, alumni, and collaborators. Each audience had an opportunity to express its different needs from the site, with this input playing a major role in influencing the final design of the site.

@umsop     #keepyourfriendscloseandthewhinerscloser
Enough theory! Let’s put that content strategy into action!
Molly Honan, Associate Vice President of Marketing Communications, Emmanuel College and Jeff Johnson, SVP Higher Education Practice Lead, Primacy
Holiday 3 • Track: Marketing • Intermediate

Tired of the same old talks that only cover content strategy theory and conjecture? Let’s cut to the chase and get to implementing an effective content strategy across online and offline channels.

@theprimacy @EmmanuelCollege #contentstrategy

Supercharge Your Marketing with the Power of Video
Tod Plotkin, Principal, Green Buzz Agency
Holiday 1 • Track: Mobile & More • Intermediate

We’ll break down the strategy and approach that went into real marketing videos produced by Green Buzz Agency for Blackboard and The George Washington University. You’ll learn the stages of a video project’s life cycle, what information to share with video professionals at the start of the process to ensure a cost effective and engaging product, how technological advances are making video solutions (like slow motion and aerial shots) more affordable to marketers, overall trends in video marketing and how metadata can help get more eyeballs for your video masterpiece.

@greenbuzzagency @plotkint #videomarketing

2:30 – 2:45 PM • • • BREAK • • •

Presentations: 2:45 PM - 3:45 PM

How to engage your higher ed community (we raised $5.1 mm in one day)
Matt Hames, Manager of Media Communications, Colgate University
Holiday 2 • Track: All About the Web • Advanced

On December 13th, 2013, Colgate University raised $5.1 million from almost 6,000 individual donations. It wasn’t an accident. We’ll explain the process, and the strategy that led to the success of Colgate day. It isn’t about social media, it is about using traditions and new media to energize, excite and engage alumni for a defined goal.

@mhames #colgateday

Web transformation projects - build with the student in mind
Joseph Conway, Director of Print and Electronic Media, Houston Community College
Calloway A & B • Track: Design & Development • Intermediate

Websites are the first port of call for high school students when shortlisting their options for further education. They’ve expectations; they’ve frustrations and they’ve desired experiences they want in a website. Why, therefore, are current college students in your institution who relate to this audience excluded from your web transformation process?

This presentation will outline the approach that Houston Community College took to encourage collaboration and participation with students when overhauling its web presence. It also covers how the project was successfully delivered by selecting a digital engagement and web content management platform for higher education - TERMINALFOUR.
PANEL: Finally! Let’s Talk About The Elephant in the Room
Steve Navarro, Director of Market Development, R2integrated
Josianne Pennington, Towson University and Keith Rhodes, Quinnipiac University, Sharon Higgins, Assistant Vice President, Marketing and Communications, Loyola University Maryland
Holiday 1 • Track: Marketing • Advanced

Today’s higher ed marketers are faced with challenges like decentralized organizations, limited budgets and antiquated support systems. When it comes to attracting and retaining students; developing and activating enrollment; raising capital; and engaging alumni, the success of campaigns rests on the integration of Marketing and Technology. This session will cover how three different Universities are tackling these challenges through strategic planning, use of analytics, technology upgrades, and new marketing concepts.
@orravan     #higheredelephant

Navigating the Mobile Web
Dennis Kardys, Design Director, WSOL
Holiday 3 • Track: Mobile & More • Beginner

What do you do when your website must serve prospective students, current students, faculty, and alumni, and you want to make sure all of them can easily get to where they need to go? Add more links! But how do you translate all that navigation to mobile? The design choices you make and the navigation conventions you rely on impact on how people process information and find content. Done right, this can lead to more seamless multiscreen, multichannel experiences. Done poorly, and your users will be left frustrated and disoriented. This dissection of mobile UI and IA best practices will help you make it easier for your visitors to find their way around your site—no matter what size screen they’re on.
@wsolhq    @dkardys     #mobilenav

3:45 – 4:00 PM • • SNACK BREAK • •
Sponsored by Paskill Stapleton & Lord

Presentations:  4:00 PM - 5:00 PM

Thinking Beyond Page Views: How Your Content Is Really Performing
Melissa Beaver, Director of User Experience
Jessica Behal, Director of Digital Marketing & Analytics, NewCity
Holiday 3 • Track: All About the Web • Intermediate

Getting content online can be a battle in itself, but how do you know what’s there is actually doing the job? There are some inexpensive (or free!) tracking tools out there that test your content’s effectiveness, so instead of guessing what’s best, you can let the data decide.

There’s No Crying in Content Management: How To Empower Your Website Authors
April Arnold, Web Editor, and Kimberly Hall, Assistant Director of Web Communications, Web Content Manager and Amy Filardo, Director of Web Communications, Loyola University Maryland
Holiday 2 • Track: Design & Development • Intermediate

Channel the power of your CMS by giving your users the tools they need to become brand ambassadors that are confident in their own content creation. Learn how the web communications team at Loyola University Maryland used a CMS migration of hundreds of websites as leverage to establish a network of engaged users through forums, workshops, and one-one-one consultations.
@Loyolamaryland					#contentowners

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Run Drupal on Acquia Cloud and save your school up to 60%

Come say hi and let us show you how Drupal can help your edu’s digital strategy succeed and enter to win a $200 Whole Foods gift card
acquia.com/edu
**Measuring a Marketing Mess: Getting Answers and Creating Mashups**
Timothy Heuer, Director, Loyola University Chicago and Brendan Martin, Senior Research and Strategy Analyst, Loyola University Chicago
Holiday I • Track: Marketing • Beginner

Do you want to know how well your marketing strategy is performing? This session is for you! Keeping track of campaigns is a basic part of a marketing strategy. Measuring the impact is more difficult. We'll look how Loyola set up simple ways to track graduate campaign data from different departments and set up Excel and Tableau data visualizations to see which campaigns had the greatest impact. We’ll show how we know what’s in market and when, how to link web ads directly to student inquiries, and if our “calls to action” made people act. Even if your focus is on the creative side, these simple steps will help you see the impact of your work.

@TimHeuer   #MeasuringAMarketingMess

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**Designing Higher Education Websites in the New Age of Machine Learning**
Brett Burns, Marketing Coordinator, ImageX
Chris Hartigan, VP, Higher Education and Verticals, Acquia
Calloway A & B • Track: Mobile & More • Intermediate

Well there’s a reason why Stanford’s Machine Learning (CS229) was the most enrolled class on campus last semester. Machine Learning and Predictive Analytics are on the forefront of digital strategy and it’s time we start to look at how it effects us in Higher Education and how it relates to the Drupal CMS. We, as marketers and site builders, are now able to automatically serve up unique content to our site visitors based off of their historic website interactions as well as their specific demographic and geographic data. This has immense potential to start to lift your site conversions and increase enrollment.

@Brett_John_Burns     #machinelearningedu

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**5:00 – 5:15 PM   •   BREAK   •   **

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**5:15 PM - 6:00 PM**

**Content Migration - A Team Effort**
Jill Forrester, Associate Vice President, LIS
David Kelly, Associate Director, Enterprise Systems, Dickinson College
Calloway A & B • Track: All About the Web • Beginner

Content migration can be an overwhelming task in a CMS implementation or conversion project. Learn how Dickinson College efficiently organized, tracked, and motivated a migration effort that included over 7,150 content pages spread across 120 content editors of varying skill level. By using a team collaboration website and dashboard that showed web site inventory results and real time migration progress, project leadership was able to track progress and deploy additional resources where most needed. Learn how awards and rewards were used to motivate content migration participants to complete a web site inventory, attend training and working sessions, and complete all content migration on time.

@TeamMigrate   #TeamMigrate

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Is it Worth a Thousand Words? The Problems of Images as Content Replacements
Katherine Anderson, Online Communication Coordinator
Scott Spriggs, Chief Marketing & Creative Officer, Shenandoah University
Holiday 3 • Track: Design & Development • Beginner
What happens when we use images on the Web to replace written content? Do our users interpret images as we desired? If not, what can we do about it? Through this interactive and thought provoking presentation we will explore the problems and possibilities of images as content replacements on Web pages. Tools and recommendations for unpacking the meaning of images and ensuring correct interpretations by users will be discussed.
@worth1000words    #ThousandWords

Proactive, Not Just Reactive: Emergency communication customer-service approach
Cindy Meneghin, Director, Web Services
Montclair State University
Holiday 2 • Track: Marketing • Beginner
Proactive, Not Just Reactive. A customer service attitude for emergency communications. A presentation and discussion on how emergency communication plans must include a proactive component and not just be reactionary.
#proactiveemergencycommunication

Personalization in Higher Ed: Start Small and Think Big
Jeff Cram, Chief Strategy Officer, ISITE Design
Holiday 1 • Track: Mobile & More • Beginner
In this session, Jeff Cram talks through personalization, testing, analytics, and campaign management: all areas critical in delivering relevant and targeted experiences to prospective students, parents, faculty, and alumni. Regardless of your technology platform, you’ll find Jeff’s approach to getting started with personalization relevant and actionable.
Your mantra when leaving the session: “Start Small and Think Big.”
@jeffcram    #jeffcram

6:00 – 7:30 PM
Evening Reception
Hosted & Sponsored by OmniUpdate & Noel-Levitz
Pratt Street Ale House
(206 W. Pratt Street, less than 2 blocks from Hilton Baltimore)

7:30PM
Party at Pickles Pub
Hosted by Percussion Software
(sign up at their table, #23)
### 8:00 AM – 1 PM

**Registration**

Sign-ups for Post-Conference Workshop & Thursday’s Master Class
- Workshop: $250 per (includes boxed lunch and beverage)
- Master Class: $395 w/conference; $595 Class (includes lunch)

### 8:00 AM - 9:00 AM

**Breakfast with the Best**

Sponsored by Paskill Stapleton & Lord

Continental Breakfast – North & West Foyers

**Presentation 1 – TBA**

Holiday 3

**Presentation 2 – TBA**

Calloway A & B

**Presentation 3 – TBA**

Holiday 1

**Presentation 4 – TBA**

Holiday 2

### 9:00-9:15 AM  •  •  BREAK •  •

### Presentations:  9:15 AM - 10:15 AM

**How the Crowdfunding Craze Can Drive Sustained Donor Engagement**

Jamie McDonald, President and Founder, GiveCorps
Dayna Carpenter, Director of Annual Giving, University of Maryland Baltimore County

Calloway A & B • Track: All About the Web • Intermediate

Through the incorporation of some key techniques employed by traditional crowdfunding platforms, universities have the ability to move beyond crowdfunding to reach the holy grail of fundraising: sustained donor engagement. Jamie McDonald, founder of GiveCorps, and Dayna Carpenter, director of annual giving at University of Maryland Baltimore County (UMBC), will share tips to help move higher Ed fundraising campaigns beyond crowdfunding, including:

- How to create a collaborative campaign with unique, individualized user experiences
- Tips to keep donors engaged throughout the campaign period
- Best practices to transform one-time campaign donors into longtime advocates

@GiveCorps @UMBC #BeyondCrowdfunding

**Responsive Design: the solution to all of your problems?**

Paul Fairbanks, Director of Creative Services, Gettysburg College

Holiday 3 • Track: Design & Development • Intermediate

Using the experience of implementing a responsive website at Gettysburg College, the presenter will outline both the challenges and benefits of going responsive. We will look at the technical challenges of responsive design (page weight, image solutions, etc.) as well as broader topics of web design trends. Does your site need a carousel? What about parallax scrolling? Should you use a framework? If so, which one?

And ultimately, is responsive design the best solution to delivering your content to the multitude of screens and devices out there? Attend and find out.

@pefnam #rwdEduWeb

**PictureIt: Using Instagram to Grow Your Social Media Presence**

Carrie Phillips, Director of New Media, Arkansas Tech University
Brent Passmore, Director of Communication Services, Eastern New Mexico University

Holiday 1 • Track: Marketing • Beginner

Named the top app of the year by Apple in 2012—Instagram has taken the social sphere by storm. As its own social network or integrated with other networks, Instagram plays a key role in sharing your institutional message. Join Carrie and Brent for this session where you’ll learn 25 tips and ideas to make your institution’s Instagram account stand out. Be prepared to join the conversation and share your own ideas as well.

@teambc #pictureit

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**www.eduwebvote.com**

Vote for your favorite Track presentation from Monday through Tuesday (excludes workshops and keynotes). Voting ends at 6:30 pm Tuesday and the winners will be announced on Twitter (@eduwebconf, #eduweb14), Facebook (eduwebconf), and at Tuesday’s reception at Pratt Street Ale House.
Understanding your Peers is Essential in Building a Strong Digital Roadmap.
For over 20 years, Corporate Insight’s unique brand of competitive intelligence and user experience research has helped our clients improve their websites, mobile resources and social media pages. Now, we are bringing our years of expertise to Higher Education to help colleges and universities optimize the online and mobile platforms they offer their alumni relations, donor relations and admissions departments.

To learn more about CI’s research and our latest thought leadership, visit corporateinsight.com and stop by our booth at the 2014 eduWeb Conference!
The Anatomy Of An Integrated Marketing Program (And How To Build Your Own)
Justin Herberger, Integrated Marketing Strategist, VisionPoint Marketing
Noel Manning, Assoc. VP for Communications & Marketing/Chief Communications Officer, Gardner-Webb University
Holiday 2 • Track: Mobile & More • Advanced
Are you charged with increasing enrollment but not sure what marketing initiatives you should invest into and how much to invest into each? Are you having difficulty in proving to leadership that your marketing budget should be higher?
We’ll show you how to transform your institution’s marketing from a web of stand alone social media profiles, advertising and email marketing campaigns, websites and landing pages into a goal-oriented, strategically sound results machine.
You’ll leave this session with a complete roadmap that includes the steps, documentation and questions we asked that turned the idea of integrated marketing into a reality at Gardner-Webb University.
@vispoint #icm

10 Tips for Mobile-Friendly Email Messages
Joe Kneale, Director Integrated Marketing, Fathom EDU
Holiday 3 • Track: Mobile & More • Intermediate
Did you know that 49% of all email is opened on a mobile device? Research from Campaign Monitor indicates that the mobile open rate may be as high as 70% depending on your audience. It begs the question, are the email messages from your Marketing and Communications Team optimized for mobile? This presentation focuses on 10 tips that can improve the mobile email experience for your audience!
@EDU__Marketing #mobileemail

11:30-11:45 AM • SNACK BREAK •
Sponsored by Paskill Stapleton & Lord

Closing Keynote: 11:45 AM - 1:00 PM
“A Magical Mystery Tour: The Ever-Changing Landscape of Higher Education Marketing”
Hallie Sammartino, Ph.D., Vice President for Marketing and Communications, St. John’s University
Rooms: Holiday 6
Sponsored by Marketo
From shifts in demographics, cries afoul to the value of a college education, to internal hierarchies that live in the 80s, higher education is a landscape wrought with obstacles and opportunities, especially in this digital age. Yet, data tells us that some of the tried and true marketing vehicles such as print are still highly effective for many of our constituents. How can we balance the old and the new and navigate the challenges while maximizing the possibilities to ensure that our strategic and tactical marketing initiatives meet our clients’ expectations, bring the desired outcomes—and underscore to the C-suite the need for an ongoing investment in the marketing function? Learn more about the challenges, opportunities, threats, and trends that make our work an always magical but frequently mysterious daily tour.
@HallieSJU #mktmysterytour
Meet Academbot, a comprehensive recruitment platform that uses smart search and integrated marketing to connect students with schools that match their personalities and preferences.

Unlike other platforms, we don’t charge a fee per lead. Our yearly membership includes unlimited leads, plus access to a range of tools that will help you:

- **Connect with prospects** using digital, social and owned channels.
- **Showcase your school** and its strengths through branded content.
- **Increase engagement** using social media promotion and gamification tools.
- **Build awareness** through display, social and branded advertising on all devices.

With Academbot, you could save up to 70% on your enrollment marketing costs.

Want to hear more? Visit us at Table 30 or online at academbot.com/ad
R2i is an integrated marketing experience agency that delivers strategic marketing technology and multi-channel solutions to help clients manage end-to-end customer experiences.

How can we help you master your customer experience management?

LET'S CHAT.

CONTRIBUTE TO THE EDUWEB CONFERENCE SOCIAL STORY AT R2INTEGRATED.COM/EDUWEB14!
Post-Conference Workshop
1:30 – 5:30 PM
Calloway A & B
Sign-ups — At Registration, $250 (includes boxed lunch and beverage)

Using Metrics, Audience Insight, and Sequence Mapping to Create a Multi-channel, Multi-dimensional Communication Plan
Sabra Fiala, Strategic Marketing Consultant
Phoebe Simon, Manager, Digital Services
Joan Benson, Senior Writer
Stamats

No matter which hat you’re used to wearing (Fez? Beanie? Tiara?), you need to use your whole brain to create a workable plan for communicating across media, channels, and time with prospective students—or any audience working its way through a complex decision. Building from the interconnected disciplines of marcom planning, content strategy, and digital analytics, we guide you through the process of creating your own working plan, from high-level strategy to ground-level tactics. You will take these skills out for a spin:

• Mapping multi-channel communications for optimal timing and sequence
• Creating more effective content and calls to action using audience insights and the map
• Using digital analytics to plan, measure, and refine the map

8:30 AM – 4:30 PM
Master Class: Digital Recruitment Fundamentals & Best Practices
Faculty: Stephanie Geyer, VP and Vaughn A. Shinkus, Executive Consultant, Web Strategy and Interactive Marketing Services
Noel-Levitz Consulting
Rooms: Johnson A (Class) - Johnson B (lunch)
Lunch included in registration
It’s time to reboot college recruiting. Through Academbot.com, prospective students find, rank, and compare colleges based on what’s really important to them. The fully integrated, responsive platform gives colleges the power to connect with students on any device with tactics tuned for lead generation, awareness, social reach and engagement, and content marketing. Enjoy unlimited leads, boost your brand engagement – and cut your recruitment marketing costs by as much as 70 percent.

www.academbot.com

Acquia is where great digital experiences begin. Join the more than 3,800 organizations that are moving at the speed of the web with Acquia’s solutions for content, community and commerce. Acquia offers developer tools, cloud solutions and global expertise to drive success the open source way. Dream it. Drupal it.

www.acquia.com

Active Data Exchange provides web-based calendar solutions that align universities by delivering a unified view of events. We help organizations foster more meaningful online experiences by creating deep engagement.

www.activedatax.com

Adobe Marketing Cloud is the most comprehensive and integrated marketing solution available, enabling marketers to measure, personalize, and optimize marketing campaigns and digital experiences for optimal marketing performance.

www.adobe.com

Duke and Harvard Business School choose CampusBird for their interactive maps. Developed by concept3D, a Google I/O 2012 featured maps developer, CampusBird is the most advanced and easy-to-use mapping platform. Mobile ready and low cost, CampusBird provides integrated tours, top multimedia services, social media, video integration, and custom panoramic imagery for all virtual guests to enjoy.

www.campusbird.com

CampusM Mobile Platform creates Omni Channel communications by integrating with any data source and delivering device agnostic native apps and responsive web browser for iOS, Android, Blackberry.

www.campusm.com

For over 25 years, Carnegie Communications has been a leader in higher education marketing and enrollment solutions. With access to more college-bound students than any other company, we can reach your target market. Our recruitment and lead generation services combined with our digital marketing capabilities will deliver customized solutions for you.

www.carnegiecomm.com

Digital marketing agency specializing in higher education. Experts in organic search, paid search, social media, conversion, PR, and admissions.

www.circainteractiveseo.com

Corporate Insight is a leading provider of competitive intelligence and user experience. Our monitor research is relied on by leading firms in many industries. We help our clients stay on top of industry trends. We now monitor education and healthcare where we apply our time-tested methodology to identify best practices.

www.corporateinsight.com

Our higher-education marketing agency has helped 80 colleges and universities find increased enrollments, retention and donations. Did we mention we also have a 100% client retention rate? We make it happen with SEO, content, online advertising, social media, email marketing, marketing automation and tie it all together with analytics.

www.fathomdelivers.com
Green Buzz Agency translates ideas into effective and entertaining video products that clearly communicate our customers’ messages. We understand marketing strategy and that your brand image is your most valuable asset. Well-known brands trust us for video production that matches the high standard of their image, while standing out from their competitors.

www.greenbuzzagency.com

Hannon Hill is the creator of the #1 CMS for Higher Education. With Hannon Hill’s Cascade Server CMS, you can go beyond just managing content. Stop by booth #12 to find out how you can amplify your content with SEO scoring, stale content reporting, social media analytics, easy form builders, RSS feeds and other tools to help you improve the quality and reach of your web content!

www.hannonhill.com

HiSoftware provides content-aware compliance and security solutions for monitoring and enforcing Web accessibility, risk management and privacy guidelines across digital environments. HiSoftware offers a range of solutions to help meet standards for Web accessibility (Section 508/WCAG) and data governance across public websites, intranets and SharePoint sites.

www.hisoftware.com

IgnitionOne® is a global leader in cloud-based digital marketing technology providing a world-class proprietary platform and expert services to improve digital marketing performance. IgnitionOne’s integrated Digital Marketing Suite (DMS) empowers marketers to centralize, manage and optimize digital media across Search, Display, Social and Mobile, and understand cross-channel attribution, while helping to optimize conversions on a marketer’s website through Marketing Automation.

www.ignitionone.com

Hodgson provides strategic support for social media, information architecture and user behavior. We have the tactical design and development expertise to implement a variety of Content Management Systems as well as redesign of your web presence. The entire process is managed by our proven project management methodology and certified project managers.

www.hodgsonconsult.com

ImageX is an award-winning, open source design and development firm and the creator of OpenEDU; a flexible content management framework that accelerates the development of unique and specialized higher education websites.

www.imagexmedia.com

Ingeniux is an all-in-one platform for managing higher education websites. Used by over 100 leading colleges and universities, Ingeniux provides innovative Web CMS software and solutions for mobile and responsive websites, event calendaring, course catalogs, portals, intranets, social communities, and cloud-based delivery.

www.Ingeniux.com

At Involvio, we’re focused on driving student engagement from the time your students arrive on campus all the way through graduation. Our platform brings everything happening on your campus into beautiful and easy to use mobile apps that help your students navigate orientation and stay involved throughout the school year.

www.involvio.com

Jadu is a leading global provider of Web Experience Management software, offering a single experience platform including integrated CMS, Forms, Portal and Mobile solutions for enterprise websites, intranets and extranets.

www.jadu.net

KWALL LLC is your one-stop resource for exceptional web development. At KWALL we’re committed to providing superior technical customer service and specialize in planning and developing applications for any size business or project. From the smallest business entrepreneur to the largest creative agency or corporation, our advanced engineers create custom sites that match your creative vision!

www.kwallcompany.com

Localist is an intuitive online calendar that takes the confusion out of managing events, turning event content into a powerful marketing driver that saves time, boosts attendance, and increases overall brand awareness.
Marketo provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships.

www.marketo.com

As one of New England’s largest media planning and buying agencies, Mediassociates specializes in building, implementing, measuring and optimizing media campaigns for all online and traditional media. Using sophisticated, custom business intelligence software, our goal is to measure the results of every discrete component of a media plan and optimize over time for continually improving results.

www.mediassociates.com

Merge is a Digital Marketing Agency that specializes in digital strategy, branding, web design, search and email marketing for higher ed.

www.mergeagency.com

MindFire Inc’s marketing automation software, MindFire Studio, is an easy-to-use drag-and-drop application that allows marketers to create highly personalized marketing workflows, orchestrate direct mail, email, mobile and social media, and track performance with comprehensive analytics. Hundreds of educational institutes rely on MindFire’s technology to run their Student Search, Alumni Communication, and Enrollment campaigns. Learn more and take a free test drive at: http://mindfirestudio.com.

www.insidenewcity.com

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What would you like to accomplish? Campuses turn to Noel-Levitz for marketing/recruitment and retention consulting. In addition, we offer strategic planning, market research, Web strategy and communications support, assessment tools, and enrollment technologies. Our services are data-driven and customized to your goals.

www.noellevitz.com

OHO Interactive creates exceptional digital experiences that engage and inspire users, drive recruitment and admissions inquiries, and retain current students. Our in-house team uses market tested user experiences to create award-winning websites that leverage our research, visual design, development, and content management systems expertise.

www.oho.com

OmniUpdate® is the leading web content management system (CMS) and digital marketing solutions provider for higher education, with 40,000+ OU Campus CMS users worldwide.

www.omniupdate.com

Paskill Stapleton and Lord is an Enrollment Marketing Agency focused on the long-term enrollment health of our client schools. Our expertise includes the following services: admissions publication design, admissions staff development, advertising design and placement, enrollment consulting, market research, video production & website design.

www.psandl.com

Percussion provides Web Content Management (WCM) software that helps businesses increase traffic, drive conversion, and improve social interaction. We deliver advanced functionality that provides the content owner with control over their content, while giving them the flexibility to take advantage of “What’s Next” on the web.

www.percussion.com

R2integrated is a digital marketing and technology agency specializing in creating meaningful customer engagement and customer acquisition programs. R2i bridges the gap between marketing disciplines and advanced marketing technologies required for execution. R2i offers a suite of services and technology products including digital strategy; content, search and social marketing; analytics; and content distribution technology.

www.r2integrated.com
At the core of SEMGeeks’ Digital Media services—which encompasses everything from SEO and PPC to Web Development and Mobile Applications—is a recognized industry leader meeting the .edu needs and overall goals of more than 150 colleges and universities across the nation.

www.semgeeks.com

Singlebrook is a custom web and mobile development firm based in Ithaca, NY. We build web and mobile software for universities, startups and social enterprises in Drupal and Ruby on Rails. Our mission: Technology for Change. Singlebrook is a certified B Corp and NY State Benefit Corporation. Clients include Cornell University, University of New England, the Environmental Defense Fund, Peeled Snacks, RSF Social Finance, Earthcolor, CSRwire, and the Social Venture Network.

www.singlebrook.com

Verndale is an Experience Technology Company that builds powerful, interactive experiences by combining our expertise in strategy, experience design and technology. Our clients look to us to design and build user-centric experiences that activate their content through enterprise customer experience management platforms, dynamic marketing programs and solid analytics.

www.verndale.com

VisionPoint Marketing is a web marketing agency that helps colleges, universities and community colleges meet their admissions, branding, fundraising and communication goals. Our commitment to strategy, diverse understanding of all marketing disciplines and ability to build consensus across scores of stakeholders enables us to form deep, long-standing client relationships.

www.visionpointmarketing.com

Walden University is an accredited institution that has been serving the higher education needs of professionals for more than 40 years. Offered online, areas of study range from health and education to management and public administration. Walden programs help students achieve their goals so that, as graduates, they can help advance the lives of others.

www.waldenU.edu/local

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www.whatcounts.com

WSOL is a creative web technology agency that brings more than just enterprise development skills and big agency design chops to higher education clients such as University of Tampa, Marian University, Indiana Wesleyan University and Washington University Law. We build long-term partnerships with our clients, provide trusted advice, and help them realize their full online potential. We specialize in CMS integration, user-focused responsive design, mobile, hosting, and inbound marketing.

www.wsol.com
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- Wit & Wisdom (2000 International Dr.)
- Rusty Scupper (402 Key Hvy.)
- Sliders Bar & Grill (504 Washington Blvd)
- Pickles Pub (520 Washington Blvd)
- Bagby Pizza Co. (1006 Fleet Street)
- Pratt Street Ale House (206 W. Pratt St.)

**Nearby Attractions:**
- American Visionary Art Museum
- B & O Railroad Museum
- Babe Ruth Birthplace Museum
- Baltimore Civil War Museum
- Baltimore FOOD Tours
- Baltimore Museum of Art
- Baltimore Museum of Industry
- Baltimore's Inner Harbor
- Camden Yards (Orioles vs. Mariners, Aug. 3, 1:35 pm)
- Edgar Allan Poe House and Museum
- Fort McHenry
- France-Merrick Performing Arts Center
- Geppi Museum of Pop Culture
- Jewish Museum of Maryland
- Maryland Zoo in Baltimore
- National Aquarium
- National Great Blacks in Wax
- Port Discovery
- Pride of Baltimore
- Science Center of Maryland
- Sports Legends Museum
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See the Concierge in the Hotel Lobby for more information on these attractions.
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We build event communities.

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Paskill Stapleton and Lord is a higher education enrollment marketing agency focused on the long-term enrollment health of our client institutions.

ENROLLMENT MARKETING FOR ADULT LEARNERS:
How Do You Wrestle a 2000 lb. Gorilla?

JIM PASKILL,
Principal, Creative Director
Paskill Stapleton & Lord

Monday, August 4 • 9:AM – NOON • Holiday Ballroom 5

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