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Opening
“State of the Web”
Sponsored by Real Magnet

Jen Simmons
Host, The Web Ahead and 2012 SXSW (South by Southwest) Interactive Speaker

Jen Simmons is a designer who builds stuff, too. Creating websites since 1996, Jen works as an independent consultant and trainer helping teams transition to a responsive design process, implement sites with HTML5, or architect Drupal websites to last. She also provides a mix of design and front-end development services. Her clients have included the Annenberg Foundation, Mark Boulton Design, CERN, Palantir.net, Zinch, Lullabot and the New York Stock Exchange. In 2010, Jen designed and created a new default theme for Drupal 7 named Bartik.

Besides designing for the web, Jen has 20 years’ experience designing for live performance and for print. Back in the day, she’d make the poster for a film festival one day, mix the sound for a live salsa band the next, hang a photo exhibit the week after, all while designing lighting for an upcoming play. In 2006, she created seven-channel digital projections for an opera about Nikola Tesla for the BAM Next Wave Festival. She directed several short films that toured to film festivals around the globe, including RESFEST and MTV Television. She taught videomaking to high school kids in San Antonio, and film production to college kids in Philadelphia. Jen also has a MFA in Film and Media Arts from Temple University. She lives in New York City.

Closing
“Back to Your Digital Future”
Sponsored by Jadu

Colleen Jones
Principal, Content Science, & Author, “Clout: The Art + Science of Influential Web Content”

Colleen is principal of Content Science, an award-winning content consultancy in Atlanta, GA. A veteran of the interactive industry, Colleen has led strategic digital initiatives for global Fortune 500 companies, government agencies, academic institutions, boutique brands, and savvy startups. Colleen shares many of her insights in the best-selling book Clout: The Art and Science of Influential Web Content.

Colleen has more than 14 years of experience, with leadership roles at the Centers for Disease Control & Prevention (CDC) and Cingular Wireless (now AT&T). At CDC, she led a web team through a redesign and regularly consulted with a wide range of stakeholders about web communication strategy. At Cingular Wireless, she led a team of six people and oversaw several strategic efforts across channels including web, IVR, mobile, and point-of-sale applications. Her accomplishments include a rare executive award for her multichannel work to improve Cingular’s customer experience.

With an M.A. in technical communication from James Madison University, Colleen is a member of American MENSA, founder of Atlanta Content Strategy, and a past executive board member of CHI*Atlanta. After a long day of advocating for influential content, Colleen often unwinds at a lively Irish pub or posts at her company’s blog, Content Insights.
Monday, July 30th

Pre-Conference Workshops
8:30 – 11:30 am
Sign-ups — At Registration Table, $150 per workshop
Digital Marketing Strategy: Steps for Success in Higher Education
Bob Johnson, Bob Johnson Consulting, LLC
Imperial Ballroom • Marketing • Intermediate
Online marketing each year consumes a higher percent of advertising dollars, driven by changing communication preferences & technology. Leave this workshop prepared for success in this new world.

Developing a Content Strategy for Your Institution
Kate Brodock, Executive Director of Digital and Social Media, Syracuse University
Statler Room • Social Media & Communications • Beginner
An in-depth discussion on how to develop a content strategy for your institution, identity and repurpose existing content, and efficiently create new content.

You’re Shooting Video on an iPhone?
Brent Passmore, Director of Web Development, University of Central Arkansas and Carrie Phillips, Director of New Media, Arkansas Tech University
Plaza Ballroom • Mobile • Beginner
This session will show you how to turn your iPhone into a hub for high-quality, professional videos. Attendees will learn the apps & gadgets that make it possible to shoot & edit video from an iPhone.

Hands-On Responsive Web Design
Ben Callahan, President, Sparkbox
Terrace Room • Design & Development • Intermediate
A hands-on workshop where attendees will be guided through the process of creating a responsive site. Attendees should have basic working knowledge of HTML and CSS as well as a laptop.

Special Session 11:45 – 12:45 pm
New Social Media Platforms: Should you be [P]interest-ing?
Tim Ogilvie, Senior Communication Specialist, Marquette University
Statler Room • Intermediate
Learn the pros and cons of navigating the world of new social media platforms, including Google+, Pinterest, Tumblr, Instagram, Facebook Timeline and others.

eduWeb Conference Orientation
12:15 – 12:45 pm
Plaza Ballroom
...learn about the tracks, sessions, receptions & more (optional)

Welcome & Announcements 1 – 1:15 pm
Shelley Wetzel, Conference Chair, & Rich Vallaster, Creosote Affects
Imperial Ballroom

Opening Keynote 1:15 – 2:15 pm
State of the Web
Jen Simmons, Host, The Web Ahead & 2012 SXSW (South by Southwest) Interactive Speaker
Imperial Ballroom
It is a wild time on the Web. Web browsing from phones and tablets is quickly outpacing traditional computers. New techniques for making websites are being developed so fast it is difficult to keep up. Meanwhile, old ideas once discarded are suddenly new again, revived as latest-and-greatest best practices. HTML5, CSS3, mobile, responsive web design, fades or fundamental changes in the nature of the web? Are we simply seeing incremental evolution, or is there a radically different future on the way? Where will it take us? What do we need to do to prepare? Jen Simmons, host of The Web Ahead, will describe the State of The Web as she sees it, and what might happen next.

Break and Topic Table Sign-ups
2:15 – 2:30 pm

Presentations 2:30 – 3:30 pm
Threads of Change in Marketing Communications
Rachel Reuben, Associate Vice President for Marketing Communications, Ithaca College
Plaza Ballroom • Marketing • Intermediate
Untangle big challenges in marcom including rebranding, restructuring, finding the right tools, and building an institutional strategic marketing plan and licensing/trademark enforcement program.

Increasing Engagement Through Student-Centered Social Media
Holly Nicholson, Social Media Specialist, Northern Illinois University
Terrace Room • Social Media & Communications • Intermediate
Our student advisory group told us to post more pictures of campus events to Facebook. The tagging frenzy that followed allowed us to engage with a new audience eager to show their Huskie pride.

The Interactive Viewbook in Practice
Laura McPhie Oliveira, Vice President of Enrollment, Salve Regina University
Statler Room • Jakob’s • Beginner
This session will address the integration of the fully interactive viewbook into an admissions strategy.

...and many more!
Presentations 2:30 – 3:30 pm (continued)
Create, Design & Deliver: Re-Thinking the OU Homepage
Erin Yarbrough, Director of Web Communications, The University of Oklahoma
Imperial Ballroom • Design & Development • Intermediate
Create: Re-thinking content creation and the branding it supports / Design: Overhauling design with the help of extensive research, trends and partnerships / Deliver: Implementing mobile strategies

Break and Topic Table Sign-ups
3:30 – 3:45 pm
LIVE EDU Checkup with Nick DeNardis
3:30 – 3:45 pm
2nd floor, near Lounge

Presentations 3:45 – 4:45 pm
No Such Thing as TMI: How to Create a Culture of (Content) Sharing
Donna Tellesco, Integrated Marketing Manager, Elizabethtown College
Imperial Ballroom • Marketing • Beginner
Generating fresh content and sharing accurate, up-to-date info is pivotal to a .edu's success. In this session Donna will show you how to share content and coordinate ideas and information across campus.

The Honeymoon is Over
Brad J. Ward, CEO, BlueFuego, Inc.
Plaza Ballroom • Social Media & Communications • Intermediate
This presentation will show strategic ways to advance your social web presence based on industry-leading research and experience. The honeymoon is over and it’s time to get serious.

Making an Impact with Your Mobile App
Chris Greenough, Northern Arizona University
Terrace Room • Mobile • Intermediate
Learn how to take your mobile strategy to the next level, differentiate your institution from the competition, and connect with your community in a way that’s exciting and useful for them.

The What, When, Why and How of Usability Testing
Pete Gaiton, Lead Strategist, iFactory
Starter Room • Design & Development • Intermediate
Usability testing is a crucial part of the web design and development process that is often dismissed. In this session we’ll cover all of the details, from why it’s important to the options available.

Break and Topic Table Sign-ups
4:45 – 5 pm
Presentations 5 – 6 pm

The Best (And Worst) of Recruitment Communications 2012
Jennifer L. Capeland, Vice President, DemandEngine
Terrace Room • Marketing • Intermediate
Learn the results of a communications audit of over 140 colleges. Understand the timing, frequency, and message content of current recruitment communication flows and review best and worst practices.

Tracking Social Chatter—Be Part of the Conversation
Jeff Miller, Web Communications Manager, Colorado State University – Pueblo
Imperial Ballroom • Social Media & Communications • Beginner
Join Jeff Miller, Web Mgr at Colorado State University - Pueblo, as he shares his daily social media tracking tactics and a case study on social media during a recent bomb threat.

Adaptive Design and Progressive Enhancement—Let’s Not Be Reasonable!
Nilanjan Dey Roy, Senior Web Developer, OmniUpdate
Stateroom • Mobile • Intermediate
The web is a universal medium; whether on a mobile or desktop-environment, the experience should be appropriate for all visitors. Come learn how to make this a reality on your sites today.

Intro to Accessibility: Tools and Tips to Create and Maintain an Accessible Web Presence
Rob Carr, Coordinator, The University of Oklahoma Outreach
Plaza Ballroom • Design & Development • Beginner
Website accessibility for people with disabilities is something that web designers, content authors, content managers and software developers need to know. Accessibility is not difficult to implement. I’ll define digital accessibility, discuss some features of and standards for accessible websites and talk about testing tools and processes that will help to make your digital footprint accessible.

eduWeb Welcoming Reception 6 – 7 pm
Sponsored by Hannon Hill

Social Meetup 7 pm
After Reception—Social Meetup—meet your friends and colleagues in the lobby or at the reception to explore Boston.

Tuesday, July 31st

Continental Breakfast 8 – 9 am
Sponsored by Storeroom
Social breakfast: Statler Room
Topic Tables during breakfast: Imperial and Plaza Ballrooms

Topic Tables 8 – 9 am
Sign up for Tuesday Topic Tables after Monday’s Opening Keynote at the Registration Desk

Email Marketing Clinic
Christopher S. Penn, Director of Inbound Marketing, WhatCounts, Inc.
Imperial Ballroom • Intermediate
Got email marketing questions? Bring them to the topic table and we’ll groupthink them!

The Next Frontier: Content Empowerment Systems
Holly Wright, Marketing Manager, Hannon Hill
Plaza Ballroom • Beginner
In this presentation, Holly Wright of Hannon Hill will demonstrate how you can empower your content contributors to set marketing goals, measure their progress, and deliver better content as a result.

Marketing Yourself as a Destination College/University in the 21st Century
Dennis Franczak, CEO, Eric Welter, Vice President of Analytics and Mike Benes, Executive Creative Director, FusedIdeas
Imperial Ballroom • Advanced
How to transform local schools into destination universities/colleges through implementing the correct branding and marketing campaign and strategy.

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Implementing a Social Media Policy
Scott D. Meyer, CEO, 9 Clouds, Inc.
Plaza Ballroom • Beginner
As professors, coaches & admissions officers create profiles and pages, it is difficult to maintain an online brand and follow best practices. Learn to train your staff on using a social media policy.

Beyond Rumor Control: Social Media, Higher Education, and the Crises you Never Saw Coming
Nick Alexopulos, Media Relations Manager, Loyola University Maryland
Imperial Ballroom • Intermediate
An evidence-based discussion of how to anticipate and identify organic crises unique to higher education and social media. In this communications minefield, what you don't know might hurt you the most.

Elephant in the Chat Room
Brenda Foster, Partner, and Jenny Hoffman, Account Manager, Greatest Creative Factor
Plaza Ballroom • Intermediate
Everyone is doing social media now. But is social media working for your institution, and how can you determine whether it is working? How do you know if you’re getting a return on the investment?

Social Media and Public Relations: Incorporating Social Media into Your Communications
Kate Brodock, Executive Director of Digital & Social Media, Syracuse University
Imperial Ballroom • Beginner
Social networks can be a valuable communication channel for colleges and universities both in everyday situations as well as crises situations.

What Does Google+ Mean to Universities
Abu Noaman, CEO, Elliance
Plaza Ballroom • Intermediate
As one of the first traditional schools to offer online classes, Saint Leo truly understands online students. Learn how a website, search marketing & social media are coordinated to increase results.

Reach your Students through Online Outreach
Brian Waddle, Public Relations Director, HCC Coleman College for Health Sciences
Imperial Ballroom • Beginner
Increase recruitment and retention with a dedicated staff member managing social media and online outreach. Learn how to draw potential and current students into your college’s circle of friends.
**tuesday schedule**

**Topic Tables 8 – 9 am (continued)**

<table>
<thead>
<tr>
<th>Title</th>
<th>Speaker</th>
<th>Room</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unleashing Your Backend Data</td>
<td>Michael Lyons, Sales Consultant, TerminalFour</td>
<td>Plaza Ballroom • Intermediate</td>
<td>Intermediate</td>
</tr>
<tr>
<td>How to Perform User Testing on a Shoestring Budget</td>
<td>Tony Poillucci, Vice President, Strategy &amp; Creative, VisionPoint Marketing</td>
<td>Imperial Ballroom • Beginner</td>
<td>Beginner</td>
</tr>
<tr>
<td>Curious how your website structure, content, and calls-to-action are serving your users? This topic will demonstrate the easiest way to answer that question: user testing.</td>
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<tr>
<td>The Viewbook Is Alive in the Digital Age</td>
<td>John Stapleton, President, and Janet Sieff, Business Development, Paskill Stapleton &amp; Lord</td>
<td>Plaza Ballroom • Intermediate</td>
<td>Intermediate</td>
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<tr>
<td>Our new research proves the viewbook is not dead. In this session we will show how colleges and universities effectively use their viewbooks, how to integrate them with online marketing, and more.</td>
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<tr>
<td>Governance: How the 5 Rs Protect You from the 'Frankenstein-ing' of Your Website</td>
<td>Diane Kuehn, President and CEO, VisionPoint Marketing</td>
<td>Imperial Ballroom • Intermediate</td>
<td>Intermediate</td>
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<tr>
<td>You've launched a new website! But have you thought about creating a governance policy that establishes rules and procedures around how your institution manages and publishes content to your website?</td>
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**Presentations 9 – 10 am**

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<thead>
<tr>
<th>Title</th>
<th>Speaker</th>
<th>Room</th>
<th>Level</th>
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</thead>
<tbody>
<tr>
<td>Story Strategy 101: Roadmap to Sharing your Core Brand Stories in a Way that Brings Measurable Actions</td>
<td>Julie Campbell, Director, Online Communications, Taylor University</td>
<td>Terrace Room • Marketing • Intermediate</td>
<td>Intermediate</td>
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<tr>
<td>Knowing your core stories is critical to the success of your brand and marketing strategy. This session will help you understand how to bring out the stories that will move your audience to action.</td>
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<td>Multimedia Storytelling in Higher Education—Crafting Authentic, Compelling Narratives</td>
<td>Renee Basick, Director, Multimedia Initiatives, The University of Chicago</td>
<td>Imperial Ballroom • Social Media &amp; Communications • Intermediate</td>
<td>Intermediate</td>
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<td>In this session, we will examine trends in online consumption of multimedia, tools available for creating it, and how to choose the correct format to tell the story.</td>
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<td>Use Responsive Design to Future Proof Your Websites and Web Applications</td>
<td>Brett Pollak, Director, Campus Web Office, UC San Diego</td>
<td>Plaza Ballroom • Mobile • Beginner</td>
<td>Beginner</td>
</tr>
<tr>
<td>2011 was the year for universities to establish a mobile presence. Now that you’ve done that, what do you do for all the existing campus websites and apps? Learn how to use Responsive Design.</td>
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<tr>
<td>Marketing success on a website, mobile or traditional, depends on how quickly visitors can complete their top tasks. We review research and existing sites to show the way to effective top task design.</td>
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**Break 10 – 10:15 am**

**LIVE EDU Checkup with Nick DeNardis**

10 – 10:15 am

2nd floor, near Lounge

www.hodgsonconsult.com 301-942-7040
We enable universities and colleges to improve the delivery and communication of information through websites, personalized student and staff portals, intranets, extranets and emerging technologies such as mobile and web 2.0 using our Site Manager solution across their entire campus.

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- Download our web content management whitepaper
- Or book a live demonstration
eduWeb EVENING EVENTS

Tuesday, July 31st

9 - 10 am  Branding Strategies: How to Maximize Your Institution's Online Brand

10 - 10:15 am  Break and LEDEO Euchloo with Nick Delard—2nd floor, near lounge

10:15 - 11 am  The Analytics and Return of Social Media

11:15 - 11:45 am  Networking with Exhibitors—2nd floor

11:45 am - 1:15 pm  Open Lunch & 2nd Floor High Tea Award Ceremony—Imperial Ballroom—2nd floor, near lounge

1:15 - 2:15 pm  Post-Workshop Lunch & 2nd Floor High Tea Award Ceremony—Imperial Ballroom—2nd floor, near lounge

3:45 - 4:15 pm  Break and Social Media Breakout Sessions

4:15 - 5:45 pm  Track: MOBILE

5:45 - 6:15 pm  Track: MOBILE

6:15 - 7:15 pm  Track: MOBILE

7:15 - 8:15 pm  Track: MOBILE

8:15 - 9:15 pm  Track: MOBILE

9:15 - 10:15 am  Track: MOBILE

10:15 - 11 am  Track: MOBILE

11:15 am - 12:15 pm  Closing Keynote & Plated Breakfast

12:15 - 1 pm  Closing Ceremony and Awards Presentation

Wednesday, August 1st

9 - 10 am  The Business of Social Media

10 - 10:30 am  Finding Your Social Media Voice

10:30 - 11 am  Break in 2nd Floor Lobby

11:15 - 11:45 am  Break and LEDEO Euchloo with Nick Delard—2nd floor, near lounge

11:45 am - 1 pm  Mobile Luncheon

1 - 2 pm  Social Media and the CIO or CMO: How to Make It Work

2 - 3 pm  Social Media’s Growing Role in the Enterprise

3 - 4 pm  Break and Social Media Breakout Sessions

4 - 5 pm  Track: SOCIAL MEDIA & COMMUNICATIONS

5 - 6 pm  Track: SOCIAL MEDIA & COMMUNICATIONS

6 - 7 pm  Track: SOCIAL MEDIA & COMMUNICATIONS

7 - 8 pm  Track: SOCIAL MEDIA & COMMUNICATIONS

8 - 9 pm  Track: SOCIAL MEDIA & COMMUNICATIONS

9 - 10 pm  Track: SOCIAL MEDIA & COMMUNICATIONS

10 - 10:30 am  Track: SOCIAL MEDIA & COMMUNICATIONS

10:30 - 11 am  Track: SOCIAL MEDIA & COMMUNICATIONS

11:15 am - 12:15 pm  Break in 2nd Floor Lobby

12:15 - 1 pm  Closing Ceremony and Awards Presentation

Monday, July 30th

7 am - 4:45 pm  Registration—7am, Boston Park Plaza Hotel

Pre-Conference Workshops, sign-up of registration table, 8,10 am workshop

9 am - 10 am  New Social Media Platforms: Should you be (P)interested?

10 - 10:30 am  Break in 2nd Floor Lobby

10:30 - 11 am  Start the Day with an Educational Breakfast—Statler Room—2nd floor, near lounge

11:15 am - 1:15 pm  Break and Social Media Breakout Sessions

1:15 - 2:15 pm  Lunch & eduStyle Higher-Ed Web Awards Ceremony—Imperial Ballroom—2nd floor, near lounge

2:15 - 3:15 pm  Break

3:15 - 4:45 pm  Break and Social Media Breakout Sessions

4:45 - 5:15 pm  Break and Social Media Breakout Sessions

5 - 6 pm  Break

6 - 7 pm  Break

7 - 8 pm  Break

8 - 9 pm  Break

9 - 10 pm  Break

10 - 10:30 am  Break

10:30 - 11 am  Break

11:15 am - 12:15 pm  Break

12:15 - 1 pm  Break

1 pm - 2 pm  Break
Presentations 10:15 – 11:15 am

The 2012 State of Web and Social Media Analytics in Higher Ed
Karine Joly, Executive Director, Higher Ed Experts
Plaza Ballroom • Marketing • Beginner

In this session, you’ll get a good quantitative and qualitative overview of how institutions have adopted analytics to inform their marketing decisions. By sharing the main results of the 3rd yearly survey on the State of Web and Social Media in Higher Ed trends, emblematic success stories and useful resources, Karine Joly will also help you become a web and social media analytics evangelist at your institution.

The Analytics and Return of Social Media
Scott D. Meyer, CEO, 9 Clouds, Inc.
Statler Room • Social Media & Communications • Advanced

Convert web visitors to students & donors and measure the dollar return from your online marketing efforts in this session. With inbound marketing and data, you can make informed marketing decisions.

Becoming Mobile-Friendly: Small Investment, Big Profits
Tatjana Salcedo, Web Strategist, University of Vermont
Terrace Room • Mobile • Beginner

Improving your institution’s website on mobile devices does not require a big mandate, budget or influx of resources. Come see how we “went mobile” at the University of Vermont with minimal resources.

Building a Responsive Website for the Presidential Debate
Jon Liu, Web Developer, University of Denver and Matt Eschenbaum, Web Architect, University of Denver
Imperial Ballroom • Design & Development • Intermediate

Discover the process and lessons learned as we built an all-in-one mobile, tablet, and desktop website for the 2012 presidential debate using HTML5/CSS3 progressive enhancement and responsive design.

Networking with the Exhibitors
11:15 – 11:45 am

Plated Lunch & eduStyle Higher Ed Web Awards Ceremony 11:45 – 1:15 pm
Lunch sponsored by IE Design + Communications
Imperial Ballroom

Break 1:15 – 1:30 pm
Presentations 1:30 – 2:30 pm

Crowdsourcing Your Brand Campaign
Gene Begin, Digital Marketing Director, and Sarah Sykora, Chief Marketing Officer, Babson College
Stater Room • Marketing • Intermediate

With a crowd sourcing microsite as its core, this presentation will showcase an institutional branding campaign integrating multiple channels to increase brand awareness, engagement and advocacy.

Using Location-Based Technology
Kate Brodock, Executive Director of Digital and Social Media, Syracuse University, and Mike Schneider, Director of Digital Incubator, Allen and Gannett
Terrace Room • Social Media & Communications • Beginner

With growing use of mobile technology, incorporating various location-based platforms into your tool-kit can greatly increase the level of engagement you have with your various constituents.

Driving Engagement With Compelling Mobile Portals
Perry Hewitt, Chief Digital Officer, Harvard University, and Eric Kim, Vice President, User Experience, Modo Labs
Imperial Ballroom • Mobile • Beginner, Intermediate & Advanced

Perry Hewitt, Chief Digital Officer at Harvard, will review Harvard's powerful mobile web site and iPhone application that aggregates content and data from multiple systems and displays it beautifully on any mobile device using Modo Labs open mobile optimized middleware.

Moving from Decentralized Web Solutions to One Technology Platform: Why Now is Not the Time to Sit Back and Relax
Richard McDevitt, Director of Marketing, UNC Charlotte, and Tony Poillucci, Vice President, Strategy & Creative, VisionPoint Marketing
Plaza Ballroom • Design & Development • Intermediate

This session will recount how the University of North Carolina at Charlotte moved to a centralized technology platform, including all the obstacles faced and lessons learned along the way.

Break 2:30 – 2:45 pm

LIVE EDU Checkup with Nick DeNardis
2:30 – 2:45 pm
2nd floor, near Lounge

Presentations 2:45 – 3:45 pm

E-Expectations 2012: What High School Juniors and Seniors Expect from the Web, Email, Social Media, and Live Conversations
Stephanie Geyer, Associate Vice President, Web Strategy, Services, Noel-Levitz, and Lance Marker, President and CEO, OmniUpdate
Stater Room • Marketing • Beginner

Learn new research about the online expectations of college-bound high school students, including their attitudes about Web sites, mobile browsing, social networking, and communicating with campuses.

Capturing Community with User-Generated Content
Michael Silverman, CEO, DuoConsulting
Imperial Ballroom • Social Media & Communications • Intermediate

Learn about opportunities to create “private” communities online and engage your target market on a personal level. Based on research for my new book “Capturing Communities.”

One Site To Rule Them All—Mobile & Traditional Sites Come Together
Nathan Gerber, Director, Web Development Services, Utah Valley University
Terrace Room • Mobile • Intermediate

Making sense of the mobile frenzy and finding innovative ways to bring our sites back into one experience with adaptive/responsive design, 320 and Up, Mobile First, and native gestures.

From Print to ‘Press: Taking an Alumni Magazine Online with Wordpress
John Rhea, Webmaster, Curry School of Education, University of Virginia
Plaza Ballroom • Design & Development • Intermediate

In 2012 the Curry School of Education at UVa set out to create a web-based magazine that utilized the online medium to its fullest. See what we did and how you too can make this a win for your alumni.

Refreshment & Snack Break 3:45 – 4 pm

Sponsored by Active Campaign
Engage Them Anytime, Anywhere, On Any Device

Regardless of the device, audiences are interacting with brands like never before. Creosote believes education needs to combine traditional communication methods with a comprehensive mobile strategy in order to engage the next generation of students.

We’re empowering schools to take full advantage of today’s technology—creating cross-platform strategies with tools that reduce costs, speed time to market and increase effectiveness.

Creosote is focused on building comprehensive mobile strategies that can integrate multiple efforts that fit audiences’ lifestyle and match today’s overall mobile landscape.

Meet them where they are.

Presentations 4 – 5 pm

Looking Within: Increasing Employee Morale through an Employee-Centric Campaign
Cassie Arceneaux, Assistant Director of Communications, Louisiana State University

Similar to other universities, LSU is experiencing monumental budget cuts. With morale low, the College launched an employee-centric campaign to highlight its employees and harness brand ambassadors.

How to Craft a Successful Facebook Ad Campaign
Karen Buck, Vice President, Zehra Cross Media Communications, and Rob Kerr, Associate Vice President of Interactive Marketing, Bowdoin College

Facebook ads let you target the right people, and only pay for clicks. Using higher ed examples, we’ll show how the ad buys and custom tabs can equal success for your admissions and advancement.

Mobile is Coming, Mobile is Here! Untangling Your School’s Mobile Challenge
Jeff Johnson, VP Higher Education Strategist, and Mike Stumbaugh, SVP Strategy & Innovation, Acasys Interactive

Your students & alumni are advanced mobile users. Expectations are exceeding your school’s mobile capability. Understand how to prioritize/implement your school’s specific mobile strategy and tactics.

CMS Survival: How to Get Web Content Management Right Inside EDU
Jeff Cram, Chief Strategy Officer, iSITE Design & CMS Myth

Web content management is mission critical to a successful digital strategy, yet almost impossible to get right. We’ll explore how EDU can not only survive, but thrive with CMS.

Break 10:30 – 10:45 am

Presentations 9:30 – 10:30 am

How to Measure Social Media’s ROI and Impact
Christopher S. Penn, Director of Inbound Marketing, WhatCounts, Inc.

What’s the ROI of social media? How do you know it’s working? Find out in this session using popular free tools like Google Analytics!

How to Apply and Measure Effective Mobile Marketing
Jeanne Gosselin, Senior Consultant, Paskill Stapleton & Lord

How have colleges responded to the recent changes to Facebook (the new Timeline and Newsfeed)? This session will share case studies from institutions who have moved beyond the fan page.

How to Apply and Measure Effective Mobile Marketing
Jeannie Gosselin, Senior Consultant, Paskill Stapleton & Lord

Terrace Room • Mobile • Intermediate

Presentations 10:30 – 11:30 am

LIVE EDU Checkup with Nick DeNardis
Nick DeNardis, Interactive Strategist, iSITE Design & CMS Myth

Does traditional thinking apply? Explore the unique attributes of the higher education mobile marketplace. We’ll provide insights into effective strategies, research, tactics and metrics.

Rip into Your Site with jQuery
Jason Woodward, Special Projects Analyst, Cornell University

Statler Room • Design & Development • Intermediate

For about an hour we’ll wow you by deconstructing and transforming a website using only client site manipulation in JavaScript using the jQuery library.

Break 11:45 – 12:15 pm
Innovative and inspiring digital solutions for higher education

Presentations 10:45 – 11:45 am

Content Strategy as Change Management
Rick Allen, Principal/Content Strategist, ePublish Media LLC, and Georgiana Cohen, Principal and Founder, Crosstown Digital Communications
Terrace Room • Marketing • Intermediate
This session will talk about content strategy as a framework for change management on the web—building relationships, processes and standards for sustainable change in a decentralized web culture.

Winning New Media
Cassandra Ketrick, New Media Specialist, and Sara Brown, New Media Assistant, The University of Oklahoma
Plaza Ballroom • Social Media & Communications • Intermediate
Learn how to produce web video, create a social media tool kit, and make an editorial calendar work for you all while maintaining a consistent brand. Want to win at social media? Join us!

Mobile Panel Discussion
• Perry Hewitt, Chief Digital Officer, Harvard University
• Andrew Yu, CEO, Mobi Labs
• Nathan Gerber, Director, Web Development Services, Utah Valley University
• Tatjana Salcedo, Web Strategist, University of Vermont
• Laura McPhie Oliveira, Vice President of Enrollment, Salve Regina University
• Chris Greenough, Applications Systems Analyst/Programmer, Northern Arizona University
Imperial Ballroom • Mobile
Hack Your CMS for Good: DIY Digital Signage
David W. McKelvey, Director of New Media, Lewis & Clark College
Statler Room • Design & Development • Advanced
Hear a story about how we improved our internal and external communications by building campus digital signage into our CMS LiveWhale so that it could drive content to large TV screens in real-time.

Refreshment & Snack Break
11:45 am – Noon
Sponsored by Create Affects

Presentations Noon – 1 pm

A New Alumni Engagement Strategy Based on Replicating the “Informational Interview”
Ryan Catherwood, Asst. Director of Digital Communication and Social Media, Washington and Lee University
Statler Room • Marketing • Intermediate
Killing three birds with one stone: How to engage alumni and students by becoming a sought-after digital publisher.

It’s All About You: A Moderated Forum for Discussion Panel
Brenda Foster, Partner; and Jenny Hoffman, Project Manager; Greatest Creative Factor
Imperial Ballroom • Social Media & Communications • Beginner
There seems to be little opportunity for EduWeb attendees to engage each other in conversation, to share ideas, problems, solutions, etc., with each other. This panel would provide such an opportunity.

Mobile + Social Media + Website = Strategies for Higher Ed Success
Jon Moser, President and Founder, finalsite
Terrace Room • Mobile • Beginner
finalsite’s President & Founder Jon Moser shares mobile’s and social media’s impact on your college/university. Topics include: inquiries, donations, communication, and school image.

Managing a Responsive Design Website Redesign Project
Rebekah Godshall, Director of Project Management, NewCity
Plaza Ballroom • Design & Development • Intermediate
The typical waterfall approach to website redesigns falls short when redesigning a site with responsive design. Learn to develop and manage a more agile process.

Prizes: $250, $150 and $50 VISA gift cards
We want you to share your conference memories and highlights of the 2012 eduWeb conference. Film your trip to the conference, sessions, Boston or any part that made your conference experience amazing. Videos should inform, enlighten and entertain. You could make a commercial, a short documentary or a music video. Emphasis is NOT on production value, so be creative and have fun!

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We know that video is the most powerful tool for motivating mission driven campaigns.

ActiveCampaign combines all aspects of email marketing into a single & easy-to-use platform. Seamlessly create beautiful & engaging emails, send them to your segmented subscribers, and see what interactions & reactions occur in real time.

Active Data Exchange provides web-based solutions that align the many departments and groups that are associated with colleges and universities by delivering a unified view of events and activities drawn from multiple sources, such as admissions, faculty, alumni, staff and prospective and enrolled students.

BlueFuego helps colleges and universities use the web to effectively reach students and alumni where they are on the new media and social web tools into your strategy, you can meet their marketing and recruitment goals. By integrating BlueFuego helps colleges and universities use the web to broaden brand recognition.

Converge Consulting is a measurable multi-channel marketing firm. We collaborate with clients who want to use research, analytics, and strategy more effectively to gain competitive advantage in the marketplace.

DemandEngine is a higher education online marketing company. Our cross-channel campaign management software, DemandMarketer, allows marketers to manage email, social media, and text messaging campaigns from one platform. Embed web forms on your website or landing pages and generate QR codes. Design email messages and automate follow-up communication flows across channels.

Hannover Hall is the creator of Cascade Server, a web content management system built with colleges and universities in mind. It permits easy website updates and offers a friendly content contributor interface. Additionally, the WCMS facilitates deployment flexibility, robust multi-site management, and a short implementation timeline within any network environment.

DemandEngine is a measurable multi-channel marketing firm that partners with educational institutions to develop communications that increase enrollment, raise institutional funds and broaden brand recognition.

Ellucian is the new company formed by the combination of Datatel and SunGard Higher Education, delivers a broad portfolio of technology solutions, developed in collaboration with a global education community, and provide strategic guidance to help education institutions of all kinds navigate change and drive efficiencies.

Event Management Systems (EMS) software offers a full suite of solutions for online campus master calendaring and event registration needs. Give everyone instant, online access to a centralized calendar of events, manage the online registration process for meetings and events as well as define and implement web-based surveys.

Finalsite has been innovating innovative web software and web design to leading schools and organizations. Finalsite currently serves independent schools and educational organizations in 43 different states and 43 countries across the globe. Exceptional customer support, extensive software development, and a commitment to integrity are hallmarks of the Finalsite experience.

Ingeniux is the leader in web content management and social software for higher education. Trusted by over 100 colleges and universities, Ingeniux powers world-class websites, communities, and collaboration. Ingeniux CMS delivers a complete web CMS solution for the campus web. Ingeniux software is available on-premise or on-demand.

Hodgson provides strategic support for social media, information architecture and user behavior. We have the tactical design and development expertise to implement the Ektron CMS and effective online strategies, as well as redesign and develop your web presence. The entire process is managed by our proven project management methodology and certified project managers.
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18. Jadu: A trusted partner for enrollment and student success. Jadu is the #1 global CMS software vendor in the higher education market, with a focus on delivering scalable, reliable, and secure solutions.


24. Silverpoint: Silverpoint provides superior web design and development for schools. Their experienced consultants, creative designs, and powerful software combine to deliver remarkable solutions.

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Our flagship software, TERMINALFOUR Site Manager, is a WCMS specifically built for Higher Education. Our software enables organizations to deliver the creation, flow and delivery of accessible information through various channels including Web sites, personalized student/staff portals, intranets, extranets and utilizing technologies such as Smart Phones. www.terminalfour.com

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WhatCounts is an email marketing service provider providing targeted, measurable tools/services to help leverage the power of the e-mail communications channel. The company’s premier, web-based application Publisher, delivers results-oriented, cost-effective email marketing solutions to organizations of all sizes. The company is headquartered in Atlanta, GA, with offices in Baltimore and Seattle. www.whataccounts.com

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www.sitecore.com

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Story+Structure creates meaningful and innovative communication strategies, custom solutions and products for higher education through a human-focused, empathic design approach. Solutions and products include: mobile apps, web design, print media, and content and catalog management systems.

www.storyandstructure.com

Tuesday Reception Sponsor

Modo Labs offers mobile solutions and support services to help universities and enterprises take advantage of the fast growing Kurogo Open Source Mobile Platform. Our technology integrates with and transforms data and content from any source, and presents them on any mobile device.

www.modolabs.com

Member Lounge Sponsor

Percussion Software’s web content management products enable you to take control over your web content to better engage prospective and current students, faculty, parents, and alumni. Delivered as a highly usable and affordable product, numerous education institutions such as Lancaster Bible College, Georgia Southwestern State, Virginia Tech, and LSU are using Percussion to drive their web content strategies.

www.percussion.com

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Parking is limited, we recommend using the shuttle between venues. The shuttle schedule will be posted at the conference site.

www.eduwebconference.com
Nearby Attractions

- Boston Common
- Boston Duck Tours
- Bunker Hill Monument
- Faneuil Hall/Quincy Marketplace
- Freedom Trail
- Paul Revere’s House
- Red Sox (3 home games)
- Trolley Tours of Boston

See the Concierge in the Hotel Lobby for more information on these attractions.

Boston Park Plaza Hotel Dining

Boston Restaurants & Lounges on site:

- McCormick and Schmick’s
- Smith & Wollensky
- Au Bon Pain
- The Melting Pot
- Statler’s Lounge
- MJ O’Connor’s
- Finale

- McCormick and Schmick’s
  - Located in a historic stone and brick “castle” built in 1891.
  - Take a step back into our history and enjoy our classic Piano Bar setting, featuring vintage cocktails & casual fare.
- Smith & Wollensky
  - Indulge your senses with the unique dining experience of our Boston steakhouse.
- Au Bon Pain
  - Fresh Salads & Sandwich’s for dining in or taking on the go.
- The Melting Pot
  - Tailor your visit with a 4 course Dining Experience including Cheese Fondue, Salad, Entree and Dessert.
- Statler’s Lounge
  - We create sensational dessert experiences at Statler.
- MJ O’Connor’s
  - Eclectic Irish Food & Spirits. One of Boston’s best Pub’s and a ‘must visit’ destination.
- Finale
  - Food & drink with personality melds contemporary American Cuisine designed for sampling and sharing with an extensive list of Wines by the pour and creative Cocktails.

Andrew Bain
Director, Web and Multimedia Development
Coppin State University

Nathan Gerber
Director of Web Development Services
Utah Valley University

Andrew Gossen
Senior Director for Social Media Strategy
Cornell University (Office of Alumni Affairs)

Eric Hodgson
Web Content Manager
University of Iowa Foundation Emeritus

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Vanderbilt University

Terri Vaughan
Web Support Specialist
Clemson University

CONFERENCE CHAIR
Shelley A. Wetzel, M.B.A.

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Jim Paskill • Principal & Creative Director

TABLE TOPIC JULY 31ST AT BREAKFAST TIME

How to Apply and Measure Mobile Marketing
Jeanne Gosselin • Senior Consultant, Enrollment Management and Marketing

PRESENTING AS PART OF THE MOBILE WEB TRACK ON AUGUST 1ST AT 9:30 AM

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