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OU Campus Voted the #1 Commercial CMS for Higher Ed

What You Need in a Great CMS and MORE...

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OU Campus Voted the #1 Commercial CMS for Higher Ed

Featured Speakers

Opening Keynote Speaker
“Becoming President in the Age of 140 Characters or Less”
Sponsored by Adobe
Santa Ono
President, University of Cincinnati
Santa Ono, PhD, is the 28th President at the University of Cincinnati. After serving as an interim for two months, he was appointed to the presidency in October 2012. As a chief executive, he has gained a reputation as an avid and effective user of Twitter and other social media, with his Klout score at 82. Prior to becoming president, Dr. Ono served two years as UC’s Senior Vice President for Academic Affairs and Provost. He retains faculty appointments in biology and pediatrics.
Dr. Ono is the first Asian American to serve as UC’s chief executive and one of only a few Asian Americans to serve as president of a major research institution in the United States. Prior to UC, Dr. Ono served at Emory University as Vice Provost for Academic Initiatives and Deputy to the Provost and then Senior Vice Provost for Undergraduate Academic Affairs, also serving as Professor in the Department of Ophthalmology, Emory University School of Medicine. Earlier in his career, he also served in a variety of teaching, research and administrative positions at the Johns Hopkins School of Medicine, Harvard Medical School (and the Schepps Eye Research Institute), University College London (UCL) and Moorfields Eye Hospital in London.
Dr. Ono earned his PhD at McGill University and his BA at the University of Chicago. His training in Biochemistry and Molecular Biology at Harvard was supported by a Helen Hay Whitney Foundation Fellowship.

Tuesday Lunch Speaker
“Future Forward: The College of Tomorrow”
Sponsored by Higher Ed Experts
Jeffrey Selingo
Editor At Large, The Chronicle of Higher Education
Jeffrey Selingo, an author, reporter, columnist, and leading authority on higher education, has spent his journalism career covering colleges and universities worldwide.
His new book, College Unbound: The Future of Higher Education and What It Means for Students, explores the college of future – how families will pay, what campuses will look like, and how students will learn and prove their value in the job market.

Selingo is editor at large of The Chronicle of Higher Education and a senior fellow at Education Sector, an independent education think tank in Washington, DC. From 2007 until 2011, he was editor of The Chronicle, where he worked for 15 years in a variety of reporting and editing roles. His work has been honored with awards from the Education Writers Association, Society of Professional Journalists, and the Associated Press, and he was a finalist for the Livingston Award for Young Journalists.
He has been a featured speaker before dozens of national higher-education groups and appears regularly on regional and national radio and television programs, including NPR, ABC, and CBS. His writing has also appeared in The New York Times, The Washington Post, The Huffington Post, and he is part of the inaugural class of thought leaders writing for LinkedIn Today.
He received a bachelor’s degree in journalism from Ithaca College and a master’s degree in government from the Johns Hopkins University.

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Conference Map
Exhibitors & Sponsors at a Glance
Exhibitors & Sponsors
Boston Region
Advisory Board
Closing Keynote Speaker

“If You’re Not Adapting, You’re Losing and Why Your Annual Marketing Plan isn’t Enough”

Ken Bonham
Founding Partner and Vice President, Lucid Agency

Ken Bonham is a Founding Partner and Vice President at the Lucid Agency. Interactive marketing clients include Arizona State University, Purdue University, University of Illinois, University of British Columbia, Westminster College and Gonzaga University. Previous clients include University of Phoenix as well as over a dozen public and for profit institutions. Ken and his team have developed a wide variety of campaigns including website design and development, user experience design, lead generation and customer acquisition campaigns, re-targeting, branding and display campaigns. Ken received his B.A.E. from Arizona State University. Ken is on the Board of Directors for the Better Business Bureau of Arizona, a founding member for the Phoenix Suns BB Charity and sits on the senior committee for the Phoenix section of non-profit Lift Up America, where he helps further the organization’s mission of providing education and leadership training to at-risk children.

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

Becoming President in the Age of 140 Characters or Less
Santa Ono, President, University of Cincinnati

Welcoming Reception
6 - 7 PM
2nd Floor, among the exhibitors
Sponsored by Hannon Hill

Open bar & Hors d’oeuvres
ID is required for all events serving alcohol

Academic Content Management
Finally, a powerful system that’s easy to use. Custom workflows, role-based permissions, forms and integrations in a web-based solution:

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www.trumba.com
Welcome & Announcements 1 – 1:15 pm
Shelley Wetzel, Conference Chair, & Rich Vallaster, Conference Co-Chair
Imperial Ballroom

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

Becoming President in the Age of 140 Characters or Less
Santa Ono, President, University of Cincinnati

Imperial Ballroom

University of Cincinnati President Santa J. Ono, PhD, discusses his open and social leadership style which is transforming the way he university operates. According to Jeff Neff of Ad Age, Dr. Ono is “perhaps the best chief-exec tweeter I’ve seen yet...relevant, sincere, often funny.” President. Ono will dive into how he has harnessed the power of social technologies to become more “open”—transparent, more engaging, authentic and innovative. Ono talks about how his open strategy involves a four-step process: Learning, Conversation, Support, and Innovation.

He will also explore why social technology is so important to the way a university and its president communicate and how one hashtag, #HottestCollegeinAmerica, has made a dramatic impact on the university, both internally and externally.

@PresOno
@HottestCollegeinAmerica

Break and Topic Table Sign-ups in Imperial Ballroom
2:15 – 3:30 pm

Presentations 2:30 – 3:30 pm

Creating Internal Support to Reach External Audiences
Julie Campbell, Ball State University, Director of Interactive Marketing

Imperial Ballroom • Marketing • Intermediate

You need friends to do your job in marketing. How do you “herd the friends”? Be quick to listen. Come to this session to learn tips you can try to increase success with your marketing efforts.

@carpe777
@internalcomm

Can You Pass the Social Media License Test?
Social Media TOS Crash Course
Karine Joly, Higher Ed Experts, Executive Director

Statler Room • Social Media & Communications • Intermediate

An up-to-date crash course on the major terms of service (TOS) any social media pro working in higher education should know.

@karinejoly
#hecommunity

Going Responsive with Your Analytics
Jessica Bethal, NewCity, Director of Internet Marketing

Plaza Ballroom • Mobile • Advanced

Responsive design can get you on mobile devices, but it can wreak havoc on your analytics. Learn how to configure it to give you insights about how people use your site in different contexts.

@NewCity
#responsiveanalytics
Break and Topic Table Sign-ups
in Imperial Ballroom
3:30 – 3:45 pm

Presentations 3:45 – 4:45 pm

StoryBox - A Story of Getting Things Done the Agile Way
Johan Leers, The University of British Columbia, Senior Web Coordinator
Imperial Ballroom • Marketing • Intermediate
Building an enterprise-wide content repository that was cheap, fast and good. Learn how we did it with WordPress and how integrating agile methods across multiple disciplines enabled our success.

Social Media Through the Looking Glass
University of Oklahoma College of Liberal Studies:
   Catherine Kerley, Webmaster & Mac Administrator
   John Huggins, Communications Specialist
   Jeff Roby, Marketing and Admissions Coordinator
Piazza Ballroom • Social Media & Communications • Intermediate
What use is Facebook without pictures and conversations? Learn how to engage and build your Facebook audience by believing as many as six impossible things before breakfast.
@OU_CLS
#socialmadhatter

A Mobile Solution for the Underdog
Sylvia Nicosia, Farmingdale State College, Web Manager
Terrace Room • Mobile • Intermediate
How a small college with a department of four and a tight budget, developed a mobile solution that is affordable and provides vital moments to make a lasting impact on prospective students.
@syncosia
#TheUnderDog

It’s 2013 & I’m Still Writing “Should Web Designers Know Code?” On All My Checks
Abu Noaman, Elliance, LLC
Statler Room • Design & Development • Intermediate
Learn how settling for the wrong question thwarts our attempts to adapt to change, and how a combination of being wrong, playing more and asking better questions will save the future of web design.
@NickAlexopulos
@LoyolaMaryland
#enterprisecontent

Presentations 5 – 6 pm

A Web Yankee in King Marketing’s Court
Mike Richardatly, John Carroll University, Senior Director of Creative Services
Plaza Ballroom • Marketing • Beginner
Remember when people used to ask if Web Services belonged to IT or marketing? In a world where digital is taking over marketing and communications, a new breed of professional is climbing the ranks.
@johnCarrollIU
@mrichwalsky
#webyankee

It’s Not All About Facebook: Define Your Own
Private Community
Babson College:
   Vanessa Theoharis, Digital Marketing and Community Manager
   Gene Begin, Digital Marketing Director
Statler Room • Social Media & Communications • Intermediate
With a coordinated strategy across Facebook and other platforms, there’s room for a college-owned, private social network within your institution. BUT your private network should not stand on its own.
@gbegin
@VanessaTSmiths
#notyourFacebook

Using iTechnology for Recruitment and Yield
Aaron Smith, University of Massachusetts Lowell
Ken Kaplan, Becker College
Terrace Room • Mobile • Intermediate
Stay with the trends of technology and the use-age of iPhones and iPads in college admission recruitment and yield. Learn how to write a proposal to obtain devices, utilize devices to the best ability, and help come up with ideas for the future. Apple will have a representative from their Higher Education Department helping with this presentation to see these devices cur-rent usage and learn what else colleges and universities would like them to do.

Designing and Developing an Agile Web Eco-System
David Stevens, Lehman College - City University of New York, Manager of Web Services
Imperial Ballroom • Design & Development • Intermediate
Learn innovative techniques to engage today’s mobile and social audience via a flexible and agile web architecture and publishing strategy.
@Lehman_College
#webecosystem

Welcomeing Reception
6 – 7 PM
Sponsored by Hannan Hill
Open bar & Hors d’oeuvres
2nd Floor, among the exhibitors
Conference Badge required, ID is required for all events serving alcohol
Continental Breakfast & Topic Tables
8 - 9 AM

Lunch & Speaker
11:45 am - 1:15 pm
Imperial Ballroom
Sponsored by Higher Ed Experts

Future Forward:
The College of Tomorrow
Jeffrey Selingo, Editor At Large,
The Chronicle of Higher Education

Evening Reception
Hosted & Sponsored by
OmniUpdate & Noel-Levitz
6 - 7:30 pm
Maggiano’s Little Italy Boston
(behind hotel)

Jeff Selingo Book Signing
11:15 - 11:45 AM
Near the Member Lounge/Hancock Room

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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WHO WE ARE
At our core, we are about helping companies adapt to change, find new ways to work, and stay competitive.

WHAT WE DO
We offer a broad range of services, including contract and contract-to-hire staffing to help global companies add technical expertise to their marketing and creative departments, increase the bandwidth of their in-house teams, and more.

WHO WE SERVE
We only represent digital, creative, and marketing talent. No one else. Every day, Aquent talent are on assignment at some of the largest companies worldwide.

CONNECT WITH AN AGENT TODAY AT AQUENT.COM OR 877.227.8368.

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Storytellers
Artists
Geeks
Search Ninjas

Join us for fresh insights at eduWeb
Responsive Analytics
by Jessica Behel
Don’t let your project go ballistic
by John Williams

Come see us at Table S8 and visit www.insidenewcity.com

Facebook.com/eduwebconf Twitter.com/eduwebconf #eduweb13
Continental Breakfast 8 – 9 AM

Social Breakfast, Imperial Ballroom
Topic Tables during breakfast, Plaza Ballroom & Statler Room

Topic Tables 8 – 9 AM
Sign up for Tuesday Topic Tables after Monday’s Opening Keynote in the Imperial Ballroom

Marketing to Adults: 5 Steps to Assess, Develop and Sustain a Digital Strategy
Sharan Higgins, Loyola University Maryland, Assistant VP, Marketing and Communication
Steve Navarro, R2Integrated, Market Development Director
Marketing • Intermediate
Learn to translate your marketing strategy into an efficient programmatic series of integrated campaigns dictated by detailed analytics. Sounds complicated? It’s not. Learn five easy steps to succeed.
@LoyolaMaryland @R2Integrated
#digitalstrategy

Creating a Cross-Media Marketing Campaign that Catches Attention and Gets Result
Ivy Tech Community College: Lauren Rochefort, Director of Marketing/Communications
Michelle Hall, Asst. Director of Web and Multimedia Services
Marketing • Intermediate
The best marketing campaigns use a variety of media to reach and engage different audiences. Learn how Ivy Tech Community College created a multi-channel marketing campaign to boost enrollment.

Sticky, Gooey, and Long-Lasting
Brian Waddle, HCC Coleman College for Health Sciences, Public Relations Director
Marketing • Beginner
Prospective students spend almost 6 minutes on the HCC Community College website, and with average visit times decreasing in the U.S., relevant and sticky content is a must for survival.

Content Strategy for Higher Education
Holly Wright, Hannon Hill, Marketing Manager
Marketing • Intermediate
In this interactive table topic, we’ll brainstorm and discuss content strategy ideas for higher education organizations, including social media campaigns, content mapping and planning, promotion and measurement, and targeted personas. Bring ideas you want to bounce off the group or come prepared to think on your feet. Full participation will be encouraged as we discuss the important topics.

How can you best communicate with prospective students via your Web site, e-mails, social networking sites, and other e-communications?

Embracing the Mobile Frontier and Reaching the Digital Natives
Jonathan Wall, Ektron, Director; Product Marketing
Mobile • Intermediate
Smartphones and tablet utilization continues to skyrocket, and colleges and universities that make great use of mobile technology differentiate themselves.
@jwall @Ektron
#HigherEdMobileWeb

Getting Rid of the Box: A New Vision for Higher Ed Websites
Laura Figueroa, Frause, Senior Vice President, Creative Services
Brian Ware, data Chameleon, Principal and Owner
Design & Development • Intermediate
To capture attention, a website must be visually appealing, interactive and easy to navigate. Presenters will discuss how to build an engaging site that pushes boundaries creatively and functionally.

Walking the Web Redesign Plank: Surviving Engineer Infested Waters
The University of Oklahoma: Gina Petruecelli, CMS Migrations Manager
Karen Kelly, Director of Communications
Design & Development • Intermediate
Learn how to captain the website ship, avoid scurvy and navigate the turbulent seas of content strategy, information architecture and design using OU College of Engineering’s web redesign project.
@OUWebcomm @webredesignsharktank

Don’t Sleep Deep Over the Outsourcing Dilemma
Tanya Price, Tanya Price Consulting, Consultant
Design & Development • Intermediate
Managers today must provide more services with fewer staff. When is outsourcing the right decision and what do you do when the relationship isn’t working?
@tdprice @outsourcingdilemma

Don’t Let Your Project Go Ballistic
John Williams, NewCity, Systems Architect
Design & Development • Intermediate
We often launch web projects like ballistic missiles: all the energy up front, and little guidance afterwards. John discusses an alternate vision for projects grounded in proven development practices.
@NewCity

How can you best communicate with prospective students via your Web site, e-mails, social networking sites, and other e-communications?

Step by the Noel-Levitz booth to pick up the latest E-expectations Report. Or visit www.noellevitz.com/expectations

Tuesday Schedule

Continental Breakfast 8 – 9 AM
Social Breakfast, Imperial Ballroom
Topic Tables during breakfast, Plaza Ballroom & Statler Room

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@LoyolaMaryland @R2Integrated
#digitalstrategy

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Tuesday Schedule

Topic Tables 8 – 9 am (continued)

Responsive Web Design: The Steps to A Successful Project
Scott Noonan, Boston Interactive, Chief Technology Officer
Design & Development • Intermediate
The session approaches responsive web design by covering the importance of content inventory, breakpoints, and testing, concluding with a case study analysis.
@bstnteractive

Control vs. Freedom: WCJC’s Experience with a CMS-based Faculty Website
Xiaodong “Eric” Li, Wharton County Junior College, Webmaster
Design & Development • Intermediate
This session features a webmaster’s insights on how to balance non-editable, standardized information and the editable, personalized content for faculty web pages.

How to Create, Execute and Measure a Social Media Program In-House
Tony Passmore, VisionPoint Marketing, Vice President, Strategy & Creative
Social Media & Communications • Intermediate
Join Boston College's Carroll School of Management and VisionPoint Marketing to learn how to create, execute and measure a successful social media program in-house.
@vispoint

Small Professional School, Big Impact: Wielding Social Media to Connect with Niche Audiences
Illinois College of Optometry: Jennifer Sopko, Director of Communications & Media
Erin Engstrom, Web/Communications Manager
Social Media & Communications • Intermediate
With increased competition for students, the survival of higher ed institutions depends in part on using social media to connect all that is with prospective students, current students, alumni and others.
@ICO_Optometry
#nichedialogue

32 Flavors and Then Some
Carrie Phillips, Arkansas Tech University, Director of New Media
Brent Passmore, University of Central Arkansas, Director of Web Development
Social Media & Communications • Beginner
This session features more than 30 creative ways to boost your social media and marketing presence. You’ll leave this session with several new ideas to promote your institution.

Topic Tables 8 – 9 am (continued)

Social Media 101: Learning by Example
Kayla Patterson, GoAbroad.com, GoMedia Coordinator
Social Media & Communications • Beginner
Learn more about the best practices in social media for your organization. We’ll discuss the basics, examples of promotions, the importance of engagement, how to measure success and answer questions!
@GoAbroad
#SocialMedia101

Suit Yourself: Tailoring Your Strategy to Fit
Allison Matherly, Texas Tech University, Coordinator of Digital Engagement
Social Media & Communications • Intermediate
Managing multiple social media while remaining true to your brand can keep you on pins and needles. Learn ways to tailor your strategy to suit your university and get your content all buttoned up.
@TexasTech
#socialtailoring

Presentations 9 – 10 am

Beyond the Basics: Using Video to Enhance Your Message
Carrie Phillips, Arkansas Tech University, Director of New Media
Brent Passmore, University of Central Arkansas, Director of Web Development
Imperial Ballroom • Marketing • Intermediate
This session will feature a variety of different video ideas to boost your marketing message and grow your university’s video presence.

Using Instagram to Encourage, Capture and Increase Social Conversation
Gretchen Edwards, Wake Forest University, Assistant Director, Digital Engagement
Terrace Room • Social Media & Communications • Beginner
Learn the benefits that come from interacting with your audience on Instagram, how to integrate it into your overall social media strategy, and the value of doing so. Case studies will be presented.
@WakeForest1834
@gretchEdwards
#instagramedu

E-Expectations 2013: Positioning Your Digital Presence in a Mobile Environment
Stephanie Geyer, Noel-Levitz, Associate Vice President, Web Strategy and Interactive Marketing Services
Lance Merker, OmniUpdate, Inc., President and CEO
Statler Room • Mobile • Intermediate
Learn how campuses can optimize their Web, social media, and e-mail strategies for the increasing numbers of prospective students researching colleges on their mobile devices.
@noellevitz
@omniupdate
#E-expectations2013
tuesday schedule

Presentations 9 – 10 am (continued)
Governance: How the 5 R’s Protect You from ‘Frankenstein-ing’ your Website
Tony Polliucci, VisionPoint Marketing, Vice President, Strategy & Creative
Plaza Ballroom • Design & Development • Intermediate
Learn how to establish a governance plan that defines the rules and procedures around how your organization manages and publishes website content, and how to ensure those procedures are followed.
@vispoint
#webgovernance

Break
10 – 10:15 am

Presentations 10:15 – 11:15 am
Keep Printing: The Importance of Printed Materials in Recruitment
Aundra Weissert, Washington College, Associate Director
Statler Room • Marketing • Beginner
Learn how to make the most of print. Leave with some new ideas for creating effective print pieces. Hear from an admissions officer the kinds of printed materials prospective students want to see.
@washcoll
@amillennialgirl
#keepprinting

Hashtags and Handles without the Headache: How to Painlessly Use Twitter
Rebecca Rubin, Blue Water Media, Digital Marketing and Social Media Specialist
Plaza Ballroom • Social Media & Communications • Beginner
Even if you don’t use Twitter, chances are high that the people you are trying to reach do! This workshop will provide an overview of Twitter and how to best use it to engage target audience members.
@BlueWaterMedia
@RebeccaRubin
#HashtagsEdu

Mobile is for Everyone
Christopher Lynett, Lasell College, Director of Web Marketing
Terrace Room • Mobile • Beginner
Lasell College went mobile a year ago and we’ll share our story (with analytics). First you need to figure out what options are available, resources (realistic) and finally you need to get going.

How to Build a Stronger, More User Friendly Top Level Website
Martin Boucher, Université Laval, Web Communications Director
Imperial Ballroom • Design & Development • Intermediate
In this session, I will present a proven and innovative content development strategy that was carried out in a large Canadian university (17 schools, 45,000 students).
Network with Exhibitors
Break
11:15 – 11:45 am

Jeff Selingo Book Signing by the Member Lounge/Hancock Room
College Unbound will be on sale for $20.
Cash, check or credit card is acceptable.

Lunch & Speaker
11:45 AM – 1:15 PM
Sponsored by Higher Ed Experts
Future Forward: The College of Tomorrow
Jeffrey Selingo, Editor At Large, The Chronicle of Higher Education
Imperial Ballroom
In “Future Forward: The College of Tomorrow,” Jeff Selingo will discuss how the perfect storm of financial, political, demographic, and technological forces are changing higher education forever. In this talk, Selingo will describe the college of the future: how students will want to learn, the role of technology, and the risks and opportunities for traditional campuses. He will also discuss how residential campuses can prove their value in a marketplace where students will have many more options.

Break
1:15 – 1:30 pm

Presentations 1:30 – 2:30 pm
SPARTANS WILL.360: Reinventing the Annual Report as a Dynamic Brand Engagement Tool
Michigan State University:
Heather Swan, VP for Communications and Brand Strategy
Carmen Orazi, Director of Research, Planning, and Analysis
Jim Peck, Big Ten Network Executive Producer and Director of University Photography
Terrace Room • Marketing • Intermediate
MSU took the age-old annual report and redefined it as a near real-time and social campaign that garnered exceptionally high audience engagement.
Educating the Educators: How to Teach Your Social Media Theory to Others
Lindsay Nypiet, Fort Lewis College, Social Media Coordinator
Imperial Ballroom • Social Media & Communications • Intermediate
We will review best practices for educating your institution’s faculty and staff about social media and progressing to a more sophisticated social model.
@nyquistify
#EducatingTheEducators
Here’s to the rebels.


You know who you are. You’re resilient, passionate, curious, smart. You see the bigger picture and stand up for change.

From Creosote’s beginning, we’ve rebelled against the business-as-usual approach to marketing and branding in education. We stand firmly at the crossroads of creative storytelling and technology—developing more effective branding strategies at a better price.

So come on. Rebel. Innovate at a time when demographic data and economic reality demand it. Change. Create the greatest opportunities for a successful and sustainable future.

Delfy the conventions that no longer have relevance in our market. Defy the conventions that no longer demand it. Change. Create the greatest opportunities for a successful and sustainable future.

Tuesday Schedule

Presentations 1:30 – 2:30 pm (continued)

The ROI of Mobile Marketing - 101
Bill Hartburn, Paskill Stapleton & Lord, Vice President of Interactive Services
Stateroom • Mobile • Beginner
Achieve the best ROI for your marketing, go where prospects connect—their mobile devices. Learn how mobile prospects interact, ways to market to them and how mobile marketing can yield the best ROI.

Your Newsletter: How Effective Design Creates a Lasting Impression
Andy Teaworn, Tufts University, Web Design and Development Specialist
Plaza Ballroom • Design & Development • Beginner
This presentation will discuss email newsletters as a marketing tool in higher ed. The topics covered will focus on various considerations in what constitutes an effective newsletter design.

Break
2:30 – 2:45 pm

Presentations 2:45 – 3:45 pm

Juvenile Jokes, Bad Language, Sex Talk? Any Students in the House?
Ram Kapoor, University of California, Berkeley, Executive Director, Marketing & Digital Communications
Stateroom • Marketing • Intermediate
How to get through to students? Be flexible and rethink assumptions. Pre-test and fine-tune your creative work. Extend your reach through campus partners. Laugh a lot.

#marketinghighered

Re-Thinking College Admissions by Embracing Social Business
7Summits: RJ Reimers, President, Co-Founder; James Davidson, Vice President, Digital Strategy
Terrace Room • Social Media & Communications • Intermediate
7Summits will introduce successful practices its high ed clients are instituting to attract new students, engage the existing student population, and inspire alumni by embracing social business.

From “Mobile Last” to “Mobile First”: A Pragmatic Approach to Responsive Design
University of Vermont: Tatjana Salcedo, Web Strategist; Megan Hack, Multimedia Developer
Plaza Ballroom • Mobile • Intermediate
A look at one institution's journey to responsive web design using a mobile first approach and an agile web templating system.

@uvmwebteam
#mobilefirstcrawd

Usability Bootcamp: 3 Weeks to a Better Website
Valerie Fox, Bentley University, Director, Digital Engagement
Imperial Ballroom • Design & Development • Intermediate
Learn how Bentley University leveraged user-centered design methodologies to launch its new Admission site and curated design debates with a shared understanding of user goals and attitudes.

@bentleyu
@ValerieFox
#higheredusability

Snack Break
3:45 – 4 pm

Presentations 4 – 5 pm

Integrating Social Advertising into your Marketing Mix
Laura Rigby, The University of New South Wales, E-Marketing Officer
Imperial Ballroom • Marketing • Intermediate
Integrating social advertising into your marketing mix: innovative ideas for connecting with students via digital advertising.

@UNSW
@Socialads

The Scroll: Hamilton’s Social Media Strategy and Platform
Jessica Krywosa, Hamilton College, Director of Social Media
Stateroom • Social Media & Communications • Intermediate
How Hamilton created a moderated social media mashup to showcase what Hamilton means to its community.

@jesskry
@HamiltonCollege
#TheScroll

An Admissions First Mobile Site: Avoiding Critical Mistakes
David Marshall, Mongoose Research, Inc, President
Terrace Room • Mobile • Intermediate
Follow our suggestions to create a mobile web presence that gives you competitive advantages to meet your enrollment goals.

@MongooseDave
#AdmissionsFirstMobile

Creating A “Responsive” Web Community On Campus
Jason Gerber, Utah Valley University, Web Development Services Director
Stateroom • Mobile • Beginner
Learn how to get users to respond! UVU has built a thriving Web Community of resources by utilizing their move to RWD, CMS tools, and a communications plan to stimulate involvement across campus.

@utahvalleyuniv
@thangangerber
#campusweb

Evening Reception
6 – 7:30 PM

Get into the themed fun and get your complimentary copy of creosoteaffects.com • 301-447-2EDU

@nathangerber
@utahvalleyuniv
#AdmissionsFirstMobile

Do You Pass the Mobile Test?

Attend Making Responsive Website Design Work for Higher Ed

Wednesday 9:30am

SOMETHING IS HAPPENING...

Through 2013, the space where students begin their academic future will change forever.

Providing control over marketing and communications across the enterprise and not just the web, a powerful new force in web experience management will consolidate the student portal, website and mobile apps...

...and become one.

SINGLE PLATFORM SINGLE EXPERIENCE

Jadu
Find out more at jadu.net/edu
We Love WordPress
We build sites using WordPress and responsive layouts, not because it’s the trendy thing to do, but because your users demand mobile-friendly websites.

We Love Higher Ed
We’ve spent our careers building websites for institutions of higher education large and small. It’s our passion, and not to brag, but we’re really good at what we do.

We Love Sharing
Hear from Mike Richwalsky, our senior partner for technology, at his session “A Web Yankee in King Marketing’s Court” on Monday, July 29, from 5-6 p.m.

gasmark8.com • Cleveland, Ohio • Manchester, England
Closing Keynote & Speaker 8 – 9:15 AM
If You’re Not Adapting, You’re Losing and Why
Your Annual Marketing Plan isn’t Enough
Ken Bonham, Lucid Agency, Founding Partner and VP
Imperial Ballroom
In this engaging keynote, Ken Bonham will discuss why an annual plan isn’t enough to be successful in the Education industry. The face of interactive marketing and student engagement has changed, and the speed at which new technologies and methodology for communication has changed with it. Now is the new fast, and communication for “now” can’t be planned the same way. While a great annual plan is essential to every educational strategy, Ken will show you how flexibility and an intentional adaptation of today’s student and current web technology can meet for great success. You will be taken on a journey through today’s rapidly changing landscape, and will see best practice implementations to engage your potential and existing students, as well as alumni and the business community. Don’t miss this keynote or you may find your marketing and communication plans stuck in the junk mail box.

The Business of Art and Going Mobile
Laura Caruso, American University’s Kodak School of Business, Web Production Coordinator
Terrace Room • Mobile • Beginner
Learn how our team produced a mobile experience using jQuery Mobile and QR codes on a budget. Hear what we’ve learned about building a mobile art tour, how we measure successes, and future plans.
@kodogodbiz
#mobiletour

Making Responsive Website Design Work for Higher Ed
GHD Interactive:
Alana William, Principal User Interface Developer
Eleni Stathoulis, Creative Director
Plaza Ballroom • Design & Development • Intermediate
The complexity of higher ed websites making responsive design as a mobile solution challenging. Learn best practices and from the results of usability testing mobile university sites.
@OHInteract
#responsive

Break 10:30 – 10:45 am

Presentations 10:45 – 11:45 am
Higher Education Marketing in an Era of Disruption and Sector Shrinkage
Gerald Schorin, Sarah Lawrence College, Vice President for Communications and Marketing
Plaza Ballroom • Marketing • Advanced
How will disruption with both growth and shrinkage affect higher ed? Examples from marketing practice suggest possible strategies and tactics to succeed in a time of unprecedented challenge.
@gschorin
8 Things You Shouldn’t Do When Planning and Designing for a Mobile World
Doug Broujos, WhatCounts, Vice President of Services
Statler Room • Social Media & Communications • Intermediate
In this session our strategy and creative expert will explore the six things that you need to know when considering email design, and production in today’s ever-changing world of mobile technologies and best practices.
Responding to the Mobile Challenge - Moving Beyond Responsive Design
Jim Edmunds, Ingenex, CEO
Terrace Room • Mobile • Beginner
Your mobile web strategy needs to focus on more than just design. Using real-world data and case studies, we’ll discuss the importance of crafting a user experience that is optimized for mobile.
Using Analytics to Support Website Design Choices
Nick Valentino, York University, Manager, New Media Communications
Terrace Ballroom • Design & Development • Intermediate
Demonstrating the design-collect-evaluate-redesign process York University used to re-develop the most fundamental aspects of its Future Student web presence.
@yourkuniversity
#designbyanalytics

Tuesday Schedule
Overview of today's Student and Current Web Technology Can Meet
Angela Yang, RDW Group, Social Media Specialist
Imperial Ballroom • Social Media & Communications • Intermediate
Hot or Not? Social Marketing Trends in Higher Education
#DataDrivenWeb4Ed
Sean Ruskino, Verndale, SVP Digital Strategy
Statler Room • Social Media & Communications • Intermediate
This session presents a case study that merges the science of analytics with the creative process to deliver a user experience that increases applicant conversions through data-driven design.
@verndale Tweets
#DataDrivenWeb4Ed

Presentations Noon – 1 pm
Out of Mind, Out of Site? Engaging With Your Alumni Online
Penny Richards Fowler, Victoria University, Communications Officer (Alumni Relations)
Imperial Ballroom • Marketing • Beginner
A case study of Victoria University’s alumni communications, focusing on e-newsletter and website success factors. The study also illustrates how mobile devices have changed communication approaches.
@pennyrf
#oomosoite
#vicuni

Data-driven Design for High Education to Increase Applicant Engagement and Conversions
Sean Ruskino, Verndale, SVP Digital Strategy
Statler Room • Social Media & Communications • Intermediate
This session presents a case study that merges the science of analytics with the creative process to deliver a user experience that increases applicant conversions through data-driven design.
@verndale Tweets
#DataDrivenWeb4Ed

Executing a Mobile Web Strategy
Stephanie Coleman, Southern Polytechnic State University, Director of Web Services
Terrace Room • Mobile • Beginner
Learn more about our process for establishing and implementing a mobile Web strategy including a mobile web app with responsive design and a mobile download app.

Improving the Top Five “High-Value” Pages of Your Website
Jeff Johnson, Primacy, VP Managing Director
Terrace Ballroom • Design & Development • Intermediate
Learn strategies/tactics used by cross-industry digital marketers that you can apply today in driving meaningful outcomes on the Web, specifically with the most “high-value” pages of your website.
@thePrimacy
#highered
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. Through complete customer care, we're with our customers every step of the way - from planning to launch - to ensure every project is a success.

www.active datascalendar.com or www.active datatax.com

Acquia is where great digital experiences begin. Join the more than 2,000 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. Learn more at acquia.com or contact us at +1 781 238 8600. Dream it. Drupal it.

www.acquia.com

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

www.bluefuego.com

CampusTours Inc. is an interactive media and software company specializing in virtual tours, interactive campus maps and online orientations.

www.campustours.com

For over 25 years, Carnegie Communications has been a leader in higher education marketing and recruitment 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

Hannon Hill is the creator of Cascade Server CMS. powering more higher education sites than any other! Cascade empowers users to manage their web presence with state-of-the-art technology and top-notch customer service. It's engineered for any network environment, offers contributor-friendly interfaces and provides deployment flexibility, multi-site management, and fast implementation. It also comes with our proprietary content marketing software to help you measure and optimize your content.

www.hannonhill.com
Jadu is a leading global provider of Web Experience Management Software, specializing in CMS, Forms, Search and Mobile for enterprise websites, intranets and extranets. Jadu powers organizations across the world and is a leading innovator in providing customers with the tools needed to simplify and empower the multi-channel web publishing and management process.

www.jadu.net

KnowledgeOne is an online educational services company that provides institutions and professional organizations with reliable and cost effective online course development, delivery and support.

www.knowledgeone.ca

NewCly crafts award-winning websites, apps and campaigns for universities, non-profits and corporations. We lay a solid foundation combining user experience, compelling design and future-friendly technologies to power your success for years to come.

www.insidencly.com

Paskill Stapleton & Lord is a premier provider of marketing consulting & strategies, publications, advertising and web solutions for higher education. Our mission is to help client institutions prosper through enrollment growth by attracting qualified students who will enroll and graduate. A spark of science and creativity is invested in all our services, which include: market research, consulting & planning, publication & web design, advertising, media placement and staff development.

www.psandonl.com

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 an 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

Primary works with colleges, universities, and learning organizations to harness the power of the Web and digital marketing and technology channels. Primary helps educational institutions proactively shape and differentiate their brands in ways that meaningfully impact performance objectives around admission, advancement and academic reputation outcomes on the Web.

http://theprimary.com

Singlebrook Technology is a custom web and mobile development and design firm based in Ithaca, NY. Singlebrook is a certified 8 Corp with a strong emphasis on social and environmental responsibility. Clients include the American Chiropractic Association, College and University Professional Association for Human Resources, Earthcolor, and Cornell University.

www.singlebrook.com

Steimprove provides organizations of all shapes and sizes with smart tools that make website management and maintenance both easier and more affordable. Steimprove has a global presence with offices in Denmark, the UK and the US. The company has a worldwide customer base of 1,200 organizations. Over 119K (35) of these customers are from educational institutions, with organizations such as LSE, UCL, Newcastle University and Yale.

www.steimprove.com

SmartCatalog is a hosted solution for College Catalogs, Curriculum Management, Online Student Forms and Syllabi. Features include customizable forms and workflow, reports, relational data structure, published APIs and implementation services.

website

7Summits creates online community experiences that transform your institution. Individuals and consumers are social, businesses are becoming social, and higher educational institutions will need to become academically social in order to thrive. We assist our customers in improving social engagement across the entire student lifecycle, admissions through student engagement through the alumni experience.

www.7summitsagency.com

At Verndale, we make digital marketing do what it’s designed to do: deliver compelling content to the right user through the best channel at the optimal time. It sounds simple, but with the incredible proliferation of content, channels, platforms and technology, it’s actually quite complex. Our comprehensive services in Digital Strategy, Experience Design, Technology and Digital Marketing shield our clients from that complexity so they can orchestrate their content more easily and effectively.

www.verndale.com

VisionPoint Marketing provides strategic consulting, development and execution of online marketing solutions for higher education. VisionPoint specializes in web design & development, search marketing, social media strategy & execution, email marketing and online advertising. A minority and women-owned business, VisionPoint’s work can be seen at visionpointmarketing.com/our-work.

www.visionpointmarketing.com

At WhatCounts we provide data management, software, and services to marketing professionals seeking to deliver smart personalized digital messages to their target audiences. Each day our team partners with over 800 customers to leverage email, social media, mobile devices, and the web to drive revenue. We are proud of the fact that some of our customers are seeing email marketing ROI as high as $200 returned for every $1 invested.

www.whatcounts.com

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www.whatcounts.com
Boston Park Plaza Hotel Dining
Restaurants & Lounges on site:
McCormick and Schmick’s
An ideal place to meet on your way the Theater, Event or game at Fenway Park.

Smith & Wollensky
Indulge your senses with the unique dining experience of our Boston steakhouse. Located in a historic stone and brick “castle” built in 1891.

Au Bon Pain
Fresh Salads & Sandwiches 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.

Stater’s Lounge
Take a step back into our history and enjoy our classic Piano Bar setting, featuring vintage cocktails & casual fare.

Finales
We create sensational dessert experiences at Finales.

MJ O’Connor’s
Eclectic Irish Food & Spirits. One of Boston’s best Pubs and a “must visit” destination.

Fleming’s Prime Steakhouse & Wine Bar
Uxury atmosphere, gracious service and dedication to excellence turn evenings out into memorable times.

Nearby Attractions
Boston Common
Boston Duck Tours
Bunker Hill Monument
Fanueil Hall/Quincy Marketplace
Freedom Trail
Paul Revere’s House
Red Sox (2 home games: July 30 & 31)
Trolley Tours of Boston
See the Concierge in the Hotel Lobby for more information on these attractions.

Boston Park Plaza Hotel Dining
Restaurants & Lounges on site:

Boston region

HIGHER EDUCATION

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
Carnegie Mellon University (Office of Alumni Affairs)

Eric Hodgson
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The eduWeb Conference Advisory Board is composed of industry leaders in education. Their expertise spans the entire gamut of marketing and web; each is dedicated to keeping our conference content focused on today’s issues. The conference committee would like to thank them for their service to this event.

How to Talk to a Bostonian
(...from our experience. But, what do we know? We’re from Atlanta.)

1. Drop the R’s. “Weird” becomes “wee-id” and “garden” becomes “gah-den.”
2. Add R’s back, selectively. Add those R’s back to words ending in “uh” and between words ending and beginning in vowels. For example, “idea” becomes “i-deer.”

Don’t be a chowdahhead! Stop by our booth to win a Kindle Fire HD and pick up some killa swag!