



American Marketing Association

2008 Symposium for the Marketing of Higher Education



NOVEMBER 16 – 19, 2008 + CHICAGO, IL

Sunday, November 16

1:15 p.m. – 5:00 p.m.

Preconference Workshops

☑ ***Online Communities that Thrive: Realizing the Possibilities; Burning Down the Obstacles***

LOIS KELLY, Foghound

Every college is exploring ways to build deeper connections with alumni, students, prospects, and other audiences. Web 2.0 is opening up vast possibilities to do so through online communities. In this high-energy, highly-interactive workshop we'll explore what attracts people to a community, elements needed for a community to gel and thrive, the fine line between community facilitation and management, how to measure progress and success, and how to use insights from the community to inform strategic planning, resource priorities, and fundraising/recruitment development. We'll also go behind the scenes of successful communities to see what makes them tick. Be ready to move, to think, to share and to get out of the usual university communications, alumni relations, and recruitment boxes. You'll come away with the 5 key guiding principles of successful communities, how to overcome the 3 most common obstacles, and the confidence to get started.

☑ ***Higher Education Market Research: Gathering the Right Information for the Right Decisions***

JOHN GERACI, Crux Research, Inc.

NAN BURGESS-WHITMAN, Doyle Research Associates

Higher education marketing is becoming more sophisticated and is relying more on market research for strategic guidance. This session will bring private-sector insights to a higher education context and show the steps to success for a research project. It will discuss when it is sufficient to conduct research on your own and when is it necessary to seek expert advice. You'll learn how to be an intelligent "consumer" of polling data, mistakes to avoid, and how to position your market research for success.

☑ ***Basic Marketing for Higher Education***

THOMAS HAYES, Professor of Marketing, Xavier University and Vice President, SimpsonScarborough

This session is a "must" for those new to higher education or new to marketing. It covers the principles of marketing as they apply to colleges and universities in a highly interactive and fast paced environment. These principles include marketing research, positioning, and integration of the marketing effort across campus. Always one of the highest rated seminars, attendees are sure to come away applicable insights.

☑ ***Blogging Boot Camp: How to Start and Develop a Successful Blog***

KARINE JOLY, www.collegewebeditor.com

More and more universities and colleges have started to use blogs as communication channels to engage prospective students or alums; inform current students, faculty and staff; promote special events; and even to communicate with project stakeholders. While it's very easy and affordable to set up and launch a blog, good and effective blogging requires a lot of work. From the best approach to deal with comments to practical tips on search engine optimization, promotion and writing, this tutorial will show you the way to make the best out of your new blog(s). Whether you plan to launch a blog soon or have just started to post, you will learn how to avoid common pitfalls and achieve blogging bliss by applying the 12-step program developed for higher ed bloggers by the presenter, a higher ed blogger. Bring your wifi-enabled laptop to take part in all the blogging action scheduled for this tutorial, and get ready to become a (better) blogger after this 4-hour blogging boot camp!

☑ ***Managing Expectations and Critical Conversations***

TONY PROUDFOOT, Associate Vice President for
Marketing Communications, Ball State University

You need to tell your designer it's time to go back to the drawing board. The vendor hasn't delivered and it's time to discuss the final invoice. Your internal client thinks dropping flyers will "get the word out." Your business school wants their own logo. And by the way, where's my link on the homepage? Successful brand and marketing champions know how to manage expectations and handle critical conversations in a way that builds relationships long term. In this interactive session participants will be guided through the elements that lead to successful outcomes and positive relationships that result from managed expectations and clear communication.

5:00 p.m. – 5:30 p.m.

New Attendee Orientation

5:30 p.m. – 6:45 p.m.

Reception

Monday, November 17



8:30 a.m. – 9:30 a.m.

General Session: Keynote

☑ ***Marketing Performance Measurement: Using Website Analytics as a Model for all Marketing Channels***

KAREN BREEN VOGEL, CEO, Clear Gauge

In tough economic times, Marketing is always a place where budget cuts hit first. When judged as a cost center rather than a revenue or profit contributor, marketing budgets don't have enough financial ROI underpinning to stand up to scrutiny in good times or bad. With the growth of internet marketing, tracking and measuring prospect and customer responses and conversion became a promise that for many organizations is still unfulfilled. This session will review the current state and future of Marketing Performance Measurement using website analytics as a model for all marketing channels. The need to get the right data in the right business value context is not only important for optimizing marketing investments but if done right, it provides the intelligence and insight to drive the right message at the right time to the right target resulting in higher relevance, engagement and business results. Session will include best practices for website strategy, evolution of measuring websites, steps for implementing performance tools, culture and process, and best practices for overall optimization of website business performance including understanding the impact of social media (Web 2.0) tools and applications.

9:30 a.m. – 9:50 a.m.

Advertorials

9:50 a.m. – 10:10 a.m.

Break

10:10 a.m. – 12:10 p.m.

Advanced Marketing Session

▣ *Getting the Attention of the National Media: Developing a Plan and Building Relationships*

KRISTINE MALONEY, Associate Director of National Communications and Media Relations, College of the Holy Cross

TERESA VALERIO PARROT, Vice President, SimpsonScarborough

With the anticipated decline in traditional student populations in many regions of the country—and the heightened expectations for the marketing effort – most institutions are seeking to reach beyond their own backyards and establish widespread visibility. Consider a fresh media approach! It's working at the College of the Holy Cross, where the development of an aggressive, strategically targeted national plan resulted in 777 media hits in the first eight months (including 38 national stories in outlets like *USA Today*, *Newsweek*, *The New York Times*, The History Channel and The Associated Press). In this session, you will learn how to develop a nationally-scoped media plan, receive tips for pitching stories that advance your institution's mission and strategic goals, and learn how Holy Cross generated campus-wide buy-in for the College's media relations program.

10:10 a.m. – 11:10 p.m.

Concurrent Track Sessions

STRATEGIC PLANNING

▣ *Building Your Brand from Within – The Power of Employee Engagement*

HARRY HAYWARD, Director of Electronic Media, University of Washington

Building the great brands has often received a turbo boost from really committed employees – consider the Nike sales force of “ekins” who tattooed the swoosh on their ankles and covered the nation as brand evangelists or the Starbucks baristas who become “Coffee Masters” and share their love of the perfect cup. Can this happen in the world of higher education too? Yes!

EXECUTION

▣ *Beyond the Click: Strategies to Generate and Cultivate Online Inquiries*

JENNIFER WOOLEY, Assistant Director - Marketing, Georgia Tech

JENNIFER COPELAND, General Manager, DemandEngine

Prospective students (and parents) are using the Internet to seek information on their terms and expecting immediate and personalized follow-up. Colleges and universities are looking to search engine marketing to leverage their web presence, enhance their brand image, and generate measurable results. In this presentation, we will reveal a how-to framework for designing and implementing a paid search engine marketing strategy to respond to these opportunities. Attendees will learn how to utilize geo-targeting, analytics, and post-click cultivation efforts to attract prospective students, and qualify and nurture their interest. They will also have the opportunity to participate in an interactive survey to assess their current online footprint and search engine marketing readiness.

TECHNOLOGY

☑ ***WWW.CMU.EDU 2.0: Engaging Carnegie Mellon Web Users Where They Are***

JAY BROWN, Associate Director of Marketing for Web Communications, Carnegie Mellon University

MARILYN KAIL, Assistant Vice President of Marketing Communications, Carnegie Mellon University

Carnegie Mellon University is managing the power of the web strategically and enthusiastically – leveraging research to reach new audiences online. The university’s creation of a YouTube channel, viral videos, RSS feeds and a Facebook page has given them the opportunity to engage their users wherever they are on the web. You’ll learn how Carnegie Mellon launched a YouTube channel and a series of viral videos that use humor to reach new audiences. Presenters will also describe how they managed the online components around the phenomenon of Carnegie Mellon Professor Randy Pausch’s inspiring “Last Lecture” – which was viewed more than 2.8 million times on YouTube alone in the first 6 months.

MEASUREMENT

☑ ***A New Focus: Cultivating Quality, Life-long Relationships with Alumni and Parents***

ALLISON CANNADY-SMITH, Director, Alumni and Parent Relations, University of Puget Sound

PATRICIA CASEY, Senior Vice President, Maguire Associates Inc.

TARA SCHOLDER, VP for Research Operations, Maguire Associates Inc.

Learn about Puget Sound’s efforts to build a comprehensive approach to involving alumni and parents in the life of the university – cultivating volunteers, enhancing current programming, improving communications, and planning for future expansion – and how the results of an alumni survey are being used to inform these efforts.

11:15 a.m. – 12:15 p.m.

Concurrent Track Sessions

EXECUTION

☑ ***Marketing to Adult Students – Trends & Tactics for Message Delivery***

JIM PASKILL, President and Creative Director, Paskill Stapleton & Lord

DAVID RUDERMAN, CMO, Chapman University

Adult students represent a significant opportunity for colleges and universities looking to increase both enrollments and profitability. But, capturing the attention of these prospects can be challenging. Compared to the traditional student, adults have different needs, characteristics, and motivations and therefore your marketing strategy and tactics must change. In this session, learn how to analyze your institution’s and the market’s situation to develop messages that resonate with adults. And, learn best practices for delivering them.

STRATEGIC PLANNING

☑ ***Beauty and the Beast***

AMY FOLEY, Senior Associate Director – Undergraduate Admissions, University of Delaware

HEATHER A. KELLY, Associate Director Office of Institutional Research, University of Delaware

CHRISTINE YANG SCHULTZ, Senior Associate Director Office of Admissions, University of Delaware

Before you can create compelling, effective, and “beautiful” messages you must confront the “beasts” of perception and brand recognition. Attendees at this presentation will learn how the Office of Undergraduate Admissions teamed up with the Office of Institutional Research at the University of Delaware to successfully change their brand.

EXECUTION

☑ ***Taking Email to the Next Level: Practical Advice for Creating a Integrated Email Marketing***

KARLYN MORISSETTE, Web Producer, Dartmouth College Development

The days of email marketing as second-class citizen to print communications are over. Whether your institution is looking to create an email strategy from scratch or improve on its current one, this session will provide you with practical advice for developing an integrated email marketing strategy that will get results.

TECHNOLOGY

☑ *How Your College or University Brand Can Survive – and Even Thrive – in a New Era of Interactivity*

ED SEVILLA, Vice President for Enrollment Management and Marketing, Stonehill College

The advent of Web 2.0 brings fresh challenges to the marketer who wishes to establish a consistent and differentiated college or university brand. Marketers must be able to lead organizational change so that their institutional website supports a broad group of content authors on campus, who can move the online brand experience beyond traditional descriptive, institution-oriented information and navigation to user-centric and benefit-driven approaches. Learn how Stonehill College is using new interactive media approaches, which are anchored by classic research-driven brand marketing strategies, to generate positive results in academic reputation, enrollment management, public relations and development. Through Stonehill's experience, attendees will gain "lessons learned" which they can apply to their own institutions.

12:20 p.m. – 1:50 p.m.

Lunch and Keynote

Luncheon Keynote

☑ *Keep It Real*

JO ANN GORA, President of Ball State University

Does your brand promise drive your university's curricular development? Your campus strategic plan? Dare I ask—your university's resource allocation? Are all of your VPs—not just the one in charge of marketing—focused on mission differentiation? Ball State's branding effort is the real deal and it's delivering real results: record applications, jumps in quality and retention, and dramatic investments in campus facilities. This session will leave you thinking about the difference between real branding and simply promoting the same old institution in a new wrapper.

2:00 p.m. – 4:20 p.m.

Advanced Marketing Session

☑ *The Method is as Important as The Message: You Are How You Market*

LISA A. ROSSBACHER, President, Southern Polytechnic State University

RON KOGER, Vice President for Student and Enrollment Services, Southern Polytechnic State University

JIM COOPER, Director of Marketing, Southern Polytechnic State University

The communication method you choose to deliver your marketing message is a powerful statement about who you are. If you are working within a constrained budget, would your goal be to do things the same way you always have - or to focus on your target audience using new techniques? For example, using technology is a powerful tool for recruiting bright, technologically savvy students. A variety of technology-rich media are available to reach prospective students, including interactive web sites, viral videos, cell phones, and alternate reality games (ARG). A variety of non-traditional media, such as wild postings and outdoor advertising, can also drive audiences to web sites and other sources of additional information. Come hear how higher education marketers have used communication tools appropriate to their mission and audience and the metrics for their success.

2:00 p.m. – 3:00 p.m.

Concurrent Track Sessions

STRATEGIC PLANNING

☑ *Extending Your Brand*

ROBERT SEVIER, Senior Vice President – Strategy, Stamats, Inc

This session will begin with a brief review of brand marketing for colleges and universities. With that foundation in place, we will explore how to extend, or leverage your brand beginning with a look at successful internal brand launch strategies. We will then look at how to effectively communicate your brand and will pay particular attention to communication strategies that do not require significant marketing budgets. Finally, we will explore options for living out your brand promise. Lots of great examples from higher education and other sources will be shown.

EXECUTION

☑ *The Campus Visit: Who Controls*

BRYAN GREENBERG, Assistant Professor, Elizabethtown College

MARY DOLHEIMER, Director of Marketing, York College of Pennsylvania

The campus visit is one of the most important components of the recruiting process, yet the role it plays in decision-making often gets short shrift in admissions efforts. This session focuses on how to ensure the appropriate message is delivered to each individual. It includes a discussion of how experience influences decision-making and a review of the tools that can be utilized, including a standardized 'secret-shopper' system, to assess on-campus activities.

MEASUREMENT

☑ *Alumni Engagement through Influence Networks*

NAYELI GARCIA, Associate Director of Client Engagement, Community Analytics

Many colleges and universities struggle to effectively engage with their alumni because they do not understand how these individuals are connected. By understanding the social networks that exist between alumni, institutions can leverage existing relationships to recruit the right leadership, increase participation, and reach new donors.

TECHNOLOGY

☑ *Inside Baseball: Communicating Effectively and Efficiently to your Internal Audience*

JOHN ROBERTS, Director of Internal Electronic Communications, Furman University

CARLA HORTON, VP, Business Development

Internal Communications – the method, tone and frequency in which we communicate with faculty, staff and students, can play a vitally important role in nurturing a welcoming and supportive work environment. A successful internal communications program can promote a sense of community, improve productivity and job satisfaction. A failing program – or lack of one – can fuel campus rumors, speculation and animosity. But too often universities overlook internal communications, directing resources to polish and fine-tune communication programs that are directed primarily to prospects and alumni. An internal communications plan, though, should be the foundation of any university branding, integrated marketing and fundraising endeavor. John Roberts, director of internal and electronic communications, will offer some guidelines and tips about how to improve your internal communications program.

3:00 p.m. – 3:20 p.m.

Break

3:20 p.m. – 4:20 p.m.

Concurrent Track Sessions

MEASUREMENT

☑ *Measuring Naked Conversations – A Case History of Social Media Measurement in the Higher Ed Market*

KATIE DELAHAYE PAINE, CEO, KDPaine & Partners, LLC

In this session we cover the fundamental principles of measurement and how Georgia Tech followed these principles to create the best measurement program in higher ed, and figured out how to best deal with the challenges of social media.

STRATEGIC PLANNING

☑ *Moving the Needle*

MJ MCMAHON, Executive Vice President, Northern Arizona University

ROBERT MOORE, Managing Partner, Lipman Hearne

Is your institution ready to undertake a comprehensive marketing communications overhaul in this crowded market? Join us as we share Northern Arizona University's journey through this tricky process and give you practical advice on how to succeed at your institution. And more importantly, how you too can move the needle!

TECHNOLOGY

☑ *Giving Students What They Want (To Get the Results You Want)*

JENNIFER JONES, Assistant Professor, University of Alabama

PETER TOMASSI, Vice President of Product Development, Education Dynamics

This presentation looks at specific content and technology strategies that can fuse student and administrator needs in one seamless environment. It addresses how colleges and universities can orchestrate blogs, messaging, digital facebook, lifestyle content and other entertaining online experiences while communicating key First Year Experience messages and positively impacting retention.

MEASUREMENT

☑ *Post-Secondary Planning: How First Generation Students are Different*

DON MUNCE, President, MRCCUA

BRAND GOAN, Director of Admissions, Transylvania University

Hear in-depth analysis on the post-secondary planning of first generation students. Receive detailed information on their college preferences and learn how their first generation status is affected by demographic and socioeconomic factors. Data from over 500,000 students is included!

4:30 p.m. – 5:15 p.m.

Roundtable Discussions

“Internal Branding: Developing an Institutional Culture to Live Your Brand”

Discuss solutions for getting internal stakeholders, especially the faculty, to buy-in to your brand strategy, and how to turn brand inhibitors into brand champions.

Moderator: Rex Whisman, Principal, BrandED Consultants Group

Target Audience: Higher education professionals engaged in institution-wide branding and marketing initiatives

“Effective Marketing Strategies for Adult Students”

Discussion on developing effective marketing strategies targeted to prospective adult learners. Conversation will include budget allocation, print/on-line communication, and integrating marketing outreach for adults into the overall institutional brand.

Moderator: Ryan Morabito, Director of Marketing Solutions at Performa Higher Education

Target audience: Higher education marketing and enrollment professionals whose responsibilities include adult students

“Addressing Price and Value Perceptions”

Discuss how to understand what students and parents are actually willing to pay and why

Moderator: Tara Scholder, Vice President for Research Operations, Maguire Associates

Target audience: Marketing, enrollment and financial aid professionals charged with appealing to and communicating with prospective students and parents

"Meshing Corporate Experience and Higher Ed"

With more schools turning to corporate marketing professionals to lead marketing functions, culture clashes and steep learning curves are inevitable. This session will cover the trials - and tribulations - of moving from corporate life to high-ed and the benefits to the industry.

Moderator: Kelly Shannon, Vice President, University Marketing and Communications, Loyola University Chicago

Target audience: Former corporate marketing professionals and higher ed marketers interested in the perspective of those coming from corporate life.

"Crisis Communications: Effectively Communicating During a Crisis – Are you Ready?"

Is your campus prepared to communicate effectively in the event of a crisis? Join us for a review and discussion of the major elements of communicating during and after a crisis to ensure your messages are effectual and timely.

Moderator: Michelle Searer, Director of Marketing and Communications, IndianaUniversity Northwest

Target audience: All higher education professionals charged with communicating with a constituent audience in the event of a crisis.

5:15 p.m. – 6:30 p.m.

Networking Reception

Tuesday, November 18



8:30 a.m. – 9:30 a.m.

General Session: Keynote

☑ **Millennials Go To College**

NEIL HOWE, Author, *Millennial Rising*

Who are the Millennials? Why are these young people so new and special? And what can educators do to make their institution of higher education best serve their needs? Neil Howe explains it all. He draws the big picture by locating Millennials in the context of other youth generations (G.I.s, Silent, Boomers, Xers) over the last century. He describes what has happened in families, schools, and politics to shape this generation so differently from Xers or Boomers. And he focuses on the concrete steps schools can take to best leverage their distinct collective personality--including how to get Boomer and Xer educators to work together. His presentation will cover the hottest emerging issues, from helicopter moms to the new focus on teamwork and protection, from the new research on "small learning communities" and more rigorous "standards" to continuous academic feedback. He will also focus on the rising number of Gen-X parents of today's college freshmen, and on what you need to know about Xers to successfully recruit their kids. Get ready for a fascinating journey through the life stories of older generations and for an inspiring message about how to be the college of choice for today's rising generation.

9:30 a.m. – 9:50 a.m.

Advertorials

9:50 a.m. – 10:10 a.m.

Break

10:10 a.m. – 12:10 p.m.

Advanced Marketing Session

☑ ***The Latest on Achieving Admissions, Advancement and Academic Reputation Outcomes on the Web***

TY GLASGOW, CEO and President, BigBad Inc.

Back this year by popular demand! This session will take a provocative look at some of the latest trends in how to achieve Admissions, Advancement and Academic reputation outcomes on the web. We'll take on some urban myths and unpack emerging web strategies and tactics that will give you plenty to think about when you get back to the office. Specific topics we'll look at - Web 2.0 - what does it really mean for you?, how to understand the limitations and opportunities for social networking - we'll help answer the fundamental question of whose house the social networking party is at - yours or theirs?, web organization and governance best practices and much more. And...the always popular Lighting Round is back where we'll do 1-minute no holds barred assessments of audience supplied web sites.

10:10 a.m. – 11:10 a.m.

Concurrent Track Sessions

STRATEGIC PLANNING

☑ ***Going Green: A Differentiator or a Way of Life***

GREGORY CARROLL, Vice President Marketing and PR, Furman University

NANCY SPITLER, Director, Creative Services, Furman University

Sustainability appears to be the big umbrella under which we're all gathering ...although sometimes it seems more akin to a big tent, with schools all over the country, and the world, trying to outdo each other in the game of who gets the most "green" headlines. So, what we've asked of several institutions around the globe is "has it been worth it?" In a case study type format, we're going to "see and hear" what some of these schools have done in the areas of reputation building, fund raising and enrollment management using sustainability. Participants will walk away with resources, examples and possibly an action plan for meeting the green challenge on their campuses.

TECHNOLOGY

☑ ***Understanding Web Behavior in Undergraduate and Graduate School Search***

KEVIN DREXEL, Assistant Dean for Enrollment Management, USC Rossier School of Education

YOUNG SHIN, President Princeton Review Marketing Services

This session presents the 2008 survey results of almost 5,000 undergraduate and graduate school students who reported on their use of higher education websites while engaged active search and offers data-informed recommendations on how higher education institutions can improve their website design, content, tools, and messaging to better engage prospective students.

EXECUTION

☑ ***Inquiries to Alumni: Using Affordable Technology and Integrated Marketing to Recruit and Retain Students***

GREGORY R. WILLIAMS, Ed.D., Director and Clinical Assistant Professor, University of Maryland, Baltimore County

From the perspective of a faculty member and program director, come hear how an affordable, integrated marketing approach using technology has proven to increase enrollments and build solid program awareness. Out with print advertising, and in with AdWords, iTunes and other multi-media. Learn how to create long-term relationships through technology and see inquiries convert to alumni.

MEASUREMENT

☑ ***When Promotion is Not Enough***

DR. LETHA ZOOK, Academic Vice President, Wheeling Jesuit University

DALE BLOCHER, President, Blocher and Company

Faced with declining enrollment in its undergraduate population, Wheeling Jesuit University looked inward to cut costs and ride out the storm. But after five years and little recovery in the market, the University launched a major (and uniquely

objective) assessment of its program offerings. Rather than simply repackaging the same product with a new promotional campaign and hoping for the best, it embarked upon a systematic look at each part of the offering across customer, competitive and profitability dimensions. This robust fact base resulting from the process led to some powerful insights, and supported confident decision-making around improvements to the entire marketing mix. Attend this session to learn how the extensive analysis was conducted, see some of the results, and hear why marketers should consider a similar endeavor at their own institution.

11:15 a.m. – 12:15 p.m.

Concurrent Track Sessions

EXECUTION

☑ ***Four Strategies to Drive Online Giving***

KEN KIPPS, Director of Communications, University of Virginia

This session explores how powerful electronic communications can drive online giving. You'll examine the research about how donors use the Web, learn the four components of a strategic marketing communications plan for online fundraising, and see these principles in use by educational institutions and non-profits.

STRATEGIC PLANNING

☑ ***From Xbox to 'Lybunts': What Do Corporate and Non-Profit Brands Really Have in Common?***

JAMES BERNARD, VP Marketing and Communications, World Learning

BEN EDWARDS, Principal and Managing Partner, Art & Science Group

An unusual partnership charged with developing a non-profit brand (one partner came from Microsoft where he helped build the Xbox brand, the other is a specialist in non-profit market research and strategy) demonstrate how a brand, whether corporate or non-profit, is a powerful tool to shift global perceptions among youth audiences. Through a case study of an organization with a rich history but a fractured brand and unclear value proposition, James Bernard of World Learning and Ben Edwards of Art & Science Group explore how unifying an organizational brand can leverage enrollment, revenue and fundraising growth.

TECHNOLOGY

☑ ***The DePaul Quad – a Social Networking Site for Parents of DePaul Students***

DEBORAH L. MAUE, Asst. Vice President for Marketing Strategy, DePaul University

In August, 2007, DePaul University launched the *DePaul Quad*, the university's first initiative in the discipline of word-of-mouth marketing, and our also our first attempt at developing and launching a proprietary social networking site. This session will explain why we did it, what we did, how we did it, and most importantly, what we learned along the way.

MEASUREMENT

☑ ***Measuring the Customer's Experience: The Establishment of a KCTCS Mystery Shopping Program***

TERRI GILTNER, System Director Marketing and Communications, Kentucky Community and Technical College System

As higher education becomes more customer-oriented due to increased competition and expectations of students, the practice of using mystery shoppers is being considered among colleges interested in improving their recruiting efforts. This presentation reviews how KCTCS established a mystery shopping program tied to a customer service training and rewards program.

12:20 p.m. – 1:50 p.m.

Lunch and Keynote

Luncheon Keynote

☑ *Recipe for A Dream Job*

TERESA M. FLANNERY, Executive Director, University Communications and Marketing

Imagine the chance to create a delectable opportunity, from scratch: Whip up the first integrated marketing program at a national university, emerging from recent turmoil, with aspirations to “own” their market position. Start with a position that reports to an enthusiastic new president. Stir in a bushel of natural assets. Add a healthy commitment of resources to do the job well. Blend the talents of an eager but underappreciated staff. Fold in the commitment of deans who are ready to work together to support the institutional brand. Sprinkle in the hopes and aspirations of an entire community that is eager to see their pride reflected in the perceptions of others. Bake.

When Terry Flannery left an established and nationally recognized marketing program to start all over at a new institution, many colleagues wondered why she would do it. For Flannery, erstwhile chef, the challenges and rewards of creating the equivalent of a perfect professional soufflé—with all the necessary ingredients – it was too good to pass up. Flannery will open the recipe file for a peek into how she is assembling the ingredients to succeed.

2:00 p.m. – 4:20 p.m.

Advanced Marketing Session

☑ *How Much and By When? The Essentials of Return on Investment-Driven Marketing*

TOM ABRAHAMSON, Managing Director and Principal, Lipman Hearne

“Marketing doesn’t cost anything, it makes money.” You’ve heard this catchphrase – maybe even used it yourself a time or two – and you know deep down that it’s true. But making the case for marketing investments, particularly when it’s new money or a large sum, requires a plan that’s impossible to say “no” to. In this session, we’ll cover the essentials of ROI-driven marketing; What it is. How to create demand for it within your organization. How to develop and implement a sophisticated plan. And, how to measure it for effectiveness.

2:00 p.m. – 3:00 p.m.

Concurrent Track Sessions

STRATEGIC PLANNING

☑ *Avoiding the Long Road to the Middle: Going Beyond Brand Mediocrity in Consensus-driven Organizations*

DEVIN LIDDELL, Director – Brand Strategy, Phinney Bischoff Design House

Compelling brand strategies require an agreed-upon focus on one or two ideas. Territorial perspectives complicate this kind of alignment in higher education institutions, where individual colleges and different departments as well as the unique perspectives of administrators, faculty, staff, students and alumni make for a complicated group of “stakeholders.” The result is often a mediocrity that satisfies everyone and inspires no one. This session focuses on strategies for achieving alignment across diverse internal audiences without sacrificing boldness and clarity when developing your brand strategy. In this session, we will offer guidance on structuring processes to balance input with decision-making, putting external communications in context to overcome insular points of view, and using an inclusive approach to develop a winning strategy.

EXECUTION

☑ *Attracting the Next Graduate Business Student: A Segmentation Analysis*

GREGG SCHOENFELD, Associate Director – Research, Graduate Management Admission Council

This presentation provides competitive knowledge for schools by identifying and describing the different aspirations of potential business school students. Schools can use this information when developing strategies to increase their applicant pool. This research explores relevant content for messaging and market alignment to cut through the chatter within the marketplace.

MEASUREMENT

☑ *Understanding the E-Expectations of Transfer Students*

EARNEST EVANS, VP, NRCCUA

This session will discuss findings from a groundbreaking new survey of transfer students. Attendees will learn why students decide to transfer, how they compile their list of potential schools, their communication preferences, their online behavior, and more.

TECHNOLOGY

☑ *The Role of Social Media in College Consideration and Choice: The Privacy Paradox and Class Divide*

RICHARD HESEL, Principal, Art & Science Group

SEAN CARTON, Chief Strategy Officer, IDFive

To shed more light on critical issues regarding the role of social media in college choice, the privacy paradox, and whether social media are widening the class divide in college consideration, the College Board and Art & Science Group are collaborating on an extensive national study of rising college seniors. In this session, the results of the study will be unveiled and discussed for the first time. In addition, the work of the several scholars who have investigated the role of social networks on our nation's campuses will be summarized and discussed.

3:00 p.m. – 3:20 p.m.

Break

3:20 p.m. – 4:20 p.m.

Concurrent Track Sessions

STRATEGIC PLANNING

☑ *Build a Global Research and Education Brand: An Integrated Marketing Approach*

CAMILLA MEEK, Director of Electronic Communications, Vanderbilt University's Peabody College of Education and Human Development

KAREN BUCK, Director of Cross Media Strategy, Zehno

This case study will help you make the shift from a reactive stance to staying ahead of competitors by building a unique identity in the minds of education consumers. This session will illustrate how one school built upon a strong regional reputation to gain a national, and potentially, global one through applying a consistent message of quality and thought leadership. The aspects of an integrated external relations communications plan with marketing communications, public relations, advertising, and new media will be covered, along with examples of marketing creative and national media stories which feature research by Vanderbilt faculty.

EXECUTION

☑ *Be the First Responder: How to Acquire and Retain More Students*

LIZ BROHAN DAVIS, President and Co-CEO, Colman Brohan Davis

GINA MILLER, Vice President and Director of Customer Engagement, Colman Brohan Davis

TASHA PATTERSON, Online Marketing Manager for DeVry University

The college that responds fastest to an online information inquiry (a lead) has a tremendous competitive advantage in converting that inquiry/lead to an application and potential enrollment. Learn the components of a successful, student-centric lead generation: retention program as a key differentiator and critical element of your school's recruitment marketing program.

MEASUREMENT

☑ ***Optimizing Price Strategies to Meet Student Enrollment & Revenue Goals***

RAUL GARDENAS, Assistant Professor of Marketing, University of Northern Colorado

ROBYN WACKER, Assistant Vice President for Research, University of Northern Colorado

ROBERT MIRABILE, Associate Vice President for Research, Maguire Associates Inc.

This presentation will show how price strategies based on market research and financial aid modeling techniques can help schools meet an array of student enrollment and revenue goals. Participants will learn strategies for optimizing gross price, discount rate, marketing messages, and financial aid awarding practices.

TECHNOLOGY

☑ ***Authentic Uses of Social Media and the New Web***

ADRIENNE BARTLETT, Director of Marketing, TargetX

Page views and click-throughs are no longer enough to gauge campaign success. These days, it's all about *engagement*. Marketers can no longer expect to "talk at" their audience; instead they must provide opportunities to participate in discussion and dialogue in an online environment. This session will investigate social marketing for recruitment in the age of authenticity. We'll discuss what marketers have done to participate and stay relevant amidst the clutter crisis. Special emphasis will be placed on examples of "new media" initiatives like blogs, social networks, text messaging, RSS, podcasting and video in recruitment marketing. Adrienne Bartlett, Director of Marketing, will offer new ideas and tips on delivering a more engaging and authentic online experience.

4:30 p.m. – 5:15 p.m.

Roundtable Discussions

"Leveraging Adult Students as Your Best Option for Enrollment Growth"

As younger college students begin to decline in numbers, discuss what it takes and what it costs to build enrollments among undergraduate and graduate adult students in a highly competitive and volatile marketplace.

Moderator: Carol Aslanian, Director, Aslanian Group, NY NY

Target Audience: Marketing and enrollment managers who are faced with the responsibility of "growing" their institution's adult student market shares.

"Show Me the Money: Gaining 'Buy-in' for Your Online and Continuing Education Programs"

Share best practices and creative ways to overcome internal barriers and expand your direct marketing budget.

Moderator: Andy Gansler, President of EducationDynamics' Prospecting Services Division

Target Audience: Online Higher and Continuing Education marketing professionals.

"Return on Marketing Investment"

If you can't measure it, you can't manage it. These are the words that hit the spot with CFO's and Presidents. Participants will share their experience, tools and techniques, and challenges in planning for, securing funding, and measuring the effectiveness of marketing.

Moderator: Tom Abrahamson, Managing Director & Principal, Lipman Hearne

Target Audience: Higher education professionals engaged in institution-wide branding, marketing, enrollment management

"Leveraging the Power of Athletics in Your Marketing Efforts"

Institutions of higher education face increasing challenges in enhancing their brand awareness in today's marketplace. Differentiating your marketing messages among competitor institutions is critical for success in meeting enrollment and fund-raising goals. Can intercollegiate athletics assist in meeting these important marketing priorities? Bring your ideas and experience for this "spirited" discussion.

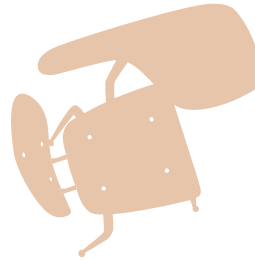
Moderator: Marc Camille, Vice President for Enrollment Management and Communications, Loyola College in Maryland

Target Audience: Higher education professionals with institution-wide branding, marketing, and/or enrollment management responsibilities

5:15 p.m.

Evening on your own/Dinner Sign Ups

Wednesday, November 19



8:30 a.m. – 9:30 a.m.

General Session: Keynote

☑ **Storytelling as Best Practice**

ANDY GOODMAN, Author of *Why Bad Ads Happen to Good Causes* and *Why Bad Presentations Happen to Good Causes* and Founder of the American Comedy Network

Since we first began talking to each other, telling stories has been an effective way to capture attention, engage an audience, and motivate them to act. In the public interest sector, though, translating complex issues, goals that are often intangible, and abstract ideas into a good story can be a daunting challenge. Modern technology has given us shiny new tools to help us communicate – from PowerPoint to podcasts – but in our fervor to remain current (and appear “professional”) we often ignore our natural inclination to tell a good story. In “Storytelling as Best Practice,” Andy Goodman will explain why he believes storytelling is the single most powerful communication tool you possess, and he will offer specific ways your organization can use stories to advance your mission.

9:30 a.m. – 9:45 a.m.

Break

9:45 a.m. – 11:45 a.m.

Concurrent Advanced Marketing Sessions

☑ **Influencing Others Through Trust**

LYNNE HAMBLETON, Executive Consultant, Speed of Trust

Organizational resources are scarcer than ever. Time is more precious. We are all under pressure to get things done more effectively. There are many techniques you might use to influence colleagues and key decision makers to help you make your point and get results. Yet for any of them to work, the person or group you want to influence must view you as credible. They must trust you. So...who trusts you? How do you go about gaining trust and credibility? Come join this highly interactive discussion on how to build, maintain, and extend trust. Each participant will assess their own trust level using a tool and the foundational elements discussed in Stephen MR Covey’s most recent book, *Speed of Trust*.

☑ **The Doctors Are In**

LARRY LAUER, Chancellor for Marketing and Communication at Texas Christian University

TOM HAYES, Professor of Marketing at Xavier University

Back by popular demand is one of the AMA’s highest rated sessions of all time. Larry Lauer and Tom Hayes are well-known experts and sought after higher education marketing consultants. Join this session and tap into their combined 50 years plus of higher education marketing experience to answer any questions you may have. This open-ended session is 100% audience-driven. Attend to get free advice and honest answers for which you might typically pay a consultant thousands of dollars. In this fast paced and informative program, the “Doctors Are In” to help diagnose your challenges and prescribe solutions!

FOR TRAVEL INFORMATION AND TO REGISTER PLEASE VISIT
WWW.MARKETINGPOWER.COM/HIGHERED
OR CALL 800.AMA.1150.