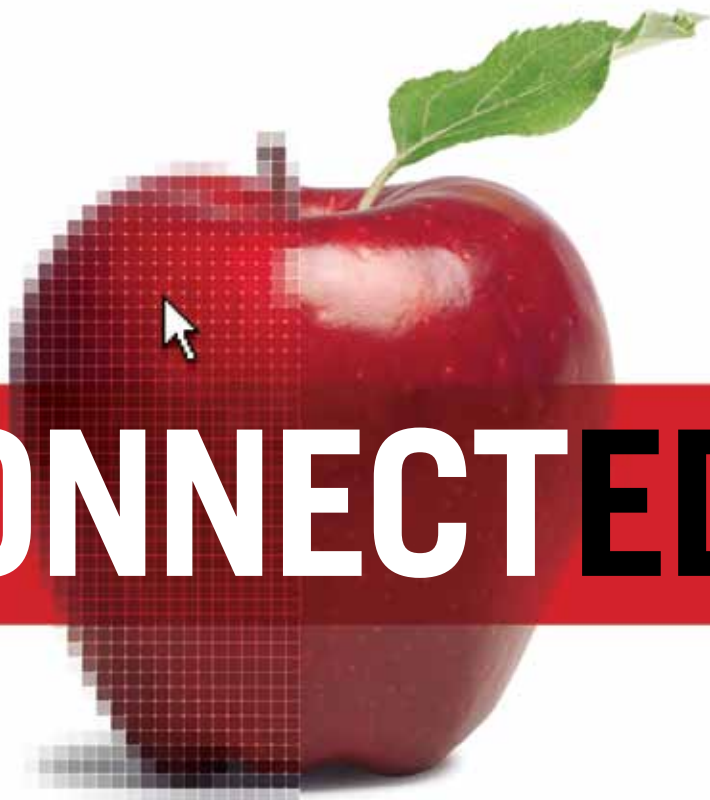


**Symposium for the Marketing  
of Higher Education**

**20th Anniversary**

**November 15-18, 2009**

**Boston, MA**



# CONNECTED

Trend spotting and long term planning, brand building, social media and web 2.0, marcomm strategy and execution, and marketing and measurement methodology for higher education.



**[MarketingPower.com/highered](http://MarketingPower.com/highered)**

### KEYNOTE SESSIONS

The AMA Symposium keynote presenters offer high caliber, inspiring and thought provoking sessions on the most relevant trends in higher education marketing. This years' keynotes include:

**Richard Mintz** | Vice President of Strategy, Blue State Digital  
**John F. Carney III** | Chancellor, Missouri University of Science and Technology  
**Pat Freeland-Small** | Vice-Principal, Marketing and Communications, The University of Melbourne  
**Bill Toliver** | Director, The Matala Line  
**Scott Davis** | Senior Partner, Prophet

### ADVANCED MARKETING WORKSHOPS

Our advanced marketing workshops are intense how-to sessions, that give attendees in-depth learning of applicable skills on the most relevant issues faced in today's world on higher education marketing. This years' topics include:

**ROI**  
**Social Media**  
**CRM**  
**Brand Strategy**

### MARKETING SESSIONS

This year the symposium is offering over 35 marketing sessions. These sessions include case studies and benchmarking examples in key execution areas including:

**Social Media**  
**Web 2.0**  
**Marketing Strategy**  
**Results and Measurement**  
**Branding**  
**Utilizing Video**

Each session offers a unique opportunity for higher education marketers to learn from what others are doing in the field

20th Anniversary

**November 15-18, 2009**  
**Boston, MA**

### MARKETING OF HIGHER EDUCATION

Join Higher Education Marketers from all over the world to discuss cutting edge approaches, new tools and technologies and the hottest trends on the forefront of Higher Education Marketing.

This event focuses on what matters most to higher education marketers and will cover key learning areas including:

- Building strong college and university brands
- Using social media and web 2.0 effectively
- New methods of marketing and measurement
- Marketing communications strategy and execution
- Long term planning and future trends in higher education marketing

In 2008, over 550 leaders in higher education marketing joined together at the AMA Annual Symposium for the Marketing of Higher Education. Come... Participate in the tradition:

- Learn fresh approaches to traditional methods
- Explore new, cutting-edge techniques
- Build innovative leadership and marketing skills tailored for higher education
- Develop connections and contacts with the industry's best and brightest

**The AMA Symposium for the Marketing of Higher Education is the largest and most comprehensive event in the industry.**

### 2009 SYMPOSIUM CONFERENCE COMMITTEE

**Elizabeth Scarborough, Chair** | CEO, SimpsonScarborough  
**Crista Cabe** | Associate Vice President, Public Relations, Mary Baldwin College  
**Carol Custer** | Director of University Marketing, Iowa State University  
**Ty Glasgow** | CEO/President, BigBad Inc.  
**Robert Moore** | Managing Partner, Lipman Hearne  
**Heather Swain** | Assistant Vice President for University Relations, Michigan State University  
**Scott Timmons** | Managing Partner, Local Tide Marketing  
**Lynn Brown** | Program Manager, American Marketing Association

### GET CONNECTED ONLINE

 Search **American Marketing Association**

 Find us on **Facebook** Search **AMA Symposium for the Marketing of Higher Education**

 Follow **@amahighered, #amahighered**

The AMA Symposium keynote presenters offer game-changing information on the most relevant trends in higher education marketing. Don't miss these highly interactive, thought provoking, skill building and energizing sessions.



#### LEARNING FROM POLITICS: WHAT HIGHER ED CAN LEARN FROM THE OBAMA CAMPAIGN

**Richard Mintz** | Vice President, Blue State Digital

Rich Mintz, with Blue State Digital—the company whose new media team and technology powered the Obama campaign's record-breaking online fundraising and social networking program—will show you what you can apply from winning political and advocacy campaigns that will help you improve advancement fundraising, enrollment management, or other academic program goals. You'll learn useful strategies and tactics related to segmentation and prospecting, conversion, stewardship, long-term retention, message authenticity, person-to-person marketing, and more.



#### REBRANDING TRADITION WITH UNCOMMON RESULTS

**John F. Carney III** | Chancellor, Missouri University of Science and Technology

Suppose you could have a conversation with your key constituents to collectively rebrand your 139-year-old institution. That's exactly what Chancellor John F. Carney III did at Missouri University of Science and Technology (formerly University of Missouri-Rolla). This technological research university is now garnering national reach and reputation with a new, mission-descriptive name. A major marketing shift at Missouri S&T is delivering record enrollment, fundraising, recruiter interest, pre-college summer program participation and out-of-state and international inquiries. This session will demonstrate the importance of mission clarity and the value of audience engagement in marketing strategy.



#### "DREAMLARGE": AN INTEGRATED MARKETING STRATEGY FROM DOWNUNDER

**Pat Freeland-Small** | Vice-Principal, Marketing and Communications, The University of Melbourne

In his session, Pat, will provide an award winning case study on the truly integrated development of a brand and market positioning for The University of Melbourne, which has undergone a massive transformation in its educational programs, marketing and branding. Pat brought his corporate background as marketing director for Foster's (that's Australian for Beer), to the University of Melbourne with fantastic results. The University was awarded Gold by Case for Institution Wide Branding in the 2008 International awards and is a multiple Award winner In Australia for Its "DreamLarge" Advertising Campaign.



#### FROM GANDHI TO GOOGLE: CREATING A MOVEMENT IN SUPPORT OF YOUR SCHOOL

**Bill Toliver** | Director, The Matala Line

In this don't miss session, Bill will lead an insightful and inspiring discussion on how the marriage of traditional consumer marketing and social movement building can bring about just the kind of support your university needs. Unflinching support that knows: Times change. Methods change. But values don't.



#### TODAY'S MARKETER, TOMORROW'S GROWTH LEADER?

**Scott Davis** | Senior Partner, Prophet

Traditional marketers today live in a short-term world, built on an ever-narrowing platform of marketing communications and promotions. They are often limited to running agency relationships and are constantly being squeezed for funds they do not have. But the days of marketing and business strategies being created apart from one another are coming to an end. The best marketers are now creating integrated perspectives that start with the growth aspirations of the entire organization. Join us as Scott M. Davis, author of *The Shift*—which outlines how marketing executives can become successful catalysts for growth within their organization—discusses five shifts marketers can make to raise their profile, engage their leadership team and help lead the overall growth strategy for their university.

**GOAL-DRIVEN WEB STRATEGY: IMPLEMENTING TECHNOLOGY WITH AN EYE ON ROI**

**Karlyn Morissette** | President & Principal Consultant,  
DoJo Web Strategy and Web Producer at Dartmouth College

You've integrated technology into your marketing plan, but can you tell if it's working? Now more than ever, it's important to continually monitor your online marketing strategies to ensure they are optimized for success. This presentation will teach you how to develop your online marketing strategies in a way that allows you to quantifiably measure their success, and will walk you through real world examples of calculating the return on investment of your online efforts.

**THE LATEST ON ACHIEVING ADMISSIONS, ADVANCEMENT AND ACADEMIC REPUTATION OUTCOMES ON THE WEB**

**Ty Glasgow** | CEO and President, BigBad Inc.

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. The always popular Lighting Round is back. We'll do 1-minute no holds barred assessments of audience supplied web sites.

**REINVENTION**

**Teri Lucie Thompson** | Vice President – Marketing & Media, Purdue University  
**Jan Botz** | Vice President, Office of Public Affairs and Communication,  
University of Notre Dame

Inheriting a strategic plan called New Synergies, a PR-driven marcom group, and an organizational structure created in the 80's, Teri Thompson led a complete and successful restructuring initiative at Purdue University. Jan Botz is leading the Marketing communications program at Notre Dame with a new strategy and execution plan. Learn how these former corporate marketing executives are transforming their teams, differentiating their brands, and bringing the art and science of marketing to two premium education brands.

**THE BEGINNER'S CHECKLIST FOR LEVERAGING SOCIAL MEDIA TO MARKET HIGHER EDUCATION**

**Melissa Farmer Richards** | Director of Marketing, Virginia Tech University

So what is all excitement around social media and why should higher education marketers care? In this presentation you will learn tips for experimenting with social media applications to reach targeted audiences for your college or university. Attendees will take away progressive steps for “The Beginner,” “The Savvy,” and “The Guru.” Real campaign examples and attendee generated conversation will be utilized in this lively session.

**USING A DASHBOARD TO MEASURE BRAND EQUITY AND MARKETING EFFECTIVENESS**

**Tom Abrahamson** | Managing Director and Principal, Lipman Hearne  
**Mary Stagaman** | Associate Vice President of External Relations,  
University of Cincinnati

Demonstrating the value of a strong brand is an ongoing challenge, particularly in a higher education environment where skepticism about branding still reigns. The University of Cincinnati will share how it is using a brand equity dashboard to quiet critics, increase marketing investment, and build overall support for brand-building.

**USING CRM TO DRIVE ENROLLMENT**

**Matt Melvin** | Associate Provost for Enrollment Management,  
University of Central Missouri

The higher education marketplace is highly competitive, even hostile at times. Learn how university marketers use CRM to customize and personalize the recruitment process while using multiple communication channels to reach prospects. Taking data-driven communications one step further, you'll learn how to ally with academic programs to enhance yield and first-year retention management efforts. This candid, real-world session will provide insight into how one university has worked to implement a CRM philosophy (not just technology) to affect recruitment and retention efforts.

### WEB 2.0 CUSTOMER INTELLIGENCE: IMPROVING ACTUAL AND PERCEIVED STUDENT EXPERIENCE BY LISTENING TO WEB-BASED CONVERSATIONS

**Gaurav Bhalla** | CEO Knowledge Kinetics  
**Judy Frels** | Exec. Director Marketing Communications, University of Maryland

### POWERFUL PROSPECTIVE STUDENT COMMUNICATION DURING UNCERTAIN TIMES

**Karen Doolittle** | Marketing Research Manager, Embry-Riddle Aeronautical University

### SCROLLING TOWARD ENROLLMENT: WEB SITE CONTENT AND THE E-EXPECTATIONS OF COLLEGE- BOUND SENIORS

**Stephanie Geyer** | Associate VP of E-Communications and Web Strategy, Noel-Levitz  
**Larry Erenberger** | Enrollment Consultant, National Research Center for College Admissions  
**Cathy Willette** | Vice President of Marketing, James Tower University

### INCREASE ENROLLMENT BY INCREASING YOUR RANKINGS

**Abu Noaman** | CEO, Elliance Inc  
**Alison Conte** | Assistant Director of Web Communications and Marketing, Duquesne University

### TRANSPARENCY: THE MILLENNIAL MINDSET'S EFFECT ON WEB 2.0 PLANS

**Kerry Salerno** | Director of Admissions Marketing and EMSA Communication, Northeastern University  
**Makeda Keegan** | Senior Assistant Director, E-Communications, Northeastern University

### THE WEB IS FLAT: CREATING CATEGORIZATION AND TAGGING SYSTEMS FOR WEB SUCCESS

**Karen Buck** | Director of Cross Media Strategy, Zehno Cross Media Communications  
**Brian Andrews** | Web Site Director, Champlain College

### HOW TO MOVE INTERACTIVE MARKETING FORWARD: A CASE STUDY OF THE UNIVERSITY OF ALABAMA DISTANCE EDUCATION MARKETING

**Jade Murphy** | Interactive Marketing Account Manager, DemandEngine  
**Adam Miller** | Marketing Manager Academic Outreach, University of Alabama College of Continuing Studies

### SPEAKING IN ONE VOICE ONLINE

**Francis Rizzo** | Director of Design and Interactive Media, Hofstra University  
**Melissa Connolly** | Vice President for University Relations  
**Helen Stefanidis** | Director of Marketing Planning, Hofstra University

### INSIDE-OUT MARKETING: LAUNCHING A BRAND REPOSITIONING CAMPAIGN THAT CONNECTS WITH MULTIPLE STAKEHOLDERS AND DELIVERS A RETURN ON MARKETING INVESTMENT

**Vanessa Carroll** | VP of Marketing, Baltimore City Community College  
**Daviedra Sauldsberry** | Director of Communications, Baltimore City Community College

### DO IT ONCE, DO IT RIGHT

**Sharon Higgins** | Asst VP for Marketing and Communications, Loyola University  
**Dan Giroux** | Account Executive, 160over90  
**Dan Shepelay** | Creative Director, 160over90

### CAPITALIZING ON NATIONAL EXPOSURE: A GUIDE FOR REACHING KEY AUDIENCES DURING AND AFTER YOUR COLLEGE IS THRUST INTO THE NATIONAL SPOTLIGHT

**Allison Maloney** | Assistant Director of Communications, Siena College  
**Jim Eaton** | Associate Director of Communication, Siena College

### STRATEGIC BRANDING FOR ENTERPRISE UNIVERSITIES

**Key Nuttall** | Director Strategy and New Media, University of Washington  
**Joselyn Zivin** | Senior VP and Group Director Brand Strategy and Planning, Lipman Hearne

### YOUR MASCOT SPEAKS VOLUMES WITHOUT SAYING A WORD

**Andrew Schadwinkel** | Marketing Director, University of Nebraska-Lincoln  
**Margaret Laueman** | Director of University Communications, University of Nebraska-Lincoln  
**Jon Humiston** | Creative Director, Strategic Marketing Initiatives, University of Nebraska-Lincoln

### NEW KID ON THE BLOCK: BUILDING A BRAND WITHIN A BRAND

**Barbara Wallace** | Director of Marketing, John Hopkins University  
**Brenda Foster** | Partner, GCF, Inc

## SOCIAL MEDIA

### THE GOOD, THE BAD AND THE UGLY: COMMUNICATING IN A SOCIAL MEDIA WORLD

**Jennifer Goodsmith** | Asst VP, Marketing and Communications, North Central College  
**Andy Beedle** | President, abeedle.com

### LINKEDIN AND TWEETED UP: USING SOCIAL NETWORKS TO COMMUNICATE AND BUILD COMMUNITIES

**Cynthia Jackson** | Director Communications and Marketing, Baylor University  
**Tim Akin, Dr.** | Director of Marketing and Communications, University of California Davis

### SOCIAL THIS AND SOCIAL THAT

**John Lichtenberg** | VP Chief Marketing and Enrollment Management Officer, Walsh College  
**Ernie Perich** | President, Perich Advertising and Design

### THE NEW POWER: SOCIAL MEDIA MARKETING STRATEGY FOR HIGHER EDUCATION

**Fritz, McDonald** | VP of Creative Strategy, Stamats, Inc

### MARKETING IN THE CLOUD: BUILDING COMMUNITY THROUGH ENGAGING ONLINE PRESENCE

**David Rivera** | Online Developer, University of North Carolina Greensboro Division of Continual Learning  
**Trina Gabriel** | Marketing and Communication, University of North Carolina Greensboro Division of Continual Learning

### CONVERSATIONS THAT ENGAGE: YOUR GUIDE TO CONTENT MARKETING FOR HIGHER ED

**Adrienne Bartlett** | Director of Marketing, TargetX

## VIDEO

### NO BUDGET VIDEO FOR MAXIMUM IMPACT EASY VIDEO FOR HARD TIMES

**Jill Grossman** | Director of Online Communications, Connecticut College

### IN THEIR FASHIONABLE OPINION: HOW STUDENT-CREATED VIDEO CONTENT FOR THE WEB CAN MAKE ALL THE DIFFERENCE IN BUILDING A BRAND

**Ed Sirianno** | President and Creative Director, Creative Communications Assoc. Students from LIM College

## MARKETING STRATEGY AND PLANNING

### WANT TO KNOW WHAT PEOPLE REALLY THINK ABOUT YOUR UNIVERSITY? USE A LOW-COST, SIMPLE METHOD TO FIND OUT HOW YOUR AUDIENCES VIEW THEIR RELATIONSHIP

**John Della Contrada** | Senior Director, University at Buffalo: The State University of New York  
**Joseph Brennan** | Associate Vice President of University of Communications, University at Buffalo State University of New York

### THE IMPACT OF INTEGRATED MARKETING COMMUNICATION IN PUBLIC COLLEGES AND UNIVERSITIES IN THE U.S.

**Dawn Edmiston** | Assistant, Professor of Management and Marketing, Saint Vincent College

### THE NEW COMMUNICATION GAP: WHEN YOUR INTERNAL MARKET WANTS A BROCHURE AND YOUR EXTERNAL MARKET TWEETS

**Jeanne Hartig** | VP of Marketing and Communications, National-Louis University  
**Robin Hunter** | Senior Creative Director, National Louis University  
**Jonathan Wells** and **Andrew Volk** | Web Designer, National Louis University

### MARKETING AS THE CATALYST FOR DEEP INSTITUTIONAL CHANGE AND ENHANCED MARKET RELEVANCE

**Theodore Long** | Elizabeth College  
**Tim Westerbeck** | Managing Director and Principal, Lipman Hearne

### GAINING INSTITUTIONAL BUY-IN AND MANAGEMENT SUPPORT FOR A RESEARCH-LED REVITALIZATION OF BRAND MARKETING

**Shaun McDonagh** | Director Office of Marketing and Communications, The University of Queensland  
**John Pyle** | VP for Enrollment and Marketing, Hamline University

### ALUMNI MARKETING ADVISORS: CAPITALIZING ON THE PROFESSIONAL EXPERTISE OF ALUMNI BY CREATING A FORMAL ADVISORY GROUP TO SHAPE AND ADVANCE UNIVERSITY MARKETING ACTIVITIES

**Ellen Ryder** | Director of Public Affairs, College of Holy Cross

(continued)

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**ADULT LEARNERS WHO STOPPED-OUT: HOW DO WE BRING THEM BACK INTO THE FOLD?**

**Crystal Scott** | Assistant Professor, University of Michigan Dearborn

**Kim Schatzel** | Professor and Dean, School of Mgt,  
University of Michigan Dearborn

**Timothy Davis** | ILabs Director, University of Michigan Dearborn

**Thomas Callahan** | Associate Professor, School of Mgt,  
University of Michigan Dearborn

**TRANSFORMING INTERNAL IDENTITY IN CHALLENGING TIMES: IMPLICATIONS FOR EXTERNAL IMAGE BUILDING**

**Jessica McWade** | Special Consultant, Maguire Associates

**Kevin Sayers** | VP Enrollment and External Relations, Massachusetts  
College of Liberal Art

**THE COMPETITIVE AUDIT: ANALYZING THE STRATEGIES AND PRACTICES OF COMPETITORS TO ADVANCE YOUR OWN MARKETING EFFORTS**

**Devin Liddell** | Director Brand Strategy, Phinney Bischoff Design House

**MARKETER, HEAL THYSELF: MAXIMIZING MARKETING EFFECTIVENESS AND EFFICIENCY IN THE NEW ECONOMIC ORDER**

**Scott Timmins** | Managing Partner, LocalTide Marketing

**Elizabeth Comholdt** | VP for Academic Affairs, The College of St. Scholastica

**USING MARKET SEGMENTATION TO BUILD STUDENT SATISFACTION & LOYALTY**

**Durwin Long** | Assistant Dean, Executive Professional Development,  
University of St. Thomas

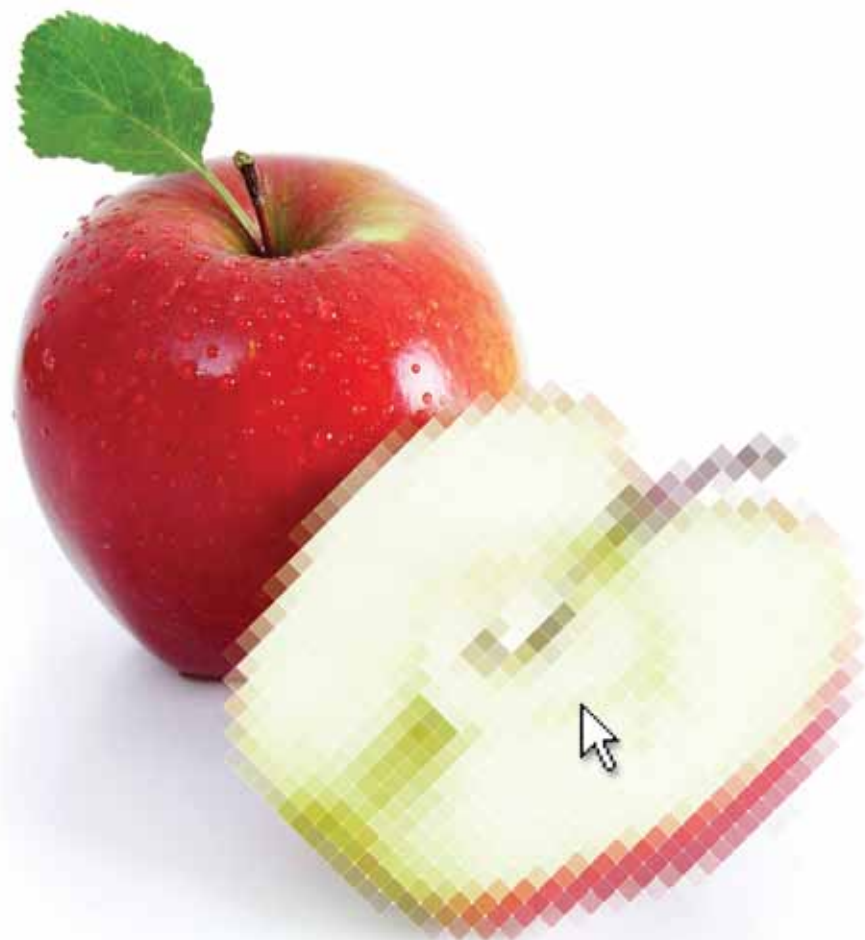
**Patricia Tollefson** | Director, Executive Education, University of St. Thomas

**Mark I. DeTorre** | President, MSG Research & Consulting

**WHEN TOUGH CHOICES COUNT: HOW TO USE TRADE-OFF ANALYSIS AS PART OF THE MARKET RESEARCH TOOL KIT**

**Susan Stachler** | Senior Research Associates, DePaul University

**Liz Sanders** | Asst VP Enrollment, DePaul University



## Preconference Tutorials

### A. BASIC MARKETING FOR HIGHER EDUCATION

**Thomas Hayes** | Professor of Marketing, Xavier University and Vice President, SimpsonScarborough

### B. INTERNAL BRANDING: THE NEW ROLE FOR HIGHER EDUCATION COMMUNICATIONS AND MARKETING PROFESSIONALS

**Rex Whisman** | Principal, BrandED  
**Joe Donovan** | Assistant Vice President for Marketing and Communications, La Salle University

### C. DEVELOPING AN INTEGRATED MARKETING AND BRANDING PLAN

**Robert A. Sevier** | Senior Vice President, Stamats Communications, Inc.

### D. MARKETING IN A WORLD WITHOUT PAPER: CREATING A RECRUITMENT COMMUNICATIONS PLAN IN AN ONLINE FUTURE

**Bob Johnson** | Bob Johnson Consulting

### E. DOES YOUR MEDIA RELATIONS REFLECT THE MEDIA LANDSCAPE?—ACHIEVING POINTS OF SUCCESS IN AN ALWAYS ON ENVIRONMENT

**Barry Reicherter** | Senior Vice President for Digital Media, Widmeyer Communications  
**Teresa Valerio Parrot** | Vice President for Higher Education, Widmeyer Communications  
**Doug Usher** | Senior Vice President for Research, Widmeyer Communications

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TRAVEL INFORMATION AND TO REGISTER PLEASE  
VISIT [WWW.MARKETINGPOWER.COM/HIGHERED](http://WWW.MARKETINGPOWER.COM/HIGHERED)  
OR CALL 800-AMA-1150.**



## Registration and Hotel Information

### REGISTRATION FEES\*

AMA Member Price	\$565
Non-Member	\$830

\*Add \$100 to fees if registration is received after October 15, 2009.

### JOIN AMA TODAY AND SAVE!

All AMA Members receive discounted rates on AMA events.

### OPTIONAL TUTORIAL PRICING\* (PER TUTORIAL)

Tutorials take place Sunday, November 15th 1:30 – 5:00pm

AMA Member	\$295
Non Member	\$320

\*Add \$25 to prices if registration is received after October 15, 2009.

### HOTEL INFORMATION

Boston Marriott Copley Place  
110 Huntington Avenue  
Boston, MA 02116  
Phone: 1 617.236.5800  
Reservations: 1 617.236.5800 or 1 800.228.9290  
Hotel Website: [www.copleymarriott.com](http://www.copleymarriott.com)

### ROOM RATES

\$205.00 single/double occupancy per night. Please mention the AMA conference when reserving your room to get the special rate.

### REGISTRATION & CANCELATION POLICY

Registration may not be shared by two or more individuals. Space is limited and onsite or late registration is not guaranteed. Attendees are required to wear a name badge at all times to gain access to sessions and catered activities. Cancellations received prior to October 15, 2008 will receive a refund, minus a \$150 cancellation fee. After October 15, 2008, refunds will be granted minus \$300 fee. There will be no refunds issued on or after the start date of the event. All requests for cancellations must be received in writing.

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