

CONNECTED

2010

Symposium for the Marketing of Higher Education

NOVEMBER 7-10 | SAN DIEGO, CA



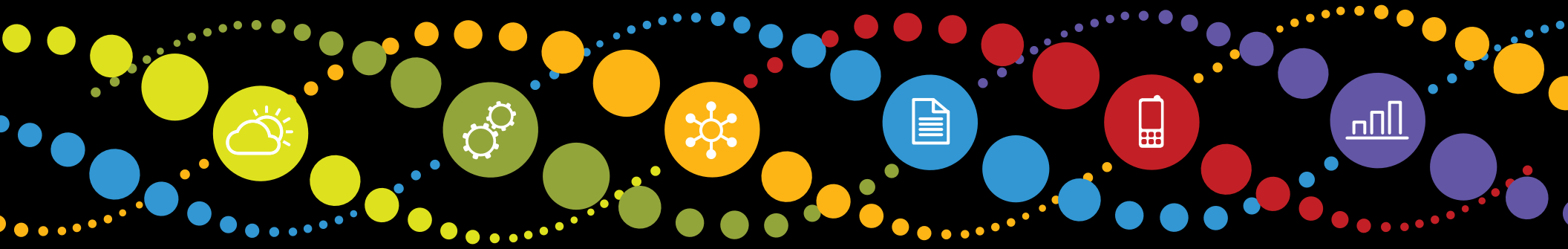
GAIN INSIGHT TO:

- MARKET FORECASTING
- BRAND BUILDING
- NEW MEDIA
- METRICS
- CONTENT STRATEGY
- OPERATIONS AND ORGANIZATIONAL STRATEGY



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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 FOCUSED ON WHAT MATTERS MOST TO HIGHER EDUCATION MARKETERS WILL COVER KEY LEARNING AREAS INCLUDING:

- MARKET FORECASTING: LONG TERM PLANNING AND FUTURE TRENDS IN HIGHER EDUCATION MARKETING
- BRAND BUILDING: MANAGING AND SUSTAINING STRONG UNIVERSITY BRANDS
- NEW MEDIA: USING SOCIAL MEDIA AND MOBILE CHANNELS EFFECTIVELY
- METRICS: INTEGRATING NEW METHODS OF MEASUREMENT AND EVALUATING ROI
- CONTENT STRATEGY: CREATING MEANINGFUL STORIES AND QUALITY CONTENT TO DRIVE ENGAGEMENT
- OPERATIONS AND ORGANIZATIONAL STRATEGY

For more details and to register,
visit www.marketingpower.com/highered

HIGHLIGHTS

- Industry's largest and most comprehensive event for Higher Education Marketers
- Over 700 attendees in 2009
- Over 40 sessions covering a wide range of relevant topics including; social media, mobile marketing, public relations, strategy, branding and metrics
- New in 2010: alternative session formats to allow for conversational environment, inviting attendees to make stronger connections with others— including; discussion forums and unconference sessions

AUDIENCE

Higher Education Marketers- higher education institution employees, mid-high title range (i.e. V.P. Marketing, Director of Marketing, Director of Enrollment, Communications Manager, Admissions Manager)

In 2009, over 700 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

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KEYNOTES



FROM LADY GAGA TO GATORADE TO GENETICS: INSPIRATIONAL CROSS CATEGORY MARKETING LESSONS

Teri Thompson / Vice President Marketing, Purdue University

There's an inherent distrust of "business types" by educators and a commonly-held belief among "business types" that educators live in a world of theory, not practice. Teri Lucie Thompson has lived in both worlds and advocates for "gene swapping" so that our nation's higher education institutions can thrive. Even though words like brand, marketing, and positioning are still considered dirty words on most campuses, marketers are establishing base camp in the C-suite. And, like their counterparts in the commercial world, the best marketers will manage the brand with an eye to building equity and delivering a consistent experience. They'll help morph the admission office into the sales function it is. They'll help use metrics to apply limited resources against competing priorities. They'll help build business cases to determine courses of action. And, they'll educate all on the benefit of tracking results and measuring the effectiveness of all outreach activities, so a culture of best practice develops.



ORIGINAL VOICES UNCOMMON CHOICES

Marita Wesley / Director of Creative Strategy Development, Hallmark Cards

Original Voices, Uncommon Choices examines the forces at play in society and the new and dynamic ways people create the future. Intensified by the speed of change, as well as the shifting economy, uncertainty will continue to prevail in both the public and private sector. As a result, original ideas will have the potential to redefine the cultural and business landscape. In this session, we will discuss the underlying moves and shifts that will influence people's attitudes and behaviors including the concepts of people as producers, not consumers, the "no zone," and curation nation. Possibilities emerge as courageous individuals make uncommon choices that galvanize action, shaping the zeitgeist.



"THIS PRESIDENT ROCKS!" LESSONS FROM A NEW MEDIA CONVERT

Brian Rosenberg / President, Macalester College

Macalester College President Brian Rosenberg tells of his transformation from a self-described new media skeptic into a believer after starring in a humorous video that started as an alumni engagement tactic and ultimately engaged a much broader community. Hear his observations on the value of new media and ideas for engaging your skeptical leaders.



WORD OF MOUTH MARKETING: THE MOST POWERFUL FORM OF INFLUENCE IS NOW THE NEWEST WAY TO BUILD BRANDS

Dave Kissel / Partner, Zocalo Group

Studies show that a recommendation from a friend, family member, or trusted expert is the single most significant reason people choose one brand over another. And, intuitively, we know this to be particularly true for colleges and universities. But up until recently, there was very little marketers could do to intentionally create WOM. With the advent of the internet, and the explosion of online conversation, Word of Mouth Marketing has emerged as one of the most dynamic and effective forms of Marketing. So what is this new expertise of Word of Mouth Marketing all about? How is it different from Public Relations? What brands are using it most effectively? And how can you get the right people talking about your brand the way you want, where you want, when you want? In this presentation, Dave Kissel, Partner from Omnicom's only dedicated Word of Mouth Agency, Zocalo Group, will answer these questions and more as he de-mystifies the new practice called Word of Mouth Marketing. He'll show you how the key competencies of Listening, Strategy, Engagement, and Measurement can work together to create an effective, holistic Word of Mouth Marketing plan for any brand.



MARKETING 2.0 & ITS IMPLICATIONS FOR HIGHER ED

Spencer Frashner / Vertical Lead, Local Markets, Google Inc.

The digital marketing landscape is constantly evolving, subject to the latest technologies and media habits of its audience. In this session, Google's Spencer Frasher will provide a macro-view of the latest marketing trends and how they effect the higher education sector.

2010 KEY CONTENT AREAS



MARKET
FORECASTING



BRAND
BUILDING



NEW MEDIA



MARKETING
METRICS



CONTENT
STRATEGY



OPERATIONS AND
ORGANIZATIONAL
STRATEGY

TUTORIALS

BASIC MARKETING FOR HIGHER EDUCATION

Tom Hayes, Ph.D / Professor of Marketing, Xavier University

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 format. These principles include marketing research, positioning, and integration of the marketing effort across campus. For almost twenty years, this has been one of the best attended and highest rated tutorial sessions, attendees are sure to come away applicable insights.

BUILDING THE BRAND CALLED "YOU"

Harry Hayward / Director of Electronic Media - Media Relations and Communications, University of Washington

Rex Whisman / Principal, BrandED Consultants Group

In this forward-thinking session attendees will come away with a clear plan of action to develop a personal brand strategy and resources to measure success. Some participants may be addressing their personal brand for the first time, while others need a tune-up. The process of learning or re-learning a personal mission and core values will enable participants to more effectively deliver communications and marketing at the department and organization levels, and ensure a place at the strategic table.

"MOBILE" IN THE MARKETING MIX: CRAFTING A NEW RECRUITMENT COMMUNICATION STRATEGY

Bob Johnson / President and Senior Consultant, Bob Johnson Consulting

Is 2010 the "Year for Mobile Marketing" that advocates have been predicting since at least 2004? What changes does that imply for marketing strategy and tactics in the years ahead? Explore how mobile marketing can help you reach your enrollment goals. Our review ranges from ensuring easy access to content on your regular website (do you really need a special "mobile" version of the site?) to how to communicate with potential students during the enrollment cycle (what will people think if higher education adopts text messaging?). We'll examine barriers that exist, including technology challenges and the resistance to advertising on personal communication devices. Examples from early college and university mobile marketing adopters are used to help us craft a "best of the best" communication strategy. Stay ahead of your competitors. Register for this tutorial. Return home ready to upgrade your recruitment communication plan.

DEVELOPING AN INTEGRATED MARKETING AND BRAND PLAN

Robert A. Sevier / Senior Vice President, Stamats Communications, Inc.

This session offers an in-depth review of integrated marketing and brand marketing with an emphasis on developing a comprehensive strategy and plan for your institution. This session will examine:

- How integrated marketing relates to strategic planning, brand marketing, student recruiting, and advancement
- How to build internal support for marketing
- A step-by-step approach to plan writing
- How to develop an integrated marketing budget
- How to measure return on investment and organization levels, and ensure a place at the strategic table.

ADVANCED LEARNING SESSIONS

DEMYSTIFYING THE INSTITUTIONAL MARKETING PLAN

Lisa Jordan / Wise Woman, Mindpower, Inc.

Many higher education marketing departments are operating without a formal marketing plan in place. And if one exists, it is oftentimes out of date and only loosely related to the strategic objectives of the institution. This session will help you tackle what for some is perceived to be a daunting task, by providing a structure for developing your institutional marketing plan from the ground up. We'll cover tools and techniques for developing and implementing a marketing plan that supports the delivery of your institutional message to all key internal and external audiences and how branding, marketing, advertising and public relations work together to accomplish this goal.

THE SUCCESS CONVERSATION: A DIALOGUE ABOUT HOW YOUR INSTITUTION CAN LEVERAGE ITS ONLINE COMMUNICATIONS TO MEET ITS GOALS

Michael Stoner / President, mStoner

Fritz McDonald / Vice President for Creative Strategy, Stamats, Inc.

Nick Denardis / Associate Director of Web Communications, Wayne State University

Rachel Reuben / Associate Vice President for Marketing Communications, Ithaca College

It's not easy, fast, or cheap to make choices when technology is constantly evolving. There's a staggering array of tools to use, trends to follow, and people urging you to do more. Still, achieving an excellent online presence isn't a nice-to-have in 2010: it's a necessity. Building a cohesive, broad-reaching, and successful Internet brand is a marriage of art, artifice, technology, and culture--and a challenge for everybody. In this highly interactive session, we'll encourage you to take a deep breath and join a conversation. We'll pinpoint fundamental questions you should ask, look at what works (and what doesn't) and explore some significant trends.

INTEGRATING SOCIAL MEDIA INTO THE MARKETING PROCESS: TOP TECHNIQUES FOR RECRUITMENT AND RELATIONSHIP STRATEGIES

Tom Hayes / Professor Marketing, Xavier University

Bob Johnson / President and Senior Consultant, Bob Johnson Consulting

Doug Ruschman / Director for Web Services, Xavier University

The dust is settling on the social media marketing explosion. Now is the time to take a careful look at how this tool best fits into an overall marketing plan to meet brand awareness and enrollment goals. In this session we'll first review how to integrate social media marketing efforts based on the latest available research, using higher education examples that enhance communications, alumni relations, and student recruitment efforts. In the second half, we'll explore lessons learned from one university's success in using social media to increase engagement of admitted students and how these lessons apply to social media marketing in general. Leave this session prepared to fine-tune your social media marketing efforts as a key part of your overall marketing plan.

SOUP TO NUTS: BUILDING A BRAND STRATEGY FROM THE GROUND UP

Terri Flannery / Executive Director, University Communications and Marketing, American University

Deborah M. Wilttrout / Senior Marketing Director, American University

Elizabeth Scarborough / President, SimpsonScarborough

Enough with the concepts and theory behind branding. In this session, we will walk you through every step in the brand development process from getting the buy-in of senior leadership to securing funding to marketing research to campus engagement to creative strategy to internal and external launch. We will discuss each phase of the 18 months process at American University highlighting all the victories and lessons learned along the way. We'll show data, talk about getting the faculty on board, discuss how to translate data into creative, and discuss the resulting marketing campaign all while providing specific advice on how to effectively manage the brand development process at your institution.

ADVANCED LEARNING SESSIONS, CONT...

BUILDING A BRAND-CENTRIC CAMPUS CULTURE FROM THE GROUND UP

Mike Haskins / Executive VP of Marketing and Communications, College of Charleston

A successful, sustainable university brand depends on the creation of a culture in which all members of the campus community understand and value high-quality marketing and communications. No matter the size of your marketing operation, your chances for success vastly increase if you have a strategic plan for managing your team and motivating your campus community. You'll learn how to conduct a critical assessment of your staff and your campus, restructure and evolve your marketing team, fill gaps by prioritizing initiatives, and utilize your marketing team as the catalyst to create a community of brand champions. You'll walk away with techniques for winning support throughout campus, and discover best practices for systematically integrating all aspects of your marketing—including publications and print, media relations, social media, video, advertising, web and online—into a coherent and consistent mix that enhances and sustains your brand.

STORIES FROM THE FRONT LINES: THREE PERSPECTIVES ON THE SOCIAL UNIVERSITY

Susan Etlinger / Altimeter Group

Like most public or private sector organizations today, universities vary widely in their use of social technologies, from experimentation to active implementation. But what are the use cases for social media in a higher education setting? What are the risks? What are and should be the rules of engagement? What is the impact on students, faculty and administration?

This session will look at how three very different institutions are using social media to better understand and engage with their communities throughout their relationship: as prospective students, active students, as alumni and as families and friends. We will talk about early successes, intriguing failures and what each institution learned along the way.

MARKETING SESSIONS

BRAND BUILDING

10 WAYS TO ENGAGE YOUR AUDIENCES WITH YOUR BRAND

Melody Oldfield / Director of Marketing, Oregon State University

David Baker / Director of Web Communications, Oregon State University

Everyone is looking for ways to engage their audiences from prospective students, alumni, donors or your own faculty and staff. These days, with tight budgets, it becomes even harder to reach out and connect. At Oregon State University, we went through a rebranding effort in the last year, and our first campaign to come out of that process is called Powered by Orange. In this campaign, we started with a strong website using viral and social media methods to carry messages to our audiences; then we integrated traditional environmental advertising components. Join us as we share the key points we learned traveling down this road to engagement.

ORDINARY TO EXTRAORDINARY: TAKING FULL ADVANTAGE OF YOUR BRAND POSITION

Jack Chielli / Executive Director of Marketing Communications and Government Relations, Wilkes University

Find out how Wilkes University, working with agency 160over90, told its brand story in a unique and innovative way that set this university apart. Wilkes used research to make its message extraordinary and adapt to the audience.

A MAD MAN HEADS TO VERMONT

Michael McKenna / Managing Partner, James Farm Creative /Middlebury College

The adventures and misadventures of an advertising man creating a modern communications department at Middlebury College, after 30 years on Madison Ave. and service as a university Trustee. The results: record admission numbers, 62% alumni participation in the annual fund, and a number of CASE gold awards. But it wasn't always easy.

DEVELOPING A BRAND UNDER A MICROSCOPE

Heather Swain / Assistant Vice President, Michigan State University

David Burden / Director of Client Services, 160over90

Jim Walls / Executive Creative Director, 160over90

Everyone has an opinion, especially when dealing with an institutional brand. Learn how one of the nation's largest public universities took a systematic approach to building a brand that allowed the community to help shape the brand while keeping it in focus.

EMPLOYMENT BRAND = INSTITUTION BRAND

Kathlene Collins / Publisher, Inside Higher Ed

Employment advertising is highly visible, especially in your own community.

The jobs pages are among the most visited on your Web site. Do you know what's being communicated? This lively session will open your eyes to how your job advertising can bolster—or hurt—your institutional brand.

HOW THE MAVERICK GOT UNBRANDED AND SET NEW ENROLLMENT RECORDS IN THE PROCESS

Jerry Lewis / Vice President for Communications, The University of Texas at Arlington

Robert M. Moore / Ph.D Managing Partner, Lipman Hearne

When the University of Texas at Arlington redefined the “Mav” identity around free will, unbridled opportunity, and self-made ambition and launched the “Unbranded” campaign, undergraduate applications jumped 65 percent and enrollment increased 12 percent.

HOW TO CREATE ON-CAMPUS AND OFF-CAMPUS BRAND AMBASSADORS THROUGH A FORMAL BRAND AMBASSADOR CERTIFICATION PROGRAM

Cecelia Crow / Brand Marketing Manager, Virginia Tech

Melissa Richards / Director of Marketing and Strategic Communications, Virginia Tech

A Brand Ambassador Certification Program can keep communicators and other relevant employees in tune with the institution's brand after the “launch buzz” begins to soften. Learn how Virginia Tech developed and implemented an ambassador certification program so successful that there is a waiting list for classes.

WHERE ART MEETS SCIENCE: USING QUANTITATIVE RESEARCH TO DEVELOP BRAND STRATEGY

Armin Afsahi / Assistant Vice Chancellor and Executive Director, UCSD Alumni Association, University of California, San Diego

Christie Harper / President, Brand Endeavor

Brand strategy in higher education is no longer a purely creative exercise performed by committee. It can – and should – be supported with firm quantitative data. Learn how UC San Diego combined the art and science of branding, using a rigorous study of audience attitudes to develop a compelling brand for its alumni network.

MISSION, MARKETING, MESSAGES AND MEDIA: INSTITUTION CHANGING INTEGRATED MARKETING CAMPAIGNS

Mary Dolheimer / Assistant Dean, Office of Communications, York College of Pennsylvania

Amy Novak / Provost and Executive Vice President, Dakota Wesleyan University

George Dehne / President, GDA Integrated Services

When changing messages is simply not enough, visionary colleges consider refining or enhancing their “product.” This session tracks two cases from their institutional goals to the “big idea,” through the market research to the development and rollout of a truly integrated marketing campaign.

CONTENT STRATEGY

20 TIPS FOR POWERFUL STORY-DRIVEN BRANDING & COMMUNICATIONS

Alicia Nestle / Assistant Director of New Media, Nazareth College
Karen Buck / Vice President, Zehno Cross Media Communications

Telling meaningful stories is central to effective communication. This workshop will provide tips for organizing and executing a “content strategy” for your school. We'll share how to find the stories, interview techniques with proven results, ways to recycle content throughout your campaign (even social media!), and more.

CONTENT STRATEGY: THE KEY TO EFFECTIVE WEB CONTENT

Rick Allen / Manager, Web Content, Babson College

Content is why people visit your website. Period. So why is quality content so easily discounted? Why do we neglect this critical website element that we rely on to attract, inform, engage, and retain site visitors? Answer: content is massive, political and time-consuming. A college website contains thousands of pages with limited content contributors, editors, and managers, all with different perspectives and priorities. Learn how web content strategy improves workflow and produces effective content, supporting marketing objectives and users' goals.

FROM NEW ORLEANS TO NICARAGUA—GET ON THE GROUND, GET THE STORY

Molly O'Brien-Foelsch / Senior Writer, Division of Communications, Bucknell University
Julia Ferrante / Senior News Writer, Division of Communications, Bucknell University
John Syme / Senior Writer, College Communications, Davidson College

In the digital age, it's easy to communicate without ever meeting people face-to-face. But how do you find the stirring stories that make people sit up and take notice? In this session, three senior writers will provide a 'how-to' solution—become an embedded reporter. Among the many outcomes: building deep personal relationships with your audience through memorable shared experiences that you can turn into compelling stories and that have the potential to generate leads for years to come.

WEB MANAGEMENT CAN BE SYSTEMIC TO BUILDING A DYNAMIC UNIVERSITY BRAND

Mark W. Van Tilburg / Executive Director of Marketing & Communications, Youngstown State University
Amit Guha / CEO, AllofE Solutions

We will share lessons learned from a major paradigm shift in the way the website at Youngstown State University is being managed, and its corresponding impact on supporting our university branding.

MARKETING METRICS

AND THE REAL COST OF ATTENDING IS....

TRANSPARENCY IN PRICING AS A MARKETING STRATEGY

Dr. Emily F. Sinsabaugh / Vice President for University Relations, St. Bonaventure University
Mary Piccioli / Enrollment Management Consultant, Scannell & Kurz, Inc.

The call for increased transparency in the college pricing and financial aid arena is occurring at many levels. It is due, in part, to new federal regulations. In addition, students and families continue to expect more information, and quickly. This paper explores the marketing aspect of such transparency.

DRIVING TO THE RIGHT DECISIONS

Carissa Little / Associate Director, Stanford Center for Professional Development, Stanford University
Eve Byer / Senior Program Manager, Stanford Center for Professional Development, Stanford University
Robert Prakash / Systems Analyst, Stanford Center for Professional Development, Stanford University

Learn how our launch of a new CRM system, the investment in web analytics, and the formation of a data analysis team started our journey towards our ideal: a “fail early, fail often” environment, where data removes bias and provides a path to cut-through consensus. By creating a deep-dive data team we were able to justify testing new advertising channels, invest in the “right” activities, increase efficiency and have a significant impact across the department.

MADISON AVENUE COMES TO CAMPUS

Rachel Parkin / VP, Account Director, BrandAsset Consulting
Tim McGowan / Senior Partner, Y&R Education Group
Anne Rivers / SVP, Director of Brand Strategy, BrandAsset Consulting

Schools routinely assess performance based on rankings, but what about brand equity? How to measure brand value and build a school brand that is differentiated and relevant in today's highly competitive higher education landscape.

MEASURING MARKETING PERFORMANCE THROUGH DASHBOARD METRICS

Liz Kistner / President, Enrollment Marketing Solutions

How do you manage what you can't measure? This presentation will discuss how to measure market performance through dashboard metrics. Using a multilevel marketing approach, enhance your return on marketing investment through key performance indicators: direct mail, web analytics, social media, brand awareness and mobile devices.

STUDENT ONLINE BEHAVIOR: HOW TECHNOLOGY AS HAS IMPACTED THE COLLEGE PLANNING PROCESS

Ryan Munce / Vice President, National Research Center for College & University Admissions
Dr. Andrew Flagel / Associate Vice President for Enrollment Development & Dean of Admissions, George Mason University

Discover how students have changed their use of the internet as a college planning tool, and learn about changes in the online resources students are using now and the new ones they may adopt in the future in the college search and planning process.

THAT WHICH GETS MEASURED IMPROVES: DEMONSTRATING THE IMPACT OF PUBLIC RELATIONS PROGRAMS

Rebecca B. Anderson / Vice President, Marketing and Community Relations, Queens University of Charlotte

It's a truism in marketing: that which gets measured improves. But many communication pros struggle to demonstrate the impact of their PR initiatives. In this session we'll examine how to build a measurable PR program, including a deep dive into 10 metrics that can be used to show success and momentum.

1:1 MARKETING—INCREASE RESPONSES, DECREASE COSTS ●

Deborah Wiltrott / Senior Marketing Director, University Communications and Marketing, American University
Jamie Hardin / Marketing Manager, University Communications and Marketing, American University

Contemporary marketing moves past direct mail and email into 1:1 marketing. Personalized, customized messages and micro-websites provide marketers with the information they need to target specific messages to their respective audiences. Learn advanced marketing methods that have proven to show phenomenal response rates while staying within budget.

DUDE, I CAN'T, I'M TWEETING! ●

David Brond / Vice President for Communications and Marketing, University of Delaware
Edward Sirianno / President, Creative Communication Associates

Getting into Social media may be hot but, does it take your focus away from your central mission? Low doing a few things right, and creating great content for your school brand (and how to build a brand from nothing) will create excitement, energy, enthusiasm and have you tweeting less and being tweeted about more.

INNOVATE AND EXFOLIATE: ●

INTEGRATING NEW MEDIA WITH TRADITIONAL MARKETING COMMUNICATIONS MODEL

Sarah Behunek / Director Alumni Relations and Communications, Leeds School of Business, University of Colorado at Boulder

Learn strategies for integrating emerging social media and digital content into and traditional communications and marketing plan. Strategies for determining and eliminating what doesn't work and how to measure it all.

CAMPUS TO GO: THE MOBILE APPLICATION REVOLUTION ●

Lisa Lapin / Asst. Vice President for University Communications, Stanford University
Tim Flood / Senior Technology Consultant, Stanford University

Mobile apps have the potential to be as powerful as your campus Web home page. What are the most effective ways to use mobile applications to reach prospective students, engage alumni and connect your constituents already on campus? How should you deploy these portals to leverage both mobility and interactivity? What's coming next? The session will review the experience of iStanford and other early adopters, and pose key questions you should ask in launching a mobile marketing program.

OPTIMIZING AND INTEGRATING SOCIAL MEDIA INTO HIGHER EDUCATION MARKETING PLANS ●

Terrell Fisher / Associate VP of Marketing and Communications, Loyola University New Orleans
McKenzie Coco / Founder, Search Consultant, FSC Interactive

Embracing online marketing, a necessary and unique opportunity used to further communications and better engage Loyola University New Orleans' internal and external communities - present, past and future. How we set clear measurable goals, internal protocols, and processes and identified efficiencies to optimize results in recruiting, fundraising, and branding through social media tactics.

TEXT ME, FACEBOOK ME: MOBILE AND SOCIAL COMMUNICATION PREFERENCES IN THE NEOMILLENNIAL COLLEGE SEARCH ●

Tracy Tuten / Ph.D, Associate Professor of Marketing, College of Business, East Carolina University
Pamela Kiecker / Ph.D, Head of Research, Royall and Company
Anne Dodson / Research Analyst, Royall and Company

Student communication patterns are changing. College-bound high school students are continuing to rely upon email, but increasingly they are also text messaging and social networking. As college admissions offices prepare marketing materials targeted to these students, they again face the question, "which delivery channel is best for reaching prospective students?"

WHERE ARE U? FACEBOOK AND LOCATION-BASED SERVICES FOR HIGHER EDUCATION ●

Joe Hice / Chief Communications Officer, North Carolina State University

Facebook and Location-based services like Foursquare and Gowalla are changing the face of university communications. As the social media juggernaut, Facebook, continues to dominate the landscape, the growth of mobile Web access and increasing numbers of location-aware devices is adding a new dimension to the field. Schools can improve and personalize campus tours, collect and share student-created geo-tagged content, incentivize student attendance and promote university events, build alumni communities, provide near real time customer service for students, faculty and staff, generate purpose-built maps from community contributions (like where to park), celebrate campus history and mythology, even track a senior administrator for a day. This presentation will look at how NC State University is using these services and will discuss what works and what doesn't work -- and what might work for you. We'll also discuss strategies for managing the concerns of privacy, unflattering reviews and inappropriate content.

GO AHEAD AND USE THE MEDIA ●

Kelly Shannon / Vice President, University Marketing and Communications, Loyola University-Chicago

You want to promote your school but you don't have a lot of money. You know the competition is stiff but you don't really know how to differentiate. How do you make noise in a cluttered marketplace? Attend this session to learn about being creative and integrated.

WALK BEFORE YOU RUN: WHAT TO DO BEFORE YOUR UNIVERSITY EMBRACES SOCIAL MEDIA ●

Mehrshad Mansouri / CEO, e-storm

Many higher ed organizations launch their social web presence *before* they fully understand the values and risks of social media, often times resulting in poorly developed and managed virtual communities. This session will provide real world strategies and tactics to help every stakeholder in your university—from part-time student to chancellor—participate in and rally behind a comprehensive social media strategy. How can you perform a social media audit and develop a 6/12/24 month rolling plan? What are the necessary resources and integration points for executing on your social media objectives? How can you further deliver upon your business and marketing goals through social media? How can you secure buy-in for your social media plan from even the staunchest faculty member? Hear from four universities on how they approached their social media programs, and the successes and pitfalls they've experienced along the way.

OPERATIONS AND ORGANIZATIONAL STRATEGY

BRIDGE OVER RECRUITMENT RIVER / OR “YES VIRGINIA, THERE IS A WAY FOR ENROLMENT SERVICES TO WORK WITH MARKETING – AND THRIVE

Lucille Gnanasihamany / Director of Marketing, Mount Royal University

Bridge Over Recruitment River / or “Yes Virginia, there IS a way for Enrolment Services to work with Marketing—and thrive. Launch seven new degrees, transform a college to a university, implement new recruitment initiatives and adopt a Strategic Enrolment Management framework—all within 24 months! Ample motivation for Mount Royal University’s enrolment and marketing arms to break through silos and work hand-in-hand. What resulted is a case study in maximizing student success.

EMPOWERING A COLLEGE TO OWN AND CREATE ITS BRAND

Beverly Bethge / Partner and Chief Creative Officer, Ologie

Kelly Ruoff / Managing Creative Director, Ologie

Denny Griffith / President, Columbus College of Art and Design

As schools become increasingly savvy about their brands, many are hiring marketing firms to create bold, flashy materials and highlight stand-out experiences. Learn about a highly effective alternative solution in the unique partnership between Ologie, a branding firm, and Columbus College of Art & Design, a 128-year-old art school.

STRATEGY AND COMPETITION IN HIGHER EDUCATION

Margaret Andrews / Managing Director, Associate Dean, Mind and Hand Associates, Harvard University Division of Continuing Education

Economic forces, new technologies, shifting demographics, and new competitors have combined to forever alter the market for higher education. This session focuses on strategy and competition in higher education and how schools can combine the new realities of the education market with knowledge of their own strengths and resources to create offerings that are unique and valuable in the marketplace.

UNITED WE STAND, DIVIDED WE FALL:

THE PROS AND CONS OF A CENTRALIZED, INTEGRATED UNIVERSITY MARKETING MODEL

Hallie Sammartino / Managing Director, Marketing and Communications, Boston College

Suzanne Liola Matus / Senior Associate Director, Marketing and Communications, Boston College

How does a university maintain a consistent brand when its marketing and communications efforts are decentralized? For Boston College, the solution was to consolidate all professionals within those fields from across the university, and build a centralized, full-service, integrated marketing communications “agency.” Come hear the results.

REGISTRATION & HOTEL INFORMATION

REGISTRATION FEES

AMA Member Price \$595

Non-Member Price \$900

OPTIONAL TUTORIAL PRICING

AMA Member Price \$250

Non-Member Price \$275

HOTEL INFORMATION

Sheraton San Diego Hotel & Marina

1380 Harbor Island Drive

San Diego, California 92101-1092

Phone: 1 619.291.2900

Fax: 1 619.692.2337

Reservations: 1 619.291.2900

or 1 877.734.2726

www.sheraton.com/sandiegomarina

ROOM RATES

Traditional Rooms \$215.00 Single/
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Double occupancy

Club Rooms \$265.00 Single/
Double occupancy

Rates are subject to applicable state & local taxes, currently 12.565% (subject to change without notice).

Rates are available three days prior and post of the meeting dates, based on availability.

Please reserve your overnight accommodations early as there are a limited number of AMA special rates available.

Register by October 7th at Save.
www.marketingpower.com/highered

NETWORKING ACTIVITIES

- **Welcome Reception** (Sunday Evening)
- **Networking Reception** (Monday Evening)
- **Speed Networking Session**
- **Exhibit Hall Activities including exciting prizes and give-a-ways!**
- **Roundtable Topic Discussions and Unconference Sessions**



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