



STAMATS

STAMATS INTEGRATED MARKETING: ADULT STUDENT MARKETING CONFERENCE

FEBRUARY 23–25, 2010

SAN ANTONIO, TX

REENERGIZE YOUR EFFORTS TO MARKET, RECRUIT, AND SERVE ADULT STUDENTS

In these challenging economic times, attracting students to your institution has never been a higher priority. Specifically, you're trying to figure out how to tap into the growing adult student market. Do you feel like you've tried everything to differentiate your program from the one down the road? Are you, frankly, just plain out of ideas?

If you're ready to be reenergized—if you're ready to discover new tactics for marketing and recruiting adult students—plan to attend **Stamats' Second Annual Adult Student Marketing Conference**.

We will unveil **Stamats' 2009 Adult StudentsTALK™** research study—information that will help you better understand what motivates adult students to return to school, especially in this economy. We'll also help you explore the:

- **Most effective ways to market to, recruit, and serve veterans**
- **"Latest and greatest" ways to reach adult students via the Web and social media**
- **Who adult students are, what motivates them, and why they choose to return to school**
- **How to develop a powerful, integrated marketing/communications plan to persuade adult students to consider your institution, and how to convince them to enroll**

Join me for what is bound to be an even better conference than last year! See you in San Antonio.



Brenda Harms, Ph.D.
Principal Consultant
Stamats

IS THIS CONFERENCE FOR YOU?

Do you have a hand in marketing, recruitment, admissions, communications, enrollment, or advancement at an institution that caters to non-traditional students? Then this conference is for you. We'll discuss research and new methods for attracting and retaining adult students to your school.

REGISTER NOW!



Stamats Integrated Marketing: Adult Student Marketing Conference

\$499.00

Pre-Conference Options
February 23, 2010 at 2:00 PM

Interactive Lollapalooza: Leveraging Your Digital Assets, presented by Matt Arnold

\$149.00

Developing an Integrated Marketing Plan, presented by Dr. Robert A. Sevier

\$149.00

Register today at

www.stamats.com/simadultstudents

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CONFERENCE AGENDA

PRECONFERENCE SESSIONS

TUESDAY, FEBRUARY 23

1:00 Registration

2:00 OPTION 1

Interactive Lollapalooza: Leveraging Your Digital Assets

Matt Arnold, Senior Interactive Media Consultant, Stamats

In this pre-session, we will provide a high-level overview of today's interactive landscape and what it means for the adult student market. Your interactive presence, including your Web site, social media efforts, blogs, and pay-per-click campaigns, helps extend your brand and message, but are you getting the appropriate bang for your buck? While some tools may be "free" it is important to consider the true costs and benefits of providing a compelling online brand. In addition to a strategic overview, we will look at interactive tactics, tips, and tricks to help you reach and engage your audience. Topics will include SEO, SEM, Web analytics, usability, design, and ROI.

OPTION 2

Developing an Integrated Marketing Plan

Dr. Robert A. Sevier, Senior Vice President, Strategy, Stamats

This session begins by outlining a basic integrated marketing model that includes brand marketing, direct marketing, and internal communication. We will then examine the pitfalls and possibilities of integrated marketing, and explore how IM differs from promotion. We will then review the basic steps for writing and managing an integrated marketing plan. Information on conducting a situation analysis, setting goals, developing strategy, budgeting, evaluating programs, and options for increasing faculty support of marketing will also be presented.

WEDNESDAY, FEBRUARY 24

7:00 Registration and Continental Breakfast

8:00 **Welcome, Introductions, Conference Overview**

Dr. Brenda Harms, Principal Consultant, Stamats

SAN ANTONIO



Reenergize yourself in historic San Antonio. While at the center of action at the Hyatt Regency San Antonio, you'll want to make sure and take in what many consider to be the No. 1 entertainment destination in Texas. The River Walk is filled with restaurants, shops, nightclubs, beautiful fountains, and immense cypress trees.

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8:30 **2009 Adult StudentsTALK™ Research**
Dr. Brenda Harms, Principal Consultant, Stamats

See how things have shifted for adults in this year of economic crisis, record unemployment, and a nationwide push for more adults to achieve a higher level of education. Also understand how to use research to influence marketing decisions. In this session Dr. Harms will reveal the findings of the 2009 research and provide answers to the questions marketers are asking throughout the country—in light of the economy, what motivates, adults to return to school, what do they want once they get there, and how has this changed in a year where many things turned upside down?

10:30 **From Boots to Books**
Dr. Cyndi Wilson Porter, Vice President for Extended Academic Programs, University of the Incarnate Word

Working with active duty military as well as veterans is a rewarding endeavor, but can sometimes be a bit overwhelming for the unprepared college or university. The University of the Incarnate Word has a good size military population and has some best practices to share. Join us to talk about how we can better serve our military members as they work on their degrees while serving their country or moving into the next phase of their lives.

1:15 **Option 1**

Be Ready for the Aha! Moment
Kathy Kaiser, Director, Communications & Marketing and Mark Ash, Admissions Advisor, Kirkwood Community College

In this session participants will be walked through the journey one community college took in doing in-depth research with their adult student audience, what they learned, and how it has impacted their marketing, recruitment, and retention efforts.

Option 2

Marketing and Recruitment Strategies for Face-to-Face and Online Programs
Loréal Lea Maguire, D.Ed., Former Associate Dean of Graduate and Professional Studies at Millersville University of Pennsylvania

Today's adult learner can obtain information about academic programs from a variety of sources. How can you best reach the adult learner to promote your face-to-face or online program? This session will review successful strategies used at a four-year comprehensive institution for promotion of face-to-face and online programs and recommendations for enrolling potential students.

REGISTER TODAY



Location/Hotel Reservations:

Hyatt Regency San Antonio
123 Losoya Street
San Antonio, TX 78205
210-222-1234

Ask for Stamats room rate: \$189/night

The conference will be held at the stunning, four-diamond Hyatt Regency in San Antonio. The city's premier meeting and event space is located in the heart of dining and entertainment venues and is a preferred choice for San Antonio River Walk hotels.

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3:00 Marketing ROI Tool Talk

Chuck Reed, Vice President, Client Services, Stamats

In today's budget-conscious times, we're asked more than ever to prove the investment in marketing is the right one. But how can you measure the impact of an ad? A billboard? A recruitment campaign? And, most importantly, do it while doing the gazillion other things in your job description? We'll explore key issues in measuring marketing return on investment (mROI), including the importance of measuring mROI for yourself and your institution, how to decide what to track, and the pros and cons of different methods of measurement. Plus, we'll get your peers to share their insights. All in all, a nice investment in your time.

5:00 Reception

THURSDAY, FEBRUARY 25

7:00 Continental Breakfast

8:00 Round Table Discussions

9:00 Signal vs Noise: Moving from Conversation to Conversion

Todd Gibby, President, Intelliworks

Many higher education programs are struggling to reach their prospective students who are facing more choices than ever, especially with the rise in for-profit and online programs. With many institutions facing budget cuts and increased competition for fewer students it's more important than ever that programs understand and address their prospect's needs and interests.

This session will address the myriad of changing conditions and challenges in higher education recruitment and enrollment. Intelliworks CEO, Todd Gibby will offer key tactics for fostering conversation and building relationships with prospective adult students through traditional and social media, and show how institutions all around the country have leveraged technology to create quality conversations online about their brand.

10:30 Measuring the Relationship of Prior Learning Assessment to Individual Learner Outcomes

Rebecca Klein-Collins, Director of Research, Council for Adult and Experiential Learning, Council for Adult and Experiential Learning (CAEL)

The Council for Adult and Experiential Learning (CAEL) carried out a research study on the relationship of prior learning assessment (PLA) to the academic persistence and success of adult learners. CAEL gathered data from 48 higher education institutions in order to assess, across multiple institutions, the relationship of PLA participation to student outcomes such as earned degrees, persistence and time to degree. Such a large-scale look at PLA credit earning and academic outcomes had never before been done. The findings support the conventional wisdom that PLA helps students persist and complete their degrees. This study was supported by a grant from Lumina Foundation for Education.

QUESTIONS ABOUT THE CONFERENCE?

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e-mail info@stamats.com

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1:15 Option 1

From Brochure Shop to Integrated Marketing Department

*Presented by Darren Wagner,
Marketing Director for Continuing
Education, Penn State University*

Discover how one university marketing department evolved from a small, design and production shop to a 70-person strategic, integrated marketing department. The discussion will include topics such as, addressing culture clashes, talent management and facilitating a shift from internal agendas to customer centric approaches.

Option 2

Reaching & Engaging Adult Students Online

*Matt Arnold, Senior Interactive Media
Consultant, Stamats*

Whether it's traditional interactive campaigns, viral marketing, blogs, or the progressive use of social media, the Web is one of your most important adult student recruitment tools. How do adult students find your institution? How do you make your content useful and relevant for them? How can you turn lurkers into engaged prospects? In this presentation we'll tap into Stamats' proprietary research—along with best practices and our decade-plus experience in Web site development—to provide you with strategies, tactics, tips, and hints to maximize your use of interactive media. This session will provide you with a quick review of useful interactive tools, the core elements of an effective Web presence, and an overview of the resources you'll need to leverage your interactive marketing efforts.

2:45 Stamats Panel

3:30 Truly Unique

Presented by winners of the "Truly Unique" contest

It is hard to stand out in the world of adult education anymore. Everyone is marketing the same things. In this session, four selected institutions from throughout the country will be invited to share the elements of their marketing, programming, structure, or delivery mode that are indeed truly unique.

4:45 Closing Remarks

Brenda Harms, Principal Consultant, Stamats

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PRESENTER BIOGRAPHIES



MATT ARNOLD is senior interactive media consultant at Stamats. He holds a B.A. from The University of Iowa in Communication Studies and an M.S. in Communication from Illinois State University. Matt has over 15 years of professional experience in market research, enterprise technology, interactive strategy, and user experience. For over six years, Matt led communication strategy and managed the online experience at Capella University. Outside of his university experience Matt has successfully led interactive and technology projects for leading organizations, including the National Marrow Donor Program, Medtronic, UnitedHealth, Allstate, and Discover Card. Prior to joining Stamats, Matt was an online channel manager for Best Buy.



MARK ASH is the adult admission specialist at Kirkwood Community College, a board member college in the League for Innovation. He earned a bachelor's degree in psychology from Loras College in Dubuque, Iowa, where he also worked as an admission ambassador for four years. Mark has a diverse admission background, with 23 years of experience in public and private, two-year and four-year Midwest institutions. Since 2005 he has been the primary contact and admission professional for the returning adult student audience at Kirkwood. In the fall 2009 semester the number of Kirkwood students ages 25 and older increased by 33 percent.



SABRA FIALA is the strategic marketing director at Stamats. Sabra's range of experience from front-end marketing to interactive implementation to fulfillment provides a solid foundation of knowledge necessary to provide strategic counsel to clients. She also has extensive experience in developing lead generation programs, fulfillment processes, and response tracking. Sabra joined Stamats with nearly a decade of interactive direct marketing experience. Prior to arriving at Stamats, she worked in the advertising industry specializing in integrated direct marketing programs complemented by the Web and e-mail marketing.



TODD GIBBY is the president of Intelliworks. He brings a rare combination of business experience and higher education technology expertise to Intelliworks. Under Todd's leadership, Intelliworks has emerged as a player to watch in the relationship management for higher education space. Prior to Intelliworks, Todd served as executive vice president of operations at Blackboard, where he held several key executive roles across the company's operations and sales departments and helped grow the company from \$2 million in revenue to over \$180 million. A frequent presenter at higher education conferences, Todd has also spoken at UCEA West 2008, UCEA New England 2008, Council for Adult and Experiential Learning 2008, and US Distance Learning Association 2009.

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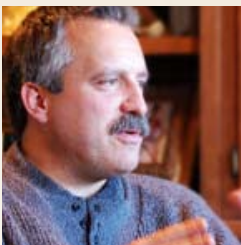
DR. BRENDA HARMS is a principal consultant with Stamats. She is an experienced higher education administrator with a diverse marketing and admissions background. While Dr. Harms' primary interest is the recruitment and retention of adult students, her knowledge and experience has greatly benefited projects focused on traditional students and institutional marketing. She leads the firm's adult student marketing initiative, which includes Stamats' national adult student study. Harms serves as the secretary/treasurer of the National Association of Branch Campus Administrators and is an avid speaker at several national conferences. She holds a B.S. in allied health and an M.A. in educational psychology and counseling from the University of South Dakota, as well as a Ph D. in human services with her dissertation focused specifically on adult student retention.



KATHY KAISER is the director of communications & marketing at Kirkwood Community College in Cedar Rapids, Iowa. Credit enrollment at Kirkwood was at 5,000 when Kathy joined Kirkwood in 1985. Fall 2009 enrollment at the college exceeded 17,400 credit students. A Kirkwood alumna and former adult college student, Kathy's credentials include a dual-major BBA (Marketing and Administrative Management), and an MBA. Her background includes positions as a graphic designer, coordinator, and Foundation annual giving director, all for Kirkwood. In addition, she has private sector experience as retail marketing director and in public utility corporate communications.



LORÉAL LEA MAGUIRE, D.ED. has worked in the continuing higher education and distance learning field for over ten years and has been an active member of the field's continuing education association (UCEA) for over five years. Previously, Loréal was the Associate Dean of Graduate and Professional Studies at Millersville University of Pennsylvania. In this role, she provided strategic leadership, management and marketing oversight of various programs, including non-credit continuing professional education, contracted training/training grants, professional development programming for educators, graduate cohort programs, and summer/winter sessions. Loréal has her undergraduate degree in English Education and her graduate degree in Higher Education Administration from Indiana University. She earned her doctorate in Adult Education from Penn State University, where her dissertation focused on the development of distance learning policy from the faculty perspective.



CHUCK REED is vice president for client services at Stamats. He has worked in higher education for more than 20 years, including positions as coordinator of admissions for Peru State College and director of media relations for Nebraska Wesleyan University. He earned a bachelors degree in journalism from the University of Nebraska at Kearney, where he worked as an admission ambassador for four years and learned firsthand about the roller coaster ride that is being a regional public university. At Stamats, Chuck was a writer and editor for nearly five years before becoming a client executive. His clients range from selective private colleges to regional publics and two-year institutions nationally, and his projects have won several CASE Gold and other awards. He frequently presents at CASE conferences and other professional workshops.

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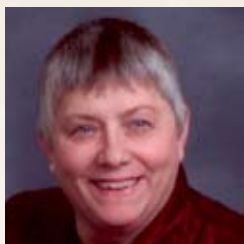
DR. ROBERT A. SEVIER is senior vice president for strategy at Stamats. He has more than 25 years of leadership experience in strategic thinking and planning, integrated and brand marketing, market research, and student recruiting, and his work has been featured at hundreds of professional conferences as well as in higher education's marketing publications, including *Currents*, *Journal of College Admissions*, *Admissions Strategist*, *University Business*, and *College & University*. He holds a Ph.D. in policy analysis and higher education administration from The Ohio State University, and he has authored seven books on integrated marketing, brand marketing, innovation, and strategic planning. He has taught and worked as an administrator at The Ohio State University, Denison University, Mount Vernon Nazarene University, and Oregon Health Sciences University.



ERIC SICKLER is a principal consultant at Stamats. He studied communication, marketing, and higher education at Central College, Creighton University, and Drake University. He spent nearly 15 years at Central College as director of alumni and college relations, director of admission, and finally vice president for admission and marketing. Eric served on two national commissions for the Council for Advancement and Support of Education (CASE), as well as on the Board of Trustees for the Iowa Association of College Admission Counseling. He has chaired national CASE institutes and has presented workshops and conference sessions nationwide on integrated marketing, institutional brand development, marketing trends, and creativity in management. After leaving Central College, Eric was managing partner and chief operations officer at a Des Moines-based design firm called Think, and director of client services for The History Factory in Washington, D.C.



JULIE STAGGS has worked in higher ed and with higher ed for over 15 years. Working in higher ed, she served both as an admissions counselor and as the performing arts director of a liberal arts women's college. As a partner with higher ed, she spent 10 years at Pearson Education working with faculty and state consortia with a special focus in online and blended learning, helping institutions to build programs that met both market needs and growth goals. Her work with corporate training and consulting with Fortune 100 companies brings an extensive understanding of how to develop tactics to drive strategic plans that result in exceeding growth targets. Julie holds a BMus from Converse College and an Executive MBA with a focus on leadership from the University of Georgia.



DR. CYNDI WILSON PORTER is the vice president for extended academic programs at UIW. Porter oversees the School of Extended Studies (adult evening program), Universe Online, all active-duty military and veteran students for the entire university, as well as the two high schools which are owned and managed by the university. Registrations for Universe Online, the school's online program for adult learners, are expected to top 7500 this year. She is a member of the GoArmyEd Advisory committee and serves on the Servicemembers Opportunity Colleges Army Advisory Committee, making suggestions for the future of Army education.

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REBECCA KLEIN-COLLINS, Director of Research, Council for Adult and Experiential Learning, Council for Adult and Experiential Learning (CAEL). Rebecca Klein-Collins is the Director of Research for the Council for Adult and Experiential Learning (CAEL). Her research projects have included analyzing state indicators for adult learning, assessing the impact of employer-funded tuition programs on employee retention, identifying local public policies that support workforce intermediaries, and describing innovative, system-transforming practices in workforce development. Becky has a bachelor's degree from Grinnell College and master's degrees from Indiana University and the University of Chicago Harris School of Public Policy.



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