

Stamats Integrated Marketing: Adult Student Marketing Conference 2010
February 23–25, 2010

TIME	SESSION	SESSION
TUESDAY, February 23 Preconference Sessions		
12:00	Registration	
2:00	Interactive Lollapalooza: Leveraging Your Digital Assets <i>Matt Arnold, Senior Interactive Media Consultant, Stamats</i> 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.	Developing an Integrated Marketing Plan <i>Dr. Robert A. Sevier, Senior Vice President for Strategy, Stamats</i> 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.
4:30	Dinner on your own	
WEDNESDAY, February 24		
7:00	Registration and Continental Breakfast	
8:00	Welcome, Introductions, Conference Overview <i>Dr. Brenda Harms, Principal Consultant, Stamats</i>	
8:30	2009 Adult StudentsTALK® Research <i>Dr. Brenda Harms, Principal Consultant, Stamats</i> 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?	
10:15	Break	
10:30	From Boots to Books <i>Dr. Cyndi Wilson Porter, Vice President for Extended Academic Programs, University of the Incarnate Word</i> 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.	
11:45	Lunch on your own	
1:15	Be ready for the Aha! Moment <i>Kathy Kaiser, Director, Communications & Marketing, and Mark Ash, Admissions Advisor, Kirkwood Community College, Kirkwood Community College</i> 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.	Marketing and Recruitment Strategies for Face-to-face and Online Programs <i>Loréal Lea Maguire, D.Ed., Former Associate Dean of Graduate and Professional Studies at Millersville University of Pennsylvania</i> 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.3:00
2:30	Break	
3:00	Marketing ROI Tool Talk <i>Chuck Reed, Vice President, Client Services, Stamats</i> 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.	
4:15	Day 1 Wrap-Up	
5:30-6:30	Reception	
THURSDAY, February 25		
7:00	Continental Breakfast	
8:00	Roundtable Discussion	
9:00	Signal vs. Noise: Moving from Conversation to Conversion <i>Todd Gibby, President, Intelliworks</i> 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.	
10:15	Break	
10:30	Measuring the Relationship of Prior Learning Assessment to Individual Learner Outcomes <i>Rebecca Klein-Collins, Director of Research, Council for Adult and Experiential Learning (CAEL)</i> 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.	

11:45	Lunch on your own	
1:15	<p>Reaching & Engaging Adult Students Online, <i>Matt Arnold, Senior Interactive Media Consultant, Stamats</i></p> <p>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.</p>	<p>From Brochure Shop to Integrated Marketing Department <i>Darren Wagner, Marketing Director for Continuing Education, Penn State University</i></p> <p>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.</p>
2:30	Break	
2:45	Panel Discussion with the Stamats Team	
3:30	<p>Truly Unique <i>Presented by winners of the "Truly Unique" contest</i></p> <p>It is hard to stand out in the world of adult education anymore. Everyone is marketing the same things. In this session 4 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.</p>	
4:45	Wrap-Up Session	