



STAMATS

## STAMATS INTEGRATED MARKETING: GRADUATE STUDENT CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA

### ***THE ESSENTIAL CONFERENCE FOR GRADUATE SCHOOL MARKETING PROFESSIONALS***

***Need an edge in reaching, engaging, and enrolling graduate students?***

We've designed a conference with breadth enough to benefit the seasoned graduate school marketer or a professional fresh to the challenges of attracting students in the graduate market. I and other Stamats thought leaders and visionaries of marketing and higher education will explore the challenges, nuances, and possibilities of attracting recent graduates and seasoned adults to your institution's graduate programs. You'll interact with graduate school marketing experts and share experiences and successes with your colleagues from colleges and universities across the continent. Choose sessions from a program designed to give you the targeted information you need to succeed in your efforts, including:

- **Improving graduate school marketing efforts on a shoestring budget**
- **Customer service and the prospective graduate student**
- **Developing a graduate-focused marketing plan**
- **Using social media and technology to recruit and communicate with prospective students**
- **Key elements of a graduate student-focused Web site**
- **Lessons to be learned from the for-profit sector**

I hope you will join me for 2 ½ days of invigorating education and interaction in Boston.



**Brenda Harms, Ph.D.**  
Principal Client Consultant  
Stamats

### ***WHO SHOULD ATTEND?***

Representatives from the admissions, enrollment, recruiting, marketing, communications, and advancement departments of higher education graduate programs will find the most value in the conference sessions.

## ***REGISTER NOW!***



**Stamats Integrated Marketing:  
Graduate Student Conference** \$549.00

Pre-Conference Options

**Graduate Students and Customer Service,  
presented by Dr. Brenda Harms**

November 10, 2009 at 2:00 PM \$149.00

**Developing a Graduate-Focused Marketing  
Plan, presented by Dr. Robert A. Sevier**


November 10, 2009 at 2:00 PM \$149.00

Register today at [www.stamats.com/grads](http://www.stamats.com/grads)

### **QUESTIONS?**

Contact us at [info@stamats.com](mailto:info@stamats.com) or 800-553-8878 x5055

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## CONFERENCE AGENDA

### PRECONFERENCE SESSIONS

### TUESDAY, NOVEMBER 10

12:00 Registration

#### 2:00 OPTION 1

##### **Graduate Students and Customer Service – What Does it Really Mean**

*Dr. Brenda Harms, Principal Consultant, Stamats*

In today's highly competitive graduate school market place we are seeing a shift in how graduate students are being recruited and retained at institutions across the country. In this highly interactive session, participants will review their institutions process for providing communication and service to these prospective students from the moment they inquire until the day they walk across the stage at graduation. If you find your institution competing with a variety of other graduate programs, including for-profits, this session will help you to identify ways to differentiate the experience that your graduate students have and help you to enroll more students.

*Participants are invited to bring any materials that they supply to graduate students for review.*

#### OPTION 2

##### **Developing a Graduate-Focused Marketing Plan**

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

This session will begin with an in-depth review of integrated marketing and explore how IM differs from promotion and how it relates to strategic planning, brand marketing, recruiting, and fundraising. We will then discuss the relationship of graduate marketing to undergraduate marketing and explore opportunities and obstacles for integration. Finally, we will review the steps for writing and managing an integrated marketing plan at the graduate level. 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, NOVEMBER 11

7:30 Registration and Continental Breakfast

#### 9:00 Welcome, Introductions, Conference Overview

*Dr. Brenda Harms, Principal Consultant, Stamats*

## BOSTON



Clear your head and invigorate your imagination in one of North America's most historic cities. Step just outside the hotel to walk the Freedom Trail, browse the wares at Faneuil Hall, see under the sea at the New England Aquarium, explore world-class dining and shopping, and enjoy the sights and sounds of Boston in one of its most famous seasons.



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**9:30 Adult StudentsTALK® Research and Q&A**  
*Dr. Brenda Harms, Principal Consultant, Stamats*

Based on Stamats' 2008 Adult StudentsTALK® research, this session will review the data on the types of things that graduate students value most when they are making their college choice, where they go to find information, their preferred program delivery modes, the services they would like to have, and what types of barriers get in their way.

**11:15 An Integrated Approach to Marketing Online Graduate Programs**  
*Kara Henry, Marketing Manager, Penn State,  
and Caroline Pryor, Online Marketing Associate, Penn State*

In 2008 Penn State World Campus celebrated its 10th year of providing high quality online education programs to adult learners. This session will highlight some approaches used and challenges faced in marketing graduate programs in an increasingly competitive online education environment.

**2:00 OPTION 1**

**So You are Thinking About Adding or Cutting a Program**

*Becky Morehouse, Vice President,  
Research and Marketing, Stamats*

This session will look at various options for helping you position your curricular and co-curricular programs and activities so they 1) help differentiate your institution or programs from your competitors, 2) attract more students, and 3) increase the flow of revenue to your institution. We will cover such things as:

- Conducting an academic program marketability audit
- Key datasets to collect and analyze
- Developing a business approach to new programs
- Assessing the competitive and demographic landscape
- Place decisions
- Price decisions
- Waxing and waning programs
- Creating a segmented marketing and recruiting strategy

**OPTION 2**

**Limited Human and Financial Resources**

*Dr. Ed Huckleby, Associate Vice  
President for Academic Affairs, and  
Jerrett Phillips, Director of Enrollment  
Management, Northeastern State  
University – Broken Arrow Campus*

How does a branch campus that opened in 2001 exceed the graduate enrollment of the main campus on a shoe string budget and limited human resources? This session will share the exciting eight year story of the success of Broken Arrow Campus of Northeastern State University – Broken Arrow, due in significant part to its graduate enrollment. This campus has had a very limited marketing budget and has been forced to utilize creative measures to achieve their enrollment success. If you find yourself in a position of not having a large marketing budget and a small number of staff, this session will share examples of how one campus has been able to grow despite their limitations.

## REGISTER TODAY



**Location/Hotel Reservations:**

Hyatt Regency Boston  
One Avenue de Lafayette  
Boston, MA 02111  
888-421-1442

(Ask for Stamats room rate.)

Experience the excitement of Boston at the Hyatt Regency Boston. Just one block from the Boston Common and within walking distance to many of the city's most famous attractions, the hotel offers endless entertainment options. It is just steps Chinatown and connected to the T, and has a newly renovated fitness center and pool as well as delicious dining at the Avenue One restaurant.



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## 3:30 **Lessons To Be Learned from the For Profit World**

*Julie Staggs, Senior Client Consultant, Stamats*

Other than the money, what makes for profit institutions different? It is their mindset that makes a difference in their recruitment and interaction with the students. Seeing students as customers, mastering high-tech high-touch communication methods and keeping their finger on the pulse of employer needs and job market dynamics all add to their success. This session will provide examples of tactics to accomplish what the for profit institutions do—continued growth.

## THURSDAY, NOVEMBER 12

### 7:30 **Continental Breakfast**

## 9:00 **Signal to Noise: Moving from Conversation to Conversion**

*Todd Gibby, President, Intelliworks*

This session will address the myriad of changing conditions and challenges in the continuing education space. Intelliworks CEO, Todd Gibby will address 6 key points for fostering conversation and building relationships with prospective 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. Learning outcomes include:

- How to address the challenges of marketing continuing education in today's economic environment
- Why students' value increases after they leave your institution
- How to engage your constituents in an open and authentic discussion around your institution

## 10:30 **Reaching and Engaging Graduate Students Online: Interactive Strategies and Tactics**

*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 graduate student recruitment tools. How do graduate 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.

## QUESTIONS ABOUT THE SEMINAR?

Call 800-553-8878 x5055 or  
e-mail [info@stamats.com](mailto:info@stamats.com)

For more information:  
[www.stamats.com/GRADS](http://www.stamats.com/GRADS)

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**11:45 Panel Discussion with the Stamats Team**  
*Charles Reed, Eric Sickler, Sabra Fiala, Brenda Harms, Becky Morehouse, Julie Staggs*

**2:00 OPTION 1**  
**Marketing Graduate Programs in a Highly Competitive Environment**  
*Dr. Charles Bird*  
*Vice Provost for University Outreach and Professor of Psychology, Ohio University*

How do you develop and market graduate programs that are unique in today's rapidly changing and fairly saturated market? Dr. Bird will share with participants a few models that Ohio University has experienced success with, as well as challenge participants to think about their marketing strategies for programs or delivery modes that are different than the norm.

**OPTION 2**  
**Maximizing Your Resources: New Strategies for Graduate School Marketing, Recruitment, and Community Building in Challenging Times**  
*Michelle Adams Assistant Director for Admissions, Marketing, Media Relations, & Events*  
*Fordham University*  
*Graduate School of Education*

This session deals with how to make the most of your human and financial resources to maximize the effectiveness of your marketing and recruitment strategies for graduate school enrollment. In challenging economic times, with limited resources and an ever-increasing need to market multiple programs and schools, innovative utilization of technological and human resources can help to build enrollment and an authentic school brand.

**3:30 Social Networking – Making It Work**  
*Fritz McDonald, Vice President for Creative Strategy, Stamats*

As a social and cultural phenomenon, social media—a term that includes the full range of social networking sites—is transforming nearly every aspect of digital communication. Many graduate schools would like to embrace it as a new marketing tool, but they are not sure how to use it to achieve recruiting goals. In spite of this, social media may be ideally suited for the graduate student market. This session will give you a quick review of the most useful social tools, the core elements of an effective social media strategy, and an overview of the resources you'll need to integrate social media into your graduate student marketing. Ultimately, you'll walk away with new ideas that will help you connect and build productive relationships with your target audiences.

**4:45 Closing Remarks/Top 10 Takeaways**

**SPECIAL  
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## PRESENTER BIOGRAPHIES



**MICHELLE ADAMS** is the assistant director for marketing, media relations & events at Fordham University's Graduate School of Education. Michelle oversees strategic planning for targeted marketing, advertising and recruiting efforts, as well as marketing communications to prospective students, and all marketing and advertising collateral. Additionally, she is the School's liaison for media relations, and supervises all special events. Prior to coming to Fordham in 2008, Michelle served as Program Manager for both the MBA Evening Program and the Executive Masters in Leadership Program at Georgetown University's McDonough School of Business, where she participated in initial marketing and recruiting initiatives for both new programs in their inaugural year (2005), and performed all tasks related to program administration and management through the initial growth phases. Michelle holds a B.A. in English Literature from Franklin & Marshall College, and an M.A. in Communication, Culture and Technology from Georgetown University.



**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 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.



**DR. CHARLES BIRD** is vice provost for University Outreach, at Ohio University. He provides leadership for distance learning programs, growth of off-campus graduate programs, strategic partnerships with community colleges, and exploration of opportunities in computer simulation or virtual reality. He has been at the University for 14 years, previously serving as dean of the Lancaster regional campus and then vice president responsible for a five regional campuses system. He is a graduate of Virginia Tech (BS), and Florida State University (MS and PhD) and is professor of psychology, specializing in social and organizational behavior.



**SABRA FIALA** is strategic marketing director at Stamats. Her 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. Sabra is an active member of various marketing organizations, including the Direct Marketing Association.

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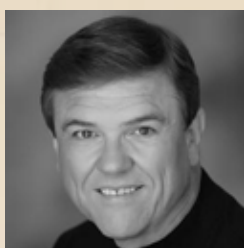
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**DR. BRENDA HARMS** is an experienced higher education administrator with a diverse marketing and admissions background. Her primary interest is the recruitment and retention of adult students and she leads the Stamats' adult student marketing initiative. Dr. Harms is active in the higher education community, serving as the secretary/treasurer of the National Association of Branch Campus Administrators executive committee. Dr. Harms received a B.S. in allied health and an M.A. in educational psychology and counseling from the University of South Dakota. She received her Ph D. in human services with her dissertation focused specifically on adult student retention.



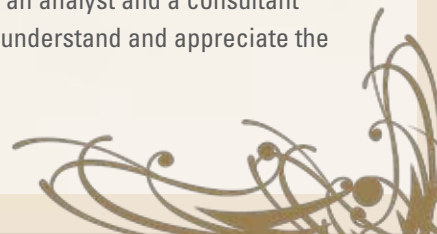
**ED HUCKEBY** is currently the associate vice president for academic affairs at Northeastern State University's Broken Arrow campus, where he serves as the chief academic and operating officer. Huckeby has been actively involved in adult learner recruiting for over twenty years. He is also the president-elect for the National Association of Branch Campus Administrators (NABCA) and will assume a new role as President of Southwestern Christian University in January, 2010. Prior to his appointment to the NSU-Broken Arrow post in 1999, Huckeby held various administrative and academic positions, including Executive Director of Tulsa Ballet Theatre, Inc., Dean of the Graduate School, Director of Educational Outreach, and Chair of the Music Department at Northwestern Oklahoma State University.



**FRITZ MCDONALD** has more than 20 years experience as a professional writer, editor, and creative strategist. He earned his bachelor's degree at UCLA, and an M.F.A. from the University of Iowa Writer's Workshop. At Stamats, Fritz has created marketing communications, Web sites and digital strategy, and branding programs for colleges and universities across the U.S. He has an extensive background in Web 2.0 technologies and social media and has delivered webinars on the subject and written an industry-leading white paper on social networking strategies. He has been a keynote speaker for CASE, CCAE, and ACT, and presented at such well-known conferences as the Infinite Solutions HighEd Web conference. He has written articles on higher education marketing for Admissions Marketing Report, and on social media most recently for University Business. His creative work has garnered numerous awards, including a CASE Gold Regional, more than 40 ADDYs, and Admissions Marketing Report Gold, Silver, and Bronze awards. His Stamats clients have included Furman University, St. Olaf College, Villanova University, Harvard Medical School, and many others.



**BECKY MOREHOUSE** studied business as an undergrad at the University of Northern Iowa. She received her Master's in higher education administration at the University of Iowa and is completing her doctorate at the U of I as well. Before joining Stamats in 1991, Becky developed her research skills at a marketing research firm. It was there she learned the fine arts of focus group moderation, data analysis, and cross-country travel. Becky's long and varied experience as both an analyst and a consultant provides a rich foundation and perspective that help Stamats' clients understand and appreciate the value of research.



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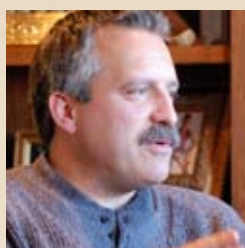
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**JERRETT PHILLIPS** is the director of enrollment management/student services for Northeastern State University Broken Arrow Campus. He has dedicated the last ten years to changing lives one student at a time through his practice of Enrollment Management. Jerrett has worked in Recruitment, Admissions, Financial Aid, Academic Advisement, International Student Services, Career Services and Enrollment Services. Working with over 25 public and private institutions in an effort to advance the state of higher education in Oklahoma, Jerrett understands the needs of today's student as they seek to fulfill their educational journey in these tough economic times.



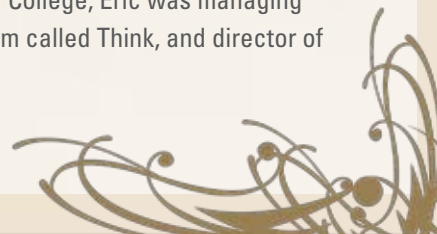
**CHUCK REED** is vice president for client services at Stamats, he has worked in higher education for more than 20 years, including positions as coordinator of admissions for Peru State College and director of media relations for Nebraska Wesleyan University. He earned a bachelors degree in journalism 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.



**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, 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.



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**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 University of Georgia.



**TODD GIBBY** 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. Todd has established Intelliworks as an industry thought leader, to ensuring clients' success with our solutions, and to building a world-class team of cohesive professionals.

Prior to Intelliworks, Todd served as executive vice president of operations for another higher education technology company, Blackboard. In seven years at Blackboard, Todd 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.

Before helping Blackboard become a leader in e-Education, he also worked on business development efforts at Campus Pipeline (now part of SunGard Higher Education). Todd also has held strategic planning and finance positions at Dole Food Company, Lehman Brothers, and Viking Graham, a boutique private equity firm.

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.



**CAROLINE PRYOR** is an Online Marketing Associate for Penn State's World Campus Marketing Strategy team. Caroline coordinates and manages online marketing initiatives, as well as e-mail communications to prospective students. Her expertise includes search engine marketing, pay per click, search engine optimization, prospect and applicant email communications, website analytics, and lead generation. Previously, she has worked with B2B and technology start-up companies providing guidance and assistance with paid search marketing, search engine marketing, search engine optimization, email marketing, and event planning.



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**KARA HENRY** is the Marketing Manager for Penn State University's World Campus. She provides leadership for a team of marketing associates in developing marketing plans for the World Campus's 60+ online degree and certificate programs and oversees the execution of targeted marketing campaigns to attract prospective students. She also contributes to developing the brand marketing strategy and fulfillment processes for the World Campus, and has extensive experience with using market research and campaign tracking data to inform decisions. Her primary interests within higher education are online education and the adult learner population. Kara holds a B.S. in Marketing from Penn State University, as well as a M.Ed. in Adult Education from Penn State University.



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