

**TUESDAY, NOVEMBER 10 (Pre-conference Sessions)**

8:00	<b>Registration</b>	
10:00	<p><b>Teens and the Web: Aligning Moving Targets</b> <i>Eric Sickler, Principal Consultant, Stamats</i></p> <p>It's no secret that teens use the internet. But how they're using it, what information they're trusting, where they're spending their time, and what's resonating with them in terms of messages and design conventions, is in near-constant flux. In this rapid-fire session, Stamats' Principal Consultant Eric Sickler will unveil Web-focused findings from the most recent national TeensTALK® surveys, along with secondary data about teen Web use from a variety of sources and studies. We'll also demonstrate key findings from Stamats' Web usability testing exercises to highlight the critically important role of highly intuitive architecture and navigation for your institutional Web site.</p>	<p><b>Building a Brand When Dollars Are Tight, Audiences are Distracted, and You're Not Sure of the Role that Digital Media Should Play</b> <i>Dr. Robert A. Sevier, Senior Vice President, Strategy, Stamats</i></p> <p>Owning a valued brand in the marketplace is one of the most significant advantages you can have in today's highly competitive recruiting and fundraising environment. During this session, we will define brand marketing, show how it relates to strategic planning and integrated marketing, and outline the advantages of a strong institutional brand. We will look carefully at the information and media needs and expectations of target audiences and then present a systematic approach to building an effective college or university brand. We will pay particular attention to how to establish this brand in the marketing through both traditional and not-so-traditional media including print, advertising, the Web, and social media.</p>
12:30	<b>Lunch on your own</b>	
2:00	<p><b>Emerging Trends in Digital Marketing</b> <i>Matt Arnold, Senior Interactive Media Consultant, Stamats</i></p> <p>The digital marketplace continues to redefine the roles of buyers and sellers, message senders and message receivers, as well as community leaders and community participants. Content creation and ownership is no longer limited to an ordained few in an institution. Communities are being shaped and reshaped as we see a digital re-tribalization of electronic communities. Social media, the mobile Web, and other digital channels are presenting unique challenges and opportunities for colleges and universities. From a marketing perspective there is more to manage and seemingly fewer resources to manage it. This makes telling a consistent brand story a challenge – to say the least. What's today's higher ed marketer to do? This session will highlight the latest trends in digital marketing, discuss where the market is going, and provide ways for you to align your online presence with your core identity and leverage the digital channel for institutional success.</p>	<p><b>10 Innovative Ideas That Will Improve the Productivity of Your Web Site</b> <i>CJ Cunniff, Interactive Media Manager, Stamats</i></p> <p>You have an endless amount of staff time and money to throw at your institution's Web site, right? No? With the downturn of the economy, organizations are asking themselves how to get the most out of their efforts. How does this translate to how you maintain your Web site and extend its reach? Where should you be putting your emphasis on the Web? In this session CJ Cunniff from the Stamats interactive team takes you through various ways to make your Web site work better for you and get more out of your current efforts.</p>
4:30	<b>Dinner on your own</b>	

**WEDNESDAY, NOVEMBER 11**

7:00	<b>Registration and Continental Breakfast</b>	
9:00	<p><b>Welcome, Introductions, Conference Overview</b> <i>Bill Stamats, Vice President and General Manager, Stamats &amp; Fritz McDonald, Vice President for Creative Strategy, Stamats</i></p>	
9:30	<p><b>KEYNOTE SESSION</b> <b>Where We Are: Where We Are Going</b> <i>Fritz McDonald, Vice President for Creative Strategy, Stamats</i></p> <p>We've come a long way—remember your institution's first full-on Web site? A two-dimensional cut-and-paste electric brochure...back then, hyperlinking was still cool. College Web sites in 1990 were much simpler and much less interesting. From then to now, this glowing screen has changed just about everything, from how we find information to how we find our way around. The social Web site, cloud computing, user-generated content, portable media...the digital world is continuously evolving...and is now dominated by this thing we call the "social Web." What's next for college and university Web and marketing strategies? According to digital guru Robert Scoble, within the next 3–5 years all media will become digital media. Google is making inroads on college campuses and offering partnerships that might eventually eliminate the need for e-mail exchange servers. And social media is upending all our commonly held beliefs about marketing. How do institutions move from a message-driven to a conversation-driven model? How do we harness the power of digital media to communicate our brand experience? What are the new touchpoints and how do mobile applications, qualitative analytics, widgets, APIs, and mashups fit into the mix? Will search engine optimization and e-mail still be viable tools? How will our recruiting, marketing, and advancement be transformed by new media? This session will explore crucial digital trends and strategies and provide a big-picture view of how to do more than just keep up with change.</p>	
10:45	<b>Break</b>	
11:00	<p><b>KEYNOTE SESSION</b> <b>Social Business by Design</b> <i>David Armano, Dachis Group</i></p> <p>"Social media" has reached a fever pitch over the past year. Everyone wants to do it, nobody really knows how. The current state of social media plays out like an episode of MacGyver—solutions run on duct tape and bubble gum. Whether your goals are raising awareness or recruitment, educational institutions like all organizations will have to adapt to the challenges social media presents. This means going beyond the tactics and moving toward a more purposeful approach, by design. Social media practitioner and participant David Armano will provide some tangible examples from large organizations of what's being done as well as what's coming next.</p>	
12:30	<b>Lunch on your own</b>	
2:00	<p><b>What a CMS Can Do for You: Tools, Tips, and Tricks for Enabling Site Success</b> <i>Lance Merker, President and CEO, OmniUpdate</i></p> <p>Your Web site is at the heart of your institution's marketing, communications, and recruiting efforts. As the demands on your site grow, so too does the requirement to have the right tools for the job. This session will illustrate five "killer benefits" of a Web content management system (CMS) to help leverage</p>	<p><b>PRACTITIONER'S TRACK</b> <b>YouTube Marketing</b> <i>Leland Harden, Hardin-Simmons</i></p> <p>In the "tell me, don't sell me" world of social media, YouTube presents the most powerful vehicle for engaging with your potential students. In this session you will learn the formula behind successful viral videos, discover vehicles for promoting and marketing your videos, learn tried and true web promotion methodologies, learn how to be engaging and remain true to your brand, and</p>

	your Web management process. Already have a CMS? Come learn five things you may not realize your CMS can do for you. Looking for more reasons to begin using a CMS? You'll walk away armed with the information you need to convince others at your institution.	learn the secrets of successful engagement that are being utilized by institutions in the social Web.
3:00	<b>Break</b>	
3:15	<p><b>Help Me, Help You with Social Media: Learn how to drive before handing over the keys to the company car</b>  <i>Rachel Reuben, Director of Web Communication &amp; Strategic Projects, State University of New York at New Paltz</i></p> <p>As one of the likely suspects involved with or using social media on your campus, you may be seen (or want to be seen) as a resource to assist other departments or programs with their social media efforts. How do you answer the question, "I want to create a Facebook Page for [insert program here] and thought I should probably coordinate that with you. Where should I start?" We'll talk through the strategies of answering that question, an overview of the tools that are options (and why the one they thought they wanted to use may or may not be the best), and show examples of uses of social media to execute larger communication and admission strategies.</p>	<p><b>PRACTITIONER'S TRACK</b>  <b>Optimizing your Organization for Communications: Building a Content Pipeline</b>  <i>Robert Brosnan, Seton Hall</i></p> <p>In 2005, Seton Hall started on a redesign of its Web site. Not only did we change the Web site but we ended up redesigning both the structure of our Web team and all of those who use our services. We created a cross-functional team combines marketing and IT resources; we also developed a wider network of liaisons and content contributors from across the campus. This is the story of how we took a novel approach to content management; rather than focusing exclusively on CMS technologies, we redesigned the marketing communications process, so that our clients focused on planning, writing and results, rather than on the technologies.</p> <p>In this talk, we'll focus on the path we took to forming the cross-functional team and "content pipeline," the advantages and problems inherit in a cross-functional approach and the long-term role of this human system. Specific topics include the redefinition of team member and contributor roles, publishing workflows, productivity and functionality gains and the using web analytics to drive adoption of the system.</p>
4:15	<p><b>The New Conversation: Engaging Your Audience in the New Age of Communications</b>  <i>Scott Leamon, Senior Experience Designer, Stamats</i></p> <p>Traditional marketing as we have known it for half a century is changing at a quickening rate. The once tried and true method of broadcasting one-way messages in bulk, limited to words and images, has morphed into a two-way conversation between your brand and your audience. Now, marketers are faced with the biggest challenge yet... how, when and where do we communicate?</p> <p>In this session we'll look at successful and not-so successful social media campaigns where the audience molded the message. Examine ways we as marketers can communicate in a language and tone expected from our audience. Also, look towards the future and anticipate inevitable changes in marketing and discuss strategies for moving into this New Age of Communications.</p>	<p><b>PRACTITIONER'S TRACK</b>  <b>CMS-Mobile</b>  <i>CJ Cunniff, Interactive Media Designer, Stamats</i>  <i>Lance Merker, President and CEO, OmniUpdate</i>  <i>Mark Willson, VP of Enterprise Solutions, Ektron</i>  <i>Will Ezell, CTO, dotCMS</i>  <i>Jim Edmunds, CEO, Ingeniux</i>  <i>Douglas Busk, Executive Vice President of Mobile Strategy &amp; Business Development, Whoop Mobile</i></p> <p>In this thought-provoking discussion, we will be speaking with some of the higher education industry leaders about common concerns and best practices related to CMS selection and management.</p>
5:30	<b>Reception</b>	
7:00	<b>Dinner on your own</b>	

## THURSDAY, NOVEMBER 12

7:30	<b>Continental Breakfast and Stamats Digital Q&amp;A</b>	
9:00	<p><b>KEYNOTE SESSION</b>  <b>Truly Mobile</b>  <i>Raven Zachary, President, A Small Society</i></p> <p>Over the past several years, we've seen a proliferation of high-speed wireless networks and multifunction, mobile devices. As we transition from the era of the laptop to one dominated by mobile devices such as the iPod touch and iPhone, mobile applications and the mobile web are increasingly becoming the primary means for users going online. This new era of the truly mobile experience will impact how content creators and publishers, including higher education institutions, provide information services. In his talk, mobile entrepreneur and industry analyst Raven Zachary will share the current state of mobile technology and where it's headed, drawing upon his personal experiences building mobile applications for the Obama Campaign, Whole Foods Market, Zipcar and other established brands.</p>	
10:45	<b>Break</b>	
11:00	<p><b>Research, Tweak, Repeat: The Elusive Art of Incremental Redesign</b>  <i>Stewart Foss, EduStyle</i></p> <p>At most times, we in higher ed are either preparing for a re-design, launching a redesign, or planning for the next re-design. Many times re-designs are years in the making and cost hundreds of thousands of dollars. Slim economic times might be the perfect excuse to save money by incrementally improving your Web site. In this presentation Stewart Foss, founder of eduStyle, will share tips and experiences from his time working in higher ed to help you implement techniques to help you tweak to perfection. These tips will include research, regular testing, and some common design mistakes in higher ed that you can easily fix on your site.</p>	<p><b>PRACTITIONER'S TRACK</b>  <b>Weaving a Branded Web</b>  <i>Kevin Grout, Brock University</i></p> <p>Launching a new brand, particularly a bold one that pushes boundaries, is destined to have its detractors. Creating buy-in is essential with the internal community in order to effectively relay that brand to the external community. The ability to use electronic tools, including the Web and social media to stamp a brand on the internal community is invaluable. How does that happen though? In higher education, where critical thinking and vigorous discussion are held in high esteem, the job of implementing a brand is often painted with negative connotation, even equated to an act of brainwashing. No easy task. This presentation draw on the speaker's various experiences, particularly as Marketing Communications Manager at Brock University, which in the past six months has launched a major capital campaign, is in the midst of implementing a new brand, and will launch a completely redesigned Web site this summer to tie it all together for a school of 17,000 students.</p>
12:00	<b>Lunch on your own</b>	
1:30	<p><b>The Five Commandments of E-mail Marketing</b>  <i>Karlyn Morissette, DoJo Web Strategy</i></p> <p>E-mail marketing consistently garners more return on investment than any other marketing medium, but a lot of colleges struggle with doing it well. This</p>	<p><b>PRACTITIONER'S TRACK</b>  <b>Building the EngageFurman</b>  <i>Greg Carroll and Ryan Fisher, Furman University</i></p> <p>At Furman we believe our most effective recruiters are our own current</p>

	<p>presentation will cover all the basics of e-mail marketing best practice, from how you send your messages to template structure, segmentation, timing, testing, and assessment. It will give you the tools you need to go back to your institution and make instant improvements to your e-mail marketing program, or to start one from scratch.</p>	<p>students and their parents, faculty, and alumni. So we turned off the old admissions site (well almost) and created an open social network to let our constituents advocate for us. In less than nine months, this window into campus culture was up and running. If you're thinking about creating your own community or just thinking about moving more marketing dollars into social media, then this is a must-see presentation.</p>
2:30	<b>Break</b>	
2:45	<p><b>Inbound School Marketing: Doesn't Matter What You Call It, an Inquiry is a Lead</b> <i>Kyle James, HubSpot</i></p> <p>Traditional media outlets like newspapers are going bankrupt. Television is being forced to re-think its business model with the competition of people not watching live TV and commercials with TiVo, NetFlix, and online sites like Hulu. The rules of the game have changed. In 2009 having a Web site is standard practice, but your Web site is more than a branding piece for your institution. It's a marketing tool and if it isn't driving qualified prospect students and parents, which technically is the exact same thing as a lead in the business world, then you are wasting this powerful tool. It is no longer about going after people; they have to be interested and find you. Are you looking at the analytics to know if you are being found? Are you doing the right sort of things to be found? You have probably heard many of the recent Web buzz words like SEO and social media. We will talk about how to actually use them. It doesn't matter what you call it: a lead is a lead.</p>	<p><b>PRACTITIONER'S TRACK</b> <b>ACU's Mobile Learning Initiative</b> <i>Kevin Roberts and Corey Patterson, Abilene Christian University</i></p> <p>Mobile technology is shaping the way we live, work and learn. Since education can now take place in the classroom or virtually anywhere, we should be committed to exploring mobile learning technology that makes sense for our students and their future. To that end, in the fall of 2008, ACU became the first university to announce distribution of Apple iPhones and iPod touches to the incoming freshman class, allowing us to explore a new vision for mobile learning.</p>
3:45	<b>Break</b>	
4:00	<p><b>The Tao of Web: Balancing Strategy &amp; Design for an Effective User Experience</b> <i>Kati Davis, Interactive Strategist, Stamats</i></p> <p>Taosim teaches that the path to a harmonious existence is through the balance of the mind, body and soul. Likewise, a harmonious Web presence relies on the balance between navigation, layout and content. Strategy and design must work together to create and enhance an effective Web site presence and ensure measurable results. In this session, we'll explore how principles like simplicity, transformation and spontaneity can drive the decision-making process to encourage cohesive strategy and design and I'll demonstrate how they can support one another. You'll learn about finding the balance between a strategic plan and the execution of design as well as tactics and tricks for what works when it comes to the usability of .edu sites.</p>	<p><b>PRACTITIONER'S TRACK</b> <b>Beyond the iPhone: Delivering Mobile Content &amp; Services</b> <i>Dave Olsen, West Virginia University</i></p> <p>More and more of our stakeholders are using mobile devices with true anywhere, anytime access to the internet and services. We'll share with you some of the low-cost tools and technologies that West Virginia University is using to enable mobile access to our information and services. From our mobile Web site that's optimized for different types of mobile devices to our SMS-enabled directory and application status check to how we're embracing Twitter for mobile reporting.</p>
5:00	<b>Closing Remarks/Top 10 Takeaways</b>	

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