



STAMATS

## STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10-12, 2009

BOSTON, MA

### MAP YOUR INSTITUTION'S DIGITAL FUTURE

In today's increasingly digital world, technology is playing a dominant role in nearly every institutional function, from recruiting and fundraising to internal communication and curriculum design. It's not surprising that college and university technology leaders and their staffs are feeling overwhelmed: just what should you do with all this innovation? Which trends are worth embracing and which should you ignore? Given the current economic climate, do you stretch your limited resources toward your Web site? Social networking? Brand marketing? Or the "New New Thing" you read about in *Wired* or the *Chronicle*?

This year's Technology Conference will give you answers. We've designed a program that doesn't just expound the latest and greatest, but helps you intelligently integrate today's best technologies and digital strategies into your recruitment and brand marketing plans. Our keynote speakers—David Armano and Raven Zachary—are leading players in emerging media. We've also designed a special Practitioner's Track highlighting your colleagues in higher education and how they're succeeding with digital marketing and recruiting. Additionally, sessions presented by other higher education digital thought leaders will cover key issues, such as:

- **Communicating your brand in an emerging media world**
- **The importance of data: building a digital marketing program based on web analytics**
- **The role print collateral and traditional marketing should play in a Web-based recruiting funnel**
- **Choosing the right content management system**
- **Balancing Web strategy and design for an effective user experience**
- **Delivering mobile content & services: what you need to know**
- **Integrating social media into your Web marketing strategy**

I hope you will join me for 3 days of invigorating education, exploration and interaction in Boston.



**Fritz McDonald**  
Vice President for Creative Strategy  
Stamats

### IS THIS CONFERENCE FOR YOU?

If you touch any part of the recruiting process, consider this conference a must. Valuable insight and practical hands-on solutions for Directors of Enrollment, Recruiting, or Admissions, Marketing VP's, Directors of Communication, Webmasters and IT specialists.

## REGISTER NOW!



**Stamats Integrated Marketing:  
Technology Conference** \$549.00

Morning Pre-Conference Options  
November 10, 2009 at 10:00 AM \$149.00

**Teens and the Web: Aligning Moving Targets,  
presented by Eric Sickler**

**Building a Brand When Dollars Are Tight,  
Audiences are Distracted, and You're Not Sure  
of the Role that Digital Media Should Play,  
presented by Dr. Robert A. Sevier**

Afternoon Pre-Conference Options  
November 10, 2009 at 2:00 PM \$149.00

**Emerging Trends in Digital Marketing,  
presented by Matt Arnold**

**10 Innovative Ideas That Will Improve the  
Productivity of Your Web Site, presented  
by CJ Cunniff**

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

Don't forget to follow us on:

<http://blog.stamats.com>

<http://stamats.ning.com>



<http://twitter.com/stamats>



[www.facebook.com/StamatsInc](http://www.facebook.com/StamatsInc)

### QUESTIONS?

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

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA

## CONFERENCE AGENDA

### PRECONFERENCE SESSIONS

TUESDAY, NOVEMBER 10

8:00 Registration

#### 10:00 OPTION 1

##### **Teens and the Web: Aligning Moving Targets**

*Eric Sickler, Principal Consultant, Stamats*

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.

#### OPTION 2

##### **Building a Brand When Dollars Are Tight, Audiences are Distracted, and You're Not Sure of the Role that Digital Media Should Play**

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

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.

12:30 Lunch on your own

## 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.

### QUESTIONS?

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

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA

## 2:00 OPTION 1

### **Emerging Trends in Digital Marketing** *Matt Arnold, Senior Interactive Media Consultant, Stamats*

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.

## OPTION 2

### **10 Innovative Ideas That Will Improve the Productivity of Your Web Site** *CJ Cunniff, Interactive Media Manager, Stamats*

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.

---

**4:30 Dinner on your own**

---

## **CONFERENCE AGENDA**

### **WEDNESDAY, NOVEMBER 11**

---

**8:00 Registration and Continental Breakfast**

---

**9:00 Welcome, Introductions, Conference Overview**  
*Bill Stamats, Vice President and General Manager, Stamats and Fritz McDonald, Vice President for Creative Strategy, Stamats*

## **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.



### **QUESTIONS?**

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA

## 9:30 KEYNOTE SESSION

### Where We Are: Where We Are Going

*Fritz McDonald, Vice President for Creative Strategy, Stamats*

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.

## 10:45 Break

## 11:00 KEYNOTE SESSION

### Social Business by Design

*David Armano, Dachis Group*

"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.

## 12:30 Lunch on your own

## 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/SIMTECH09](http://www.stamats.com/SIMTECH09)

## QUESTIONS?

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA

2:00

## **What a CMS Can Do for You: Tools, Tips, and Tricks for Enabling Site Success** *Lance Merker, President and CEO, OmniUpdate*

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 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.

3:00 **Break**

3:15

## **Help Me, Help You with Social Media: Learn how to drive before handing over the keys to the company car** *Rachel Reuben, Director of Web Communication & Strategic Projects, State University of New York at New Paltz*

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. We'll talk through the strategies of creating a Facebook page, 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.

### **PRACTITIONER'S TRACK**

#### **YouTube Marketing** *Leland Harden, Hardin-Simmons*

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 learn the secrets of successful engagement that are being utilized by institutions in the social Web.

### **PRACTITIONER'S TRACK**

#### **Integrated Digital Communications Plan** *Robert Brosnan, Seton Hall*

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. In this talk, we'll focus on the path we took to forming the cross-functional team and "content pipeline," the advantages and problems inherent 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.

## **SPECIAL THANKS TO OUR SPONSORS**

**Whoop**<sup>SM</sup>  
everything mobile

 **dotCMS**

 **OmniUpdate**<sup>®</sup>  
Empower Web Excellence

 **TalkPoint** 

### **QUESTIONS?**

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA

4:15

## **The New Conversation: Engaging Your Audience in the New Age of Communications**

*Scott Leamon, Senior Experience Designer, Stamats*

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?

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.

---

**5:30 Reception**

---

**7:00 Dinner on your own**

## **PRACTITIONER'S TRACK**

### **CMS-Mobile**

*CJ Cunniff, Interactive Media Manager, Stamats*

*Lance Merker, President and CEO, OmniUpdate*

*Mark Willson, VP of Enterprise Solutions, Ektron*

*Will Ezell, CTO, dotCMS*

*Jim Edmunds, CEO, Ingeniux*

*Douglas Busk, Executive Vice President of Mobile Strategy & Business Development, Whoop Mobile*

In this thought-provoking discussion, we will be speaking with some of the industry leaders about common concerns and best practices related to CMS selection and management.

## **KARLYN MORISSETTE**

*Marketing Strategist, Higher Ed Web Geek, Speaker, Consultant, MBA*  
<http://karlynmorisette.karlynm.me>

"You guys know I'm very critical of conferences. So when I say that Stamats put on one of the best conferences I've attended in my professional career, I hope that really means something. It was awesome. A ton of great speakers and great conversation. I'd bet all the money in my pockets that more than a few people had 'ah ha!' moments."

A few key takeaways:

- The dichotomy of not only generations but also experience level was profound.
- Attending conferences in person is still extremely relevant.
- Be nice to your content creators.
- Don't think you need to do everything you heard.
- Don't be afraid to experiment. Be original.

## **QUESTIONS?**

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA

## THURSDAY, NOVEMBER 12

7:30 Continental Breakfast and Stamats Digital Q&A

### 9:00 KEYNOTE SESSION

#### Truly Mobile

Raven Zachary, President, A Small Society

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.

10:45 Break

11:00

#### Research, Tweak, Repeat: The Elusive Art of Incremental Redesign

Stewart Foss, EduStyle

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 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.

### PRACTITIONER'S TRACK

#### Weaving a Branded Web

Kevin Grout, Brock University

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? 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.

## BILL BARNES

Director of Operations and Research  
St. Vincent College

"I loved last year's SIM Tech conference. I went into the conference skeptical of Social Media and I left a believer. While we were doing some social media prior, the conference gave us the tools to really ramp-up our recruiting program. We re-vamped our Facebook site, starting using Twitter, YouTube, blogs, and enhanced our Google and text messaging strategy."

"I certainly recommend this conference to my colleagues. In my 14 years of going to conferences, last year's was the best conference I attended yet. Not only was it well organized, the material was presented by experts in the field in an easily digestible way, yielding many actionable items without a large budget. The conference more than paid for itself, many times over."

### QUESTIONS?

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

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA

## 12:00 Lunch on your own

1:30

### **The Five Commandments of E-mail Marketing**

*Karlyn Morissette, DoJo Web Strategy*

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 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.

### **PRACTITIONER'S TRACK**

#### **Building the EngageFurman**

*Greg Carroll and Ryan Fisher, Furman University*

At Furman we believe our most effective recruiters are our own current 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.

## 2:30 Break

2:45

### **Inbound School Marketing: Doesn't Matter What You Call It, an Inquiry is a Lead**

*Kyle James, HubSpot*

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 and online sites like Hulu. The rules of the game have changed. Your Web site has become a marketing tool, and if it isn't driving qualified prospect students and parents, you are wasting this powerful it. 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? You have likely heard many of the recent 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.

### **PRACTITIONER'S TRACK**

#### **ACU's Mobile Learning Initiative**

*Kevin Roberts and Corey Patterson, Abilene Christian University*

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.



Check out our video at  
[www.stamats.com/simtech09](http://www.stamats.com/simtech09)

## QUESTIONS?

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

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA

3:45 Break

---

4:00

## **The Tao of Web: Balancing Strategy & Design for an Effective User Experience**

*Kati Davis, Interactive Strategist, Stamats*

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.

## **PRACTITIONER'S TRACK**

### **Beyond the iPhone: Delivering Mobile Content & Services**

*Dave Olsen, West Virginia University*

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.

---

5:00 Closing Remarks/Top 10 Takeaways

## **QUESTIONS?**

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

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA

## PRESENTER BIOGRAPHIES



**DAVID ARMANO** is part of the founding team at Dachis Corporation, an Austin, TX-based start-up delivering social business design services. He is both an active practitioner and thinker in the worlds of digital marketing, experience design, and the social web. Author of the popular Logic + Emotion blog, he has been invited to speak at events hosted by organizations such as Google, Microsoft, O'Reilly and Ad Age.

Prior to joining Dachis Corp, David worked in the digital agency space for more than 10 years with clients such as P&G, HP, WW Grainger, Allstate, Blue Cross Blue Shield, and Fifth Third Bank. His work on Grainger helped the company earn the reputation of best commerce site according to BtoB magazine and his leadership on HP resulted in a Webaward. David also writes industry perspectives for Ad Age and BusinessWeek and is best known for his distinct brand of visual thinking, which can be found both on the Web and in presentations all over the world. David studied visual communications/computer graphics and graduated from Pratt Institute, where he was able to study under some of the brightest minds in the industry.



**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.



**ROBERT BROSAN** is the director of web and digital communications at Seton Hall University in South Orange, New Jersey. He is responsible for determining and executing strategic objectives for online communications, particularly those that provide a direct interface with external university audiences, such as prospective students and alumni. Recent projects include a complete re-development of the University's main Web site and a significantly revised undergraduate admissions Web site. Rob completed his master of arts degree in philosophy of science from Indiana University; he also received a bachelor of science degree from Clemson University.

**DOUGLAS BUSK** brings over 10 years' leadership experience in the mobile space to his position with Whoop, ranging from carrier product development to Interactive Television. Previously, Doug held business development and product management leadership roles with SpinVox, Amdocs, and SinglePoint. And prior to that, Doug led product management and development for Verizon Wireless' text messaging portfolio, the company's most successful data product. From 2001-2003, Doug drove product development and strategy for third-party revenue at AT&T Mobility (then Cingular). An active participant in industry organizations, Doug has held multiple Board and Committee leadership positions with the Mobile Marketing Association, .MOBI, and CTIA/WIC.

## QUESTIONS?

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

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA



**GREGORY CARROLL** serves as vice president for marketing and public relations at Furman University. Greg came to Furman from Wichita (Kansas) State University, where he was executive director of university communications. He has also served as director of marketing communications at Lynchburg (Virginia) College and as director of college relations at Marietta (Ohio) College.



**CJ CUNIFF** is interactive media manager at Stamats and has more than ten years of experience as a programmer in the interactive media field. His specialties include Internet systems, JavaScript/XML programming, JQUERY, MOOTOOLS, AJAX and Flash Development. His experience working in other markets including medical, small business and government sites, and customer relationship management Intranet sites help inform the work he completes with higher education clients. He has extensive experience in all facets of interactive marketing and technology and brings a wealth of knowledge and understanding to his position at Stamats.



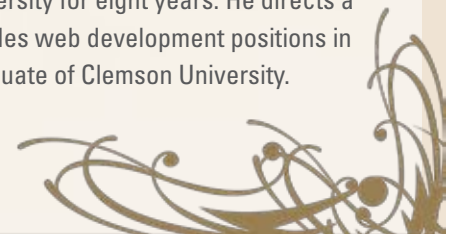
**KATI DAVIS** is an interactive strategist at Stamats. She provides strategic direction and tactical knowledge for developing a strong online presence for Stamats clients. Kati brings a wealth of experiences in creating and testing online solutions from usability, site architecture, and more. A Google Adwords Certified Professional, Kati also has expertise in managing online sponsored advertising campaigns, and knows how to help you gain rankings naturally through search engine optimization. Kati holds a B.A. in journalism and mass communication from Drake University. Her experience and know-how in online media, paired a concentration in marketing, positions Kati to best understand how to take your Web site and other online efforts to the next level.



**WILL EZELL**, CEO of dotCMS, has for more than 6 years been establishing the direction and development of one of the leading Java-based, open source Web content management systems in the world today. Will's vision has gained wide acceptance in the marketplace as institutions including Hospital Corporation of America, Honda, University of Texas, Hair Cuttery, Harvard University, Novartis and thousands of others have realized the advantages of dotCMS in their solution stack. Before taking on dotCMS, Will was the CTO of Dotmarketing, Inc. – a full-service Web design and development agency primarily focusing in higher education. He was responsible for setting the course for client implementations and technological direction. Will earned his bachelor's degree from Emory University in Atlanta, GA.



**RYAN FISHER** has been director of web marketing at Furman University for eight years. He directs a Greenville-based web strategy firm, Cogent. His previous work includes web development positions in the grocery and advertising industries. Ryan is a 1999 marketing graduate of Clemson University.



## QUESTIONS?

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

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA



**STEWART FOSS** has spent the last 6 years working in higher education. He started as a junior web assistant and worked his way to managing the websites for first Athabasca University then Grant MacEwan College. In 2007 he founded eduStyle to try to raise awareness of best practices in higher education web design. Since then he has spent his days watching the latest trends in higher education web design. He's been working to spread awareness of best practices and draw attention to high quality web design in higher education. He's a speaker on higher education design trends and improving web design in higher-ed. In 2008 he founded the eduStyle Higher-Ed Web Awards and recently co-authored "The eduStyle Guide to Higher-Ed Homepage Design."

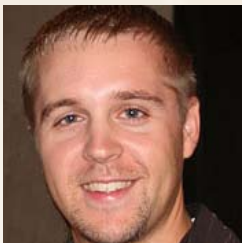


**KEVIN GROUT** is a marketing and communications manager at Brock University. He has more than 12 years of experience in marketing and has worked in sectors as diverse as economic development, biotechnology, tourism, and for the past six years, higher education. He has been involved with brands as iconic as the Royal Canadian Mounted Police and the City of Niagara Falls, to completely new initiatives, including the groundbreaking "Both Sides of the Brain" campaign of Brock University in Ontario, Canada.



**LELAND HARDEN** is the vice president of institutional advancement at Hardin-Simmons University in Abilene, Texas. He oversees all marketing and money-raising activities for the university. Leland is responsible for staying on top of the latest trends in Web 2.0 tools and developing messaging and communications techniques to penetrate the digital clutter students experience. His award winning team has led the way in using online video, YouTube, iTunes, blogging, and social networking to market to their target audience.

Harden began his career in the online business in 1985 as an account executive with DataTimes. He then was recruited to help launch Medialink in New York City, where he helped build the start-up into the world's largest distributor of video public relations materials. He later launched Digital Conference Television, a national video conferencing firm, in San Francisco, and co-founded Cybernautics. After merging Cybernautics with USWeb and participating their IPO, he co-founded GiftCertificates.com.



**KYLE JAMES** is currently an inbound marketing consultant at HubSpot. Kyle graduated Wofford College in 2003 with a degree in Computer Science and worked at the campus for the next five and a half years in multiple roles including Webmaster and various IT roles. His web experience stretches back to 1997 and the days of the early web and designing sites using Netscape Composer and Notepad. In January of 2008 he started .eduGuru an Internet Marketing and Web Development blog for Higher Education. Since that time the site helps thousands of monthly unique visitors and over a thousand subscribers to add value to their institution's web experience. The site has also grown to include five other industry expert authors in establishing itself as a credible and top notch blog in Higher Education Web. Kyle has presented at national conferences on subjects ranging from Web Analytics, Email Marketing, SEO, and Social Media.

## QUESTIONS?

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

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA



**SCOTT LEAMON**, senior experience designer at Stamats, has more than 10 years of professional experience in interactive media. Scott's focus is on the design of strategic online user-experience initiatives for the higher education market as well as social media strategies for Stamats' internal marketing channels. In addition, Scott serves as an Assistant Producer for the documentary film company, American Visions Group.

A transplant from Indianapolis, Indiana, Scott's educational and professional background brings a diverse understanding of successful interactive media online strategy and execution. He studied music and political science at Vincennes University and was a double major in guitar performance/composition and psychology at Ball State University. Prior to joining Stamats, Scott worked as the New Media Director at the Guitar Institute of Indianapolis and Principle Multimedia Designer at Impulse Multimedia at Indianapolis. He also served as an instructor at Indiana University-Purdue University of Indianapolis.



**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.



**LANCE MERKER** is president and CEO of OmniUpdate, Inc., located in Camarillo, California. Lance is a regular guest speaker at industry conferences nationwide and has authored several articles on web CMS technologies, Web 2.0, social networking, blogging, and the use of RSS. He has over 15 years' experience in the software industry and holds a BS and MBA from the University of California, Riverside.



## QUESTIONS?

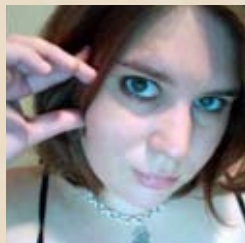
Contact us at [info@stamats.com](mailto:info@stamats.com) or 800-553-8878 x5055

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA



**KARLYN MORISSETTE** is a thought leader and innovator in higher education. She was one of the first full-time admissions e-communications managers in the country, pushed email marketing to new heights of segmentation before it was common practice, and implemented/managed one of the earliest student blogging programs on the web. Today, as the President and Principal Consultant of DoJo Web Strategy, Karlyn helps universities to integrate goal-driven web strategies into their current marketing plans. She is an invited speaker at conferences around the country, and is one of the most prolific bloggers in higher education, publishing regularly at both [www.karlynmorissette.com](http://www.karlynmorissette.com) and [.eduguru](http://.eduguru).



**DAVE OLSEN** is a professional technologist with the Web Services unit of West Virginia University, where he has worked since 2002. He is responsible for identifying and implementing new technology that can be used to promote the positive image of WVU, with particular attention to student recruitment. Dave's past projects include managing the development and deployment of an in-house, Ruby on Rails-based CMS, and overseeing the implementation of Datatel ActiveAdmissions and the e2campus emergency notification system. Recently Dave has helped define strategy and integration around social media properties like Facebook, Twitter, and YouTube.



**COREY PATTERSON** has more than ten years of experience in higher-education enrollment management and is currently the director of enrollment marketing at Abilene Christian University. He began his career at ACU as an admissions counselor in 1999, and has since served in various roles. In 2008, Patterson returned to ACU after leading the Lipscomb University enrollment management division for two years as the associate vice president.

During his time at Lipscomb and ACU, Patterson has launched multiple enrollment marketing campaigns that have included Web site development, admissions process overhauls, "pre-senior" recruiting campaigns, social media strategies and messaging and distribution plans for ACU's mobile learning program.



**CHUCK REED**, vice president for client services at Stamats, 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



## QUESTIONS?

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

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA



**RACHEL REUBEN** has been in higher education for over a decade. She currently oversees the Web Management Office and the Welcome Center at SUNY New Paltz. Reuben holds degrees in business administration/marketing, and organizational communication. She will earn her MBA in marketing & management this December. Rachel is an active blogger at .eduguru.com, which was awarded the Best Higher Education Blog in the 2009 eduStyle Awards. In August 2008 she published a research paper called “The Use of Social Media in Higher Education for Marketing and Communication: A Guide for Professionals in Higher Education.” Rachel has presented at conferences including HighEdWeb, SUNY Council for University Advancement, SUNY Council for Admissions Professionals, HigherEdExperts.com, OmniUpdate webinars and user conference, the New York State Association for College Admissions Counseling, and workshops for regional small business and chamber of commerce meetings.



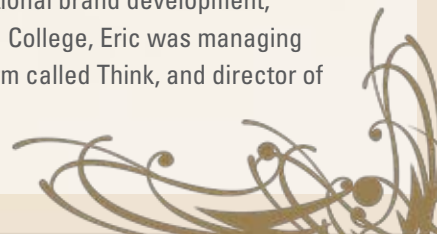
**KEVIN ROBERTS** is the CIO and the director of re-engineering at Abilene Christian University. He has been at ACU for nine years and has served as CIO for the last two. During his time at ACU he has overseen a number of initiatives including: a full deployment of Sungard’s Banner system, the creation of a one stop student services organization, the complete transition to Google Apps for Education and the implementation of Talisma’s CRM product.



**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.



## QUESTIONS?

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

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

# STAMATS INTEGRATED MARKETING: TECHNOLOGY CONFERENCE

NOVEMBER 10–12, 2009

BOSTON, MA

**MARK WILLSON**, president and CEO of Ektron, has more than 20 years of leadership experience directing Web development and delivery strategies for some of the world's largest digital marketing agencies. He served as the vice president of technology for iCrossing, ranked as one of the top five digital agencies by AdvertisingAge, where he managed client projects for Dolby, GMAC, Chrysler Financial and Nike and directed the Technical Architecture group and the Web Application Development team. He was also founding member and chief executive officer for Mission Air, LLC, and has held the position of chief technology officer at CIBER, Inc., leading business development initiatives and establishing the strategic direction of application development for clients including Ford Motor Company, Fujitsu and Alcoa.



**RAVEN ZACHARY** is president of Small Society, working with big brands, established companies, investors, and startups on iPhone strategy and product development. Raven directed the Obama '08 for iPhone application for the Obama Campaign, and has worked with companies such as Whole Foods Market, Zipcar, Clif Bar, and Air New Zealand on iPhone application initiatives. He is the founder of iPhoneDevCamp, a not-for-profit iPhone developer conference. Raven is also a Contributing Analyst with The 451 Group, an IT industry analyst firm and works closely with O'Reilly Media on iPhone and mobile technology related events and coverage. He is regularly quoted by the press about the iPhone and is a frequent conference speaker on the topic.



## QUESTIONS?

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

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