

SASMC 2019 Program Schedule

Monday, February 11 - Optional Pre-Con Workshops

(Additional Fee)

3:00–6:00 p.m. **It's All About the Yield**
Randy Burge & Sabra Fiala, Stamats

3:00–6:00 p.m. **Information is Insight: Boosting Your Google Analytics Skills**
Muzel Chen, Stamats

Tuesday, February 12 - Conference Day 1



7:00–8:15 a.m. Pre-conference registration Breakfast

8:15–8:30 a.m. Opening/Welcome

8:30–10:00 a.m. **General Session**
Stamats 2019 Adult StudentsTALK™ Study
Becky Morehouse, Stamats, and Hayley Wolf, TargetX

10:00–10:15 a.m. Break

10:15–11:15 a.m.
Breakout Session
Demand by Design: Using Data to Guide Academic Program Development
Kay Zimmerman, North Carolina State University

Breakout Session
The Power of Small: Managing Content and Distribution with a Limited Team
Shannon Nicholson, West Virginia University

11:15–12:15 p.m.
Breakout Session
When Lightning Strikes: How Your Viral Video Can Spark Media Attention
Wes Sumner, Florida Institute of Technology

Breakout Session
Striking a Balance: Meeting Data Needs Without Sacrificing the Student Experience
Katie Booth, Mount Vernon Nazarene

12:15–1:30 p.m.
Lunch Provided

Lunch Session
Solving Thorny Problems
Bob Sevier, Stamats

1:30–3:30 p.m.
Comprehensive Session
Information in Motion: Using Data to Improve Understanding
Katie Booth, Mount Vernon Nazarene

Comprehensive Session
Get Personal: Using Personae to Develop Smart and Successful Marketing Plans
Laura Dorman, University of Louisville

3:30–3:45 p.m. Break

3:45–4:45 p.m.

General Session

Ask Us Anything: A Digital Marketing Panel Discussion

Moderated by Stamats

4:45–6:00 p.m.

Networking Reception

6:00 p.m.

Dinner On Own

Sign-up option available at registration table

Wednesday, February 13 - Conference Day 2



7:30–8:30 a.m.

Breakfast

8:30–9:30 a.m.

General Session

10 Essential Investments for Adult Student Marketing Success

Bob Sevier, Stamats

9:30–9:45 a.m.

Break

9:45–11:45 a.m.

Comprehensive Session

Bulls-Eye: A Multi-Layered Approach to Target Marketing

Davia Rose Lassiter, Kennesaw State

Comprehensive Session

Visual Display for Impact

Grant De Roo, Stamats

11:45–12:30 p.m.

Lunch Provided

Lunch Session

Adult Student Messaging: From Bust to Blockbuster

Chuck Reed, Stamats

12:30–1:30 p.m.

Breakout Session

Serving Those Who Serve: Marketing to Active Military Members

Ali-Reza Rajabzadeh, Troy University

Breakout Session

“Content Is Like Water” and Other Dangerous Metaphors

Joan Benson, Stamats

1:30–2:30 p.m.

Breakout Session

Motivate to Graduate: Improving Persistence by Increasing Average Course Load

Jim Pepin and Bill Gibbs, Embry-Riddle Aeronautical University - Worldwide

Breakout Session

New Again: How a Century-Old University Used Community Partnerships to Grow Enrollment

Linda Purtill & Pamela Allen, University of Redlands

2:30–2:45 p.m.

Break

2:45–3:45 p.m.

Breakout Session

Better Marketing Starts with Better Research

Tom Hayes, Xavier University

Breakout Session

To Be Announced

3:45 p.m.

Conference Concludes