

2017 eduWeb Schedule

Sunday, August 6th:

7 pm – 9 pm: Pre-Conference Meet-up – Game Night! (brought to you by [Oho Interactive](#))

Join your higher ed colleagues on Sunday night for some fun and games. Get to know one another over some new and classic tabletop games. This event will include Oho Interactive's own Colleges Against Insanity.
Empire Room

Monday, August 7th:

8 am – 5:30 pm: Registration — 4th floor

8:30 – 11:30 am: Pre-Conference Workshops

(workshops are additional costs unless bought through the Gold or Silver Registration Packages)

Train The Trainer: From Novice to Grandmaster

Katie Santo, New York University

Essex North, 3rd floor

Top Task Websites: Content Design for Marketing Success

Bob Johnson, Bob Johnson Consulting

Essex South, 3rd floor

'No Results' No More! Practical Strategies the Pros Use to Improve Site Search and SEO for Higher Ed

Andrea Cole, Beacon

Logan Ray, Beacon

Essex Center, 3rd floor

11:45 am – 12:45 pm: Summit Lunch (by invitation)

Sponsored by TBA; location announced at event

Conference Start

1 – 1:15 pm: Welcoming Remarks

1:15 – 2:15 pm:

Keynote: C.C. Chapman — Co-Author of "Content Rules"

(sponsored by [FrescoData](#))

Location

2:30-3:15 pm

Content and Email Marketing Track: Connect- Cultivate- Hook

Melissa Archuleta, Marketing Manager – Aten Design Group

Christine Coughlan, Director of Digital Strategy – Aten Design Group

Location

Web Tools and Hacks Track: To gif or Not to gif: Should You Use Emojis on Behalf of Your Institution?

Stephanie St. Martin ([@StephStMartin](#)), Brand Awareness Manager – The Ariel Group

Location

Social Media Track: Stop, Collaborate and Listen: How to Use Instagram Story Takeovers w/ Students, Young Alumni and Employees to Boost Engagement and Broaden Your Institutional Voice

Jon McBride ([@BYU](#)), Media Relations and Social Media Manager – Brigham Young University

Location

Using Data and Analytics Track: Measure Your Success – How to Find Your Cost per New Student Acquisition

John King, Executive Director, Digital Marketing and Communications – Lone Star College

Lyndsey Pase and Jonathan Coen, Senior Web Designers – Lone Star College

Location

Web/Mobile Design & Strategy Track: Beyond the Nuts and Bolts: What You Really Need to Know About a Website Redesign

Tony Poillucci – VisionPoint Marketing

Jill Andrews, Assistant Director of Marketing, Research and Strategy – Anne Arundel Community College

Location

3:30-4:15 pm

Content and Email Marketing Track: A Blueprint to Accelerated Graduate Recruitment

Jonas Seider, Managing Director, ProspectCloud

Location

Web Tools and Hacks Track: Fast-Tracking Your Next Website Redesign with Drupal 8

Edna Becerra, Associate Director, Whittier College

Bob Rafferty, Managing Partner, Knowble Media

Ben McCombs, Senior Web Strategist, Knowble Media

Location

Social Media Track: Reimagining Video on Social Media: Takeaways from Boston University

Emily Truax, Digital Engagement Associate, Boston College

Location

Using Data and Analytics Track: I Believe I Can See the Future: More than the Typical Analytics Routine

Joshua Dodson, Director of Digital Marketing – Bentley University

Location

Web/Mobile Design & Strategy Track: Move to Step 2: Understanding Accessibility Beyond Meeting Compliance

Eric Hodgson, Senior Business Analyst – Ingeniux

Location

4:15 – 4:30 pm: Break

4:30-5:15 pm

Content and Email Marketing Track: Digital Advertising Best Practices & How to Measure the Success of a Digital Media Campaign

Doug Mankiewicz, Director, Business Development – Orange142

Tom Bibby, Director, Orange142

Location

Web Tools and Hacks Track: What Not To Do On Your Website (if you want to recruit students)

Dana Evans, Senior Consultant – Paskill Stapleton and Lord

Missy Present, Director of Enrollment Management – Jewish Theological Seminary

Location

Social Media Track: Global Social Trends and the Future of Social in Education

Phil Chatterton, Principal, Education – Hootsuite

Mike Petroff, Sr. Associate Director for Content Strategy – Harvard University

Location

Using Data and Analytics Track: Feeding the Content Beast: Does it Work?

Deanne Taenzer, Vice President – ExpertFile

Ben Sullivan, Associate Director Digital Solutions – Loyola Marymount University

Location

Web/Mobile Design Track: The State of Higher Ed Digital Teams

Jason Smith, Managing Director and Founder – OHO Interactive

Georgy Cohen, Associate Creative Director – OHO Interactive

Location

5:15 – 6:15 pm: Welcoming Reception — Location

7:15 pm

Pub Crawls (meet in Lobby)

Tuesday, August 8th:

8:30 am – 5 pm: Registration — 4th floor

7:30 – 8:30 am: Breakfast — 4th floor

8:30-9:15 am

Content and Email Marketing Track: When Your Brand Isn't Simple: Marketing the Arts and Sciences

Jeremy Schwab, Director of Integrated Marketing and Communications – Boston University College of Arts and Sciences

Location

Web Tools and Hacks Track: PANEL – How an Interactive Online Calendar Helps Me Do My Job Better

Ed Garabedian, Manager of Digital Analytics – Johnson and Wales

Brandy Warren, Coordinator for Marketing Communications – University of Louisville

Ben Kelbaugh, Sales Manager – Localist

Location

Social Media Track: The Facebook Conversation

Chris Herring, Director of Digital Marketing – BarkleyREI

Location

Using Data and Analytics: Higher Ed Digital Analytics Road Map: How to Find Your Way on the Road to Marketing Measurement

Karine Joly, Executive Director – Higher Ed Experts

Location

Web/Mobile Design & Strategy Track: PANEL Lightning OpenEDU – The Drupal Distribution for Higher Ed

John Kennedy, Project Manager – Acquia

Bjorn Thomson – Image X

Kevin Hu – ImageX

Brent Wilker – ImageX

Location

9:30-10:15 am

Content and Email Marketing Track: The Administrators Guide to Accessibility: Compliance and Beyond

Keana Lynch, Lead UI Director – Beacon

Location

Web Tools & Hacks Track: Bots for Higher Ed Marketing

Bryan Fendley, Director of Web Services – University of Arkansas at Monticello

Location

Social Media Track: When Good Tweets Go Bad! Social Media in the Crisis Age

Benson Hendrix, Social Media Manager – University of New Mexico

Location

Using Data and Analytics Track: Breaking Down Silos: Our Journey In Implementing A University-Wide Implementation of Google Analytics

Sean Henri, Pepperland

Christine Celli, Northeastern University

Esoos Bobnar, Northeastern University

Location

Web/Mobile Design & Strategy Track: Social Media First Web Strategy to Reach Generation Z

Jeremy Sievers, Director of Web Communication and Digital Media – Drake University

Niki Smith, Digital Media Strategist – Drake University

Location

10:30-11:15 am

Content and Email Marketing Track: How Indiana University Uses Digital MKTG to Increase Diversity

Jonathan Pogact, Senior Director of Marketing – Fathom

Additional Speaker TBA

Location

Web Tools and Hacks Track: A Dive into Creating and Executing a Digital Marketing Plan

Diane Kuehn, President – VisionPoint Marketing

Location

Social Media Track: A – Gen Z: Guiding Comprehensive Social Media Management through Students

Crystal Howard, Alumni Relations Event Coordinator – Bridgewater State University

Location

Using Data and Analytics Track: Stop Guessing What Your Users Want and Get Data

Victoria Merriman – Digital Loom

Location

Web/Mobile Design & Strategy Track: You Are Not Your Target Audience: How William Peace University and SAI Digital Leveraged Student Insights to Deliver a Website Experience Geared toward Gen Z Audiences

Jeanne Ivy, Director of User Experience – SAI Digital

Ian Dunne, Director of Communications & Marketing – William Peace University

Location

11:15-11:45 am: Networking with Exhibitors

11:45 am-1:00 pm —

Summit Club Awards & Winners

Social Lunch

1:00-2:00 pm: General Session —

E-Expectations 2017:

[Stephanie Geyer](#), VP, Web Strategy and Interactive Marketing Services, Ruffalo Noel Levitz

[Lance Merker](#), CEO & President, OmniUpdate

2 -2:15 pm: Break

2:15-3 pm

Content and Email Marketing Track: Using Social Listening to Uncover Content and Storytelling Opportunities

[Dr. Liz Gross](#), Market Insights Manager, Great Lakes Higher Education Corporation.

Location

Web Tools and Hacks Track: Accessibility: It's Not Just about Empathy- It's a Human Right

Kayla Solis, OmniUpdate

Location

Social Media Track: The Power of Social Media for Advancement and Student Affairs

Ed Cabellon, Bridgewater State University

Tiffany Macauley, Bridgewater State University

Location

Using Data and Analytics Track: The Integrated Journey of Social: Making the Case for Native Analytics

[Gene Begin](#), Vice President of Marketing and Communications, Wheaton College

[Vanessa Theoharis](#), Associate Director of Integrated Content, Babson College

Location

Web/Mobile Design & Strategy Track: A Behind-the-Scenes Look at a Real-World Redesign

Ross Morrone, Director of Marketing – Youngstown State University

Jennie Salamoun, User Experience Architect – NewCity

Location

3 -3:15 pm: Refreshment Break

3:15-4 pm

Content and Email Marketing Track: Representing Diversity on the Web: How to Create Inclusive Virtual Campus Environments

[Conny Liegl](#), Senior Designer – California Polytechnic State University

Location

Web Tools & Hacks Track: How to Punch up Your Press Releases (and other stories) for Social Media

[Jeff Brown](#), Director, Social Media Communications – Baylor University

Location

Social Media Track: Focusing on the Student Journey to Inspire Real World Engagement through Social Media Campaigns

[Katy Spencer Johnson](#) – Quincy College

Daniela Huynh, Quincy College

Location

Using Data and Analytics Track: Really Cool Data

Renee Daly, Senior Consultant – SimpsonScarborough

Location

Web/Mobile Design & Strategy Track: Breaking Conventions in Higher Education Website Strategy- Structure and User Experience Design

Keith Rhodes, VP, Brand Strategy & Integrated Communications – Quinnipiac University

Location

4:15-5 pm

Content and Email Marketing Track: 7 Steps to an Integrated Content Strategy

Carolyn Kent, Executive Strategy Director, Brand Experience – Ologie

Location

Web Tools & Hacks Track: Other Duties As Assigned: Developing A Podcast

[Jackie Vetrano](#), Skidmore College

Daniella Nordin, Skidmore College

Location

Social Media Track: We'll Do It Live!

Steven Norris, Assistant Director, Social Media – Georgia Tech

Location

Using Data and Analytics Track:Using Behavioral Analytics to Improve Your Website Experience

Brett Patterson – SiteImprove

Location

Web/Mobile Design & Strategy Track: S.I.F.T. Through Your Content for Accessibility

Justin Gatewood, Webmaster – Victor Valley College

Location

5:00 to 6:00 – Keynote

(sponsored by [HigherEdExperts.com](#))

[Nikki Sunstrum](#), University of Michigan

6 – 7:30 pm: Evening Reception – Clery's

(6 minute walk away from Westin at 113 Dartmouth Street, Boston, MA 02116)

Hosted By: OmniUpdate, Ruffalo Noel Levitz, eduWeb

Wednesday, August 9th:

Reflect, Refocus, Recharge — Presentations & General Session w/Brunch

Day 3 will help attendees take all they have learned and focus on reflecting so they can take these lessons back to their institutions.

8:30-9:15 am

- **How To** Take Great Pictures
- Innovation In The Workplace

America Center, 4th floor

9:30-10:15 am

How To Create Mobile Video (On A Budget)

Chris Bryant, Empire Studios

America South, 4th floor

To Do Lists, Productivity and GTD (Getting Things Done)

Andrew Meyers, Hope College

10:15 am – Brunch Begins

Mimosas to be provided by TBA

America South, 4th floor

10:30 a.m. – General Speaker Session (TBA)

America South, 4th floor

11:00 a.m. – Creating A Plan – Takeaways from eduWeb 2017

Featuring the eduWeb Digital Summit team

America South, 4th floor

11:45 a.m. – Closing Remarks

Chris Barrows, Conference Co-Chair

Joel Renner, Conference Co-Chair

America South, 4th floor

Conference Ends

1:30 – 4:30 pm: Post-Conference Workshops

(workshops are additional costs unless bought through the Gold or Silver Registration Packages)

Building a Successful Campaign From Soup to Nuts

Jonas Seider, Prospect Cloud

Essex North, 3rd floor

Content & Social Strategy: Your Guide To The Essentials

Jeremiah Barba, Digital Marketing Manager, Up&Up

Matt McFadden, Director of Marketing, Up&Up

Essex South, 3rd floor

Accessibility in Practice: Integrating Accessibility into Team Roles and Workflows

Rob Carr, Oklahoma Able Tech
Essex Center, 3rd floor

Thursday, August 10th:

(both events on Thursday are additional costs unless bought through the Platinum Registration Package or attending without the conference)

9 am – 4:30 pm

Empire Room, 7th floor

Master Class:

Creating an OmniChannel Marketing Plan for Higher Education

presented by Stamats

Today's higher education marketers and communicators know the value of having a presence on multiple channels. But how do you ensure that the messages are aligned and tell your story in the most effective manner?

This class will deconstruct an OmniChannel Marketing Plan into three component parts: brand marketing, direct marketing, and internal communication. We will take a deep dive into the critical parts of this plan, including the massive role that metrics and analytics play in your efforts, and how to use Google Analytics and other measurement tools appropriately.

This class will cover topics such as conducting a situation analysis, setting goals, audience definition, identifying target geographies, creating action plans, budgeting, faculty support of your efforts, and ROI measurement.

Schedule:

9 am – 4:30 pm

Noon – 1:15 pm – plated lunch

AND

9:30 am – 5 pm

Virtual Reality & Education Symposium

(presented by VR Voice in partnership with eduWeb)

Location TBA

The "[VR and Education Symposium](#) presented by [VR Voice](#) in partnership with [EduWeb](#)" is the first dedicated conference focused on exploring the use cases and impact VR/AR is and will have to higher education. Learn from the early successes and failures that peers at other institutions have gone through exploring how best to utilize this new computing platform.

- [Speakers](#)
- [Schedule](#)