

WEDNESDAY, MARCH 10

11 a.m. to 4:30 p.m.
Registration
(Garden Terrace Lounge)

11:30 a.m.
CUPRAP Board Meeting
(Overlook Room)

1:30 p.m. to 4:30 p.m.
(with 15-minute break at 3:15 p.m.)
Workshop on Social Media
(Garden Terrace West)

Part I: Social Media Strategy and Measurement
Speaker: Sean Carton, DCD, Chief Creative Officer, idFive

How have colleges and universities successfully incorporated social media into their recruitment and retention activities? How do they measure results? We'll also examine use of Facebook profiles to gain visibility, how to engage students in conversation, and how to effectively integrate social media into a communications plan.

Part II: Integrating a Social Media Program: Two Case Studies
Speakers: Alana Mauger, Director of Communications, Montgomery County Community College, and Paul Redfern, Director of Web Communications & Electronic Media, Gettysburg College.

Hear how colleagues are using Facebook, YouTube, Twitter, Flickr and LinkedIn to increase word-of-mouth marketing and to integrate these new tools into a traditional communications strategy.

1 p.m. to 5 p.m.
Sponsor Exhibits
(Garden Terrace Lounge West)
Please take time during the conference to visit Sponsor Exhibits.

5:45 p.m.
Cash Bar Reception
(Garden Terrace West)

6:30 p.m.
Dinner
(Garden Terrace West)

THURSDAY, MARCH 11

7 a.m. to 9 a.m.
Breakfast
(Circular Dining Room)

Registration
(Garden Terrace Lounge)

9 a.m. to 10:15 a.m.
The Power of Storytelling
(Garden Terrace West)
Speaker: Tom French, 1998 Pulitzer Prize winner in feature writing and Riley Endowed Chair in Journalism at Indiana University

Our keynote speaker will share his passion for narrative writing that is gripping and powerful. Knowing how to engage an audience from beginning to end is essential for all communicators. Tom French has led workshops around the world, including the

famed Nieman Conference on Narrative Journalism at Harvard. You will be delighted and inspired by his stories and helpful advice.

10:15 to 10:30 a.m.
Break
(Garden Terrace Lounge)

10:30 a.m. to 11:45 a.m.
Story Mechanics
(Garden Terrace West)
Speaker: 1998 Pulitzer Prize-winning journalist Tom French

Get the nuts and bolts of how to assemble an engaging story. We will discuss finding a theme, a central character and a line of action; how to employ dialogue and scene detail; and how to identify the engine that will propel your story forward.

10:30 a.m. to 11:45 a.m.
How Current is Your Crisis Plan? How Prepared Are You to Handle the Next Big, Bad Thing?
(Starlight West)
Speaker: Deborah Saline, APR, Principal and Chief Operating Officer, PRWorks, Inc.

Increased violence, unchecked bloggers, the changing media landscape, reduced budgets and fewer staff create the potential for the perfect storm when it comes to crisis management. What can you do to be prepared? Learn techniques to help manage your next big crisis on campus.

Noon
Awards Luncheon
(Garden Terrace East)

1:00 p.m. to 1:30 p.m.
Address by Arthur Ciervo Award winner

1:45 p.m. to 3 p.m.
What's New in Web Communications?
(Garden Terrace West)
Speakers: Ty Glasgow, CEO and President, BigBad Inc., and Paul Novack, Director of Web Communications, Susquehanna University

Get the big-picture view of where Web communications is going. You'll hear about the latest trends and best practices. You'll also hear the good, the bad, and the ugly about a Web redesign project that earned a 2010 CASE II Gold award.

1:45 p.m. to 3 p.m.
Insights into Future Support for PA Higher Education
(Starlight West)
Panelists: Karen Ball, Vice Chancellor for External Relations, Pennsylvania State System of Higher Education; Christopher Borick, Ph.D., Associate Professor of Political Science, Muhlenberg College; and Mary Young, Ph.D., Vice President of Government Relations, Association of Independent Colleges and Universities of PA

With the May primary and November elections fast approaching, how does our panel of experts assess the future climate for state and federal support for higher education?

3 p.m. to 3:15 p.m.
Break
(Garden Terrace Lounge)

3:15 p.m. to 4:30 p.m.
A Multi-Faceted Approach to Managing Stress
(Garden Terrace West)
Speaker: James Porter, President of StressStop.com and author

Are you feeling stressed out in your job or your personal life? Then join us for this rejuvenating session which will cover three levels of stress management. Physical techniques, changing the way you think and mindfulness. Learning how to keep your mind focused on the present can lead to a significant reduction in anxiety.

3:15 p.m. to 4:30 p.m.
Planning an Advertising Campaign
(Starlight West)
Speakers: Matt Kurowski, Brand Activation Manager, JPL Productions, and Mary Wetzel, Marketing Services Director, Central Pennsylvania College

Get information and insight into a successful collaboration that drove enrollment for Continuing Education students. The campaign included both traditional and new ways of advertising to reach adult learners. Learn about some broader marketing strategies that focus on advertising in various media.

5:30 p.m.
Cash Bar Reception
(Fountain Lobby)

6:30 p.m.
Dinner
Presentation of Don Hale Award and CUPPIE Awards
(Garden Terrace Ballroom)

8 p.m. to 11 p.m.
Entertainment
(Garden Terrace Ballroom)

FRIDAY, MARCH 12

8 a.m. to 9 a.m.
CUPRAP Annual Meeting and Breakfast
(Garden Terrace East)

9 a.m. to 10:15 a.m.
Social Media: Legal and Policy Issues
(Garden Terrace West)
Speakers: Jeffrey Hawkins, University Legal Counsel, PA State System of Higher Education, and Paul Redfern, Director of Web Communications & Electronic Media, Gettysburg College

Has your institution established rules for using social media? Do you know how Commonwealth law may be at odds with social networking companies' policies? Learn about free speech, copyright and liability issues, and more.

9 a.m. to 10:15 a.m.
Career Reflections: Past and Future
(Starlight West)
Panelists: Marcy Dubroff, Associate Director, Center for Liberal Arts and Society, Franklin & Marshall College; Karen Evans, Director of Career Development, Albright College; and Rosalee Rush, Director of Communications, Bloomsburg University

How do you know when to stay and when to move on? Panelists will share their experiences. Our counselor will suggest ways to chart your career journey.

10:15 a.m. to 10:30 a.m.
Break
(Garden Terrace Lounge)

10:30 a.m. to 11:45 a.m.
Meet the Media
(Garden Terrace West)
Panelists: Toni Coleman, Editor, DIVERSE: Issues in Higher Education; Tim Goral, Editor-in-Chief, University Business magazine; third panelist TBA.

10:30 a.m. to 11:45 a.m.
The Case for Magazines
(Starlight West)
Speaker: Jeffrey Lott, Senior Publications Editor, Swarthmore College

Cutting your budget? Trimming your staff? Don't touch that magazine! Magazines continue to be a vibrant, growing medium, even among younger readers. Learn how magazines establish long-term relationships and get desired results. Hear results from the 2009 CASE Members Magazine Readership Survey, representing more than 30,000 readers of magazines from more than 100 schools, colleges and universities across the United States. Magazines work; find out how.

Noon Lunch
(Circular Dining Room)

CUPRAP Board Meeting

Conference Ends

Rooms for sessions subject to change.



ANNUAL PROFESSIONAL DEVELOPMENT CONFERENCE THE HOTEL HERSHEY, MARCH 10-12, 2010

REGISTRATION DEADLINE IS THURSDAY, MARCH 4, 2010
Same conference fees and room rates as last year!

IMPORTANT REGISTRATION AND HOTEL INFORMATION

Please use the separate Conference Registration Form to register for the conference and to reserve any meals not included in your hotel package or registration fee. Please reserve your accommodations online using The Hotel Hershey's new Passkey reservation system. Go to the CUPRAP Web site, www.cuprap.org, to link to the Passkey portal for our group.

REGISTRATION FEES

Weds., March 10

Pre-Conference Workshop
Member: \$75; Nonmember: \$120;
Student: \$20

Thurs. & Fri., March 11 & 12

(Thurs. lunch included)
Member: \$200; Nonmember: \$265;
Student \$60

SAVE!! All-Conference Package:

Weds. – Fri., March 10-12
Member: \$250; Nonmember: \$315;
Student \$65

Single Day

(Thurs. or Fri. – Thurs. fee includes lunch)
Member: \$140; Nonmember: \$205;
Student: \$35

Note: Nonmember fees include CUPRAP membership.

HOTEL AND MEALS

Conference attendees staying at The Hotel Hershey:

Make your hotel reservations online through the new Passkey reservation system. Access it on the CUPRAP Web site: www.cuprap.org. Room rates are American Plan: meals begin with dinner on the day you check in, plus breakfast and lunch the following day. If you want additional meals, please reserve them on the Conference Registration Form. Meals taken outside of CUPRAP functions are not included in your room rate. Rates are \$284 single occupancy and \$203 per person for double occupancy, plus tax and service charge. These rates are guaranteed only through February 9. After that date, rooms held for CUPRAP will be released and are subject to availability and price change.

Conference attendees not staying at The Hotel Hershey:

Thursday luncheon is included in your conference registration. Other meals are additional and may be reserved on the Conference Registration Form. Payment for meals must be included in your total conference fee.

Who We Are

CUPRAP is a voluntary organization composed of communications professionals from colleges, universities and independent schools dedicated to advancing the understanding of higher education and enhancing the professional development of its members.

CUPRAP members work in public relations, media relations, marketing, publications, sports information, Web and graphic design, and more. Members come from private and public colleges and universities, junior colleges, community colleges, independent schools and other organizations involved in higher education.

Founded in 1980 as the College and University Public Relations Association of Pennsylvania, one of the nation's few statewide organizations of its kind, CUPRAP members now come from many states.

Today, CUPRAP has nearly 400 members from 100 institutions.

CUPRAP

www.cuprap.org

CUPRAP

The Association of Communicators in Education

Professional Development Conference

Communications Professionals in Education
The Hotel Hershey, March 10-12, 2010

