

## WEDNESDAY, MARCH 14

**11 a.m.–4:30 p.m.**

### **Registration**

(Garden Terrace Lounge)

**11:30 a.m.**

### **CUPRAP Board Meeting**

(Overlook Room)

**1:30–4:15 p.m.**

(with 15-minute break at 3 p.m.)

### **Pre-conference Workshop:**

#### **Mastering the Next PR Transformation: How to Stay Relevant, Valued (and Employed)**

(Garden Terrace East)

*Speakers: Don Hale, Principal, DonHalePR; Dick Jones, Senior Consultant, Dick Jones Communications; and Roland King, Vice President for Public Affairs, National Association of Independent Colleges and Universities*

The world of higher education PR is in flux due to the growing influence of marketing priorities, the advent of social networking and the decline of mainstream media. The role of the public relations professional is becoming more challenging and unclear. Even though PRSA claims to see an “explosion of growth in public relations’ recognition as a vital business service,” it has mounted a national

campaign to modernize the definition of PR. Our speakers, all highly respected leaders in the field, will provide their insights on the current and future landscape and make practical recommendations for how we can navigate it. What big issues are on the horizon for our institutions’ leadership, and therefore us as communicators? As budgets get thinner and marketing takes a larger role, how do we set priorities and convince the CEO of our value? And, in this fast-changing field, what skills do you need to adapt, grow and stay relevant throughout your career? A thought-provoking keynote address by Don Hale will launch the workshop, leading into a conversation and interactive Q&A with our panel of experts.

**1–5 p.m.**

### **Sponsor Exhibits**

(Garden Terrace Lounge)

Please take time during the conference to visit sponsors’ exhibits.

**5:45 p.m.**

### **Cash Bar Reception**

(Garden Terrace East)

**6:30 p.m.**

### **Dinner**

(Garden Terrace East)

## THURSDAY, MARCH 15

**7–9 a.m.**

### **Breakfast**

(Circular Dining Room)

### **Registration**

(Garden Terrace Lounge)

**9–10:15 a.m.**

### **Engaging the Millennials: Social Media in Higher Education**

(Garden Terrace West)

*Speaker: Mark Greenfield, Director, Office of Web Services, Enrollment & Planning, University of Buffalo*

The arrival of the millennial generation, combined with the (r)evolution of marketing and public relations, requires us to rethink the basic tenets to recruiting and retaining students. The social Web is here. Mass media is being replaced with my media. Dialogue

has replaced monologue. What’s the best way to join the conversation?

This session will provide an in-depth look at how higher education institutions can leverage the full power and potential of social media. We will also review results of the 2011 E-Expectations study that examined what students want to find on websites and their attitudes toward different communication mediums. Do they want to be recruited through cell phone calls, text messages, or social media? How important is it to have a mobile-friendly website? Strategies and tactics will be provided to reach institutional objectives and mitigate risk.

**10:15–10:30 a.m.**

### **Break**

(Garden Terrace Lounge)

**10:30–11:45 a.m.**

### **Getting to KNOW WONK: Using Research to Create a Successful Brand Strategy**

(Garden Terrace West)

*Speaker: Teresa Flannery, Vice President for Communication, American University*

How did American University in Washington, D.C., come up with a brand strategy known as WONK? It’s a funny name for a serious campaign that is successfully helping AU raise awareness and drive engagement with and support for its major goals. Learn how market research shaped the strategy and informed the internal creation and selection of the concept. Hear more about the processes of institutional decision-making, leadership and phased launch that created buy-in from internal stakeholders. Learn how you can develop, research and create the resources needed to successfully build your institution’s brand.

**10:30–11:45 a.m.**

### **What’s the Story? Bringing Together Development and Public Relations to Advance Organizations**

(Starlight West)

*Speakers: Amy Dmizak, Assistant Vice President of Communications & Marketing, Millersville University; and Gabriel Welsch, Vice President of Advancement & Marketing, Juniata College*

With colleges and universities increasingly in perpetual campaign mode, making the case for support often depends on and expands the institution’s brand. Our speakers will share how they plan and execute effective communications plans, focusing on message, delivery, engagement and evaluation. Get some tips, too, on how marketing and advancement professionals can collaborate successfully by understanding and playing on each other’s strengths.

**Noon**

### **Awards Luncheon**

(Garden Terrace East)

**1–1:30 p.m.**

### **Address by Arthur Ciervo Award winner**

**1:45–3 p.m.**

### **Crisis Management: Making Molehills Out of Mountains**

(Garden Terrace West)

*Speakers: Darrell Browning, President, Browning Dudley Corp., and Cathy L. Skitko, Director of Communications, The Hill School*

Learn how one institution’s credibility and overall communications were strengthened by professional crisis and media communication training. What should you do when (or before) a crisis strikes, and how do you balance your instinct for transparency with conflicting legal concerns?

**1:45–3 p.m.**

### **The Emerging Skills of Chief Marketing Officers**

(Starlight West)

*Speaker: Rosalee Rush, Director of Marketing and Communications, Bloomsburg University*

Content and media have changed drastically over the last decade. Learn about some leadership attributes and skill sets that the next-generation CMO may need to help our institutions connect in meaningful ways with target audiences and stakeholders. Our ability to measure marketing outcomes, Web analytics and user-generated content will be discussed along with other critical skills.

**3–3:15 p.m.**

### **Break**

(Garden Terrace Lounge)

**3:15–4:30 p.m.**

### **Creating Videos In-House to Bring Your Stories Alive**

(Garden Terrace West)

*Speakers: Terry Day, Assistant Director of Public Relations, Mansfield University, and Steve Gibson, Video and New Media Developer, Bucknell University*

As the demand for engaging content continues to grow, what do you need to ramp up your video story-telling? Find out how two universities use video strategically to deliver messages that support student recruitment, donor relations and overall reputation-building. You’ll learn the basics of producing videos, best practices for deploying them through various channels, and also see samples of their work.

**3:15–4:30 p.m.**

### **Adult Students as Customers: Understanding Their Unique Needs**

(Starlight West)

*Speaker: Emily Richardson, Dean, University College, Widener University*

What marketing channels do adult learners prefer when considering professional and continuing education? What online behaviors

do they engage in? What information are they looking for? Join us for this presentation which will offer a synopsis taken from research results that will help you better understand what channels current and prospective students trust and prefer. The discussion will look at the role of social media with the adult learners; as well as understanding their needs.

**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)

## FRIDAY, MARCH 16

**7–8:30 a.m.**

### **Breakfast**

(Circular Dining Room)

**8:30–9 a.m.**

### **CUPRAP Annual Meeting**

(Garden Terrace West)

**9–10:15 a.m.**

### **Web Analytics in Higher Education: Get Beyond the Numbers to the Insights**

(Garden Terrace West)

*Speaker: Shelby Thayer, Web Strategist, Penn State Outreach*

According to a 2011 E-Expectations survey, one in five students said they removed a school from consideration because of a bad experience on an institution’s website. Our websites are the front door to our schools—we need to take them seriously. But how do we know where to begin or what resources to budget? In this session, learn how web analytics can help you prioritize and understand the ROI of marketing campaigns and website projects.

**9–10:15 a.m.**

### **Protecting Your Brand in a Digital Environment**

(Starlight West)

*Speakers: Charlene Domin, Director of Marketing, Millersville University; Vaughn Shinkus, Internal Communications Manager, Temple University; Michele Spotts, Director of Web and Creative Services, Millersville University*

What’s the right balance between enabling your campus to use digital assets and policing that use? How do you handle the department that still uses the old logo on a brochure they surreptitiously produced? Educating the campus about the importance of graphic identity standards is a never-ending challenge. And maintaining some “control” over

institutional messaging in the social media world can feel like herding cats. Come to this session and learn valuable tips to take back to your campus.

**10:15–10:30 a.m.**

### **Break**

(Garden Terrace Lounge)

**10:30–11:45 a.m.**

### **Recipe for Creating an Award-winning Magazine**

(Garden Terrace West)

*Speakers: Margaret Kiernan, Publications Director, and Renee Olson, University Editor, Drew University*

What does it take to produce a magazine that draws accolades not only from your own constituencies, but also from your peers? Drew Magazine won the 2011 national CASE gold Excellence in Design award. The team also won a CASE silver award for college and university general interest magazines with circulations under 30,000 in 2011, and in 2010, captured the gold in that category. See what ingredients create a good working relationship for this editor and designer, and how they take the magazine from concept to reality.

**10:30–11:45 a.m.**

### **Meet the Media**

(Starlight West)

*Speakers: Tim Goral, Editor-in-Chief, University Business; Katy Hopkins, Education Web Producer, U.S. News & World Report; and third panelist TBA*

**Noon**

### **Lunch**

(Circular Dining Room)

### **CUPRAP Board Meeting**

Conference Ends

\*\*Session locations subject to change.\*\*

## ANNUAL PROFESSIONAL DEVELOPMENT CONFERENCE THE HOTEL HERSHEY, MARCH 14–16, 2012

**SAME LOW CONFERENCE FEES AS LAST YEAR!**  
Conference Registration Deadline: March 8, 2012

**Book Your Hotel Hershey Room at the Group Rate by Feb. 13, 2012**

### 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 Passkey reservation system. Go to the CUPRAP website, [www.cuprap.org](http://www.cuprap.org), to link to the Passkey portal for our group.

### REGISTRATION FEES

#### Wed., March 14

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

#### Thu.–Fri., March 15-16

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

#### SAVE!! All-Conference Package

**Wed.–Fri., March 14-16**  
Member: \$250; Nonmember: \$315  
Student: \$65

#### Single Day: Thursday or Friday

(Thursday 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 Passkey reservation system. Access it on the CUPRAP website: [www.cuprap.org](http://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 wish additional meals, please reserve them on the CUPRAP Conference Registration Form. Meals taken outside of CUPRAP functions are not included in your room rate.

Rates are \$298 single occupancy and \$211 per person for double occupancy, plus tax and service charge. These rates are guaranteed only through Feb. 13. 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:

The Thursday luncheon is included in your conference registration. Other meals are additional and may be reserved on the CUPRAP 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, the organization redefined itself in recent years as CUPRAP–The Association of Communicators in Education to better reflect its membership growth beyond Pennsylvania. One of the nation's first organizations of its kind, CUPRAP now has nearly 400 members representing 100 institutions in several states.

CUPRAP conferences and workshops offer the best value in professional development for communicators in higher education.

**CUPRAP**

[www.cuprap.org](http://www.cuprap.org)

**CUPRAP**

The Association of Communicators in Education

Communications Professionals in Education  
The Hotel Hershey, March 14-16, 2012

COMMUNICATOR  
WRITING  
VIDEO  
SOCIAL MEDIA  
MARCH 14-16  
CRISIS MANAGEMENT  
WEB  
PITCHES  
MARKETING  
TRANSFORMATION  
NETWORK  
BRAND STRATEGY  
PUBLIC RELATIONS  
CUPRAP

PROFESSIONAL DEVELOPMENT CONFERENCE