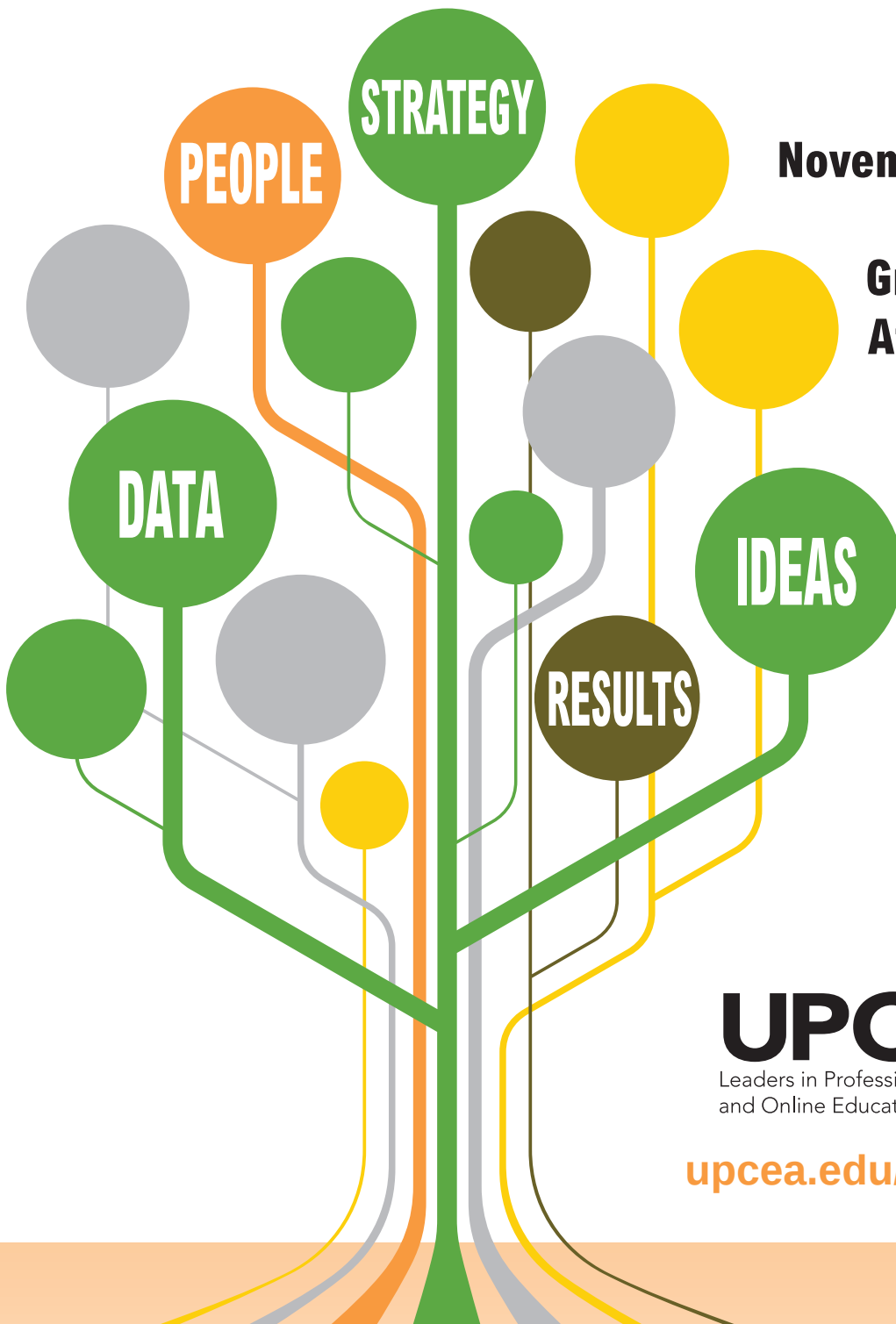


23rd Annual UPCEA Marketing & Enrollment Management Seminar

CONNECT



November 5–7, 2014

**Grand Hyatt
Atlanta, GA**



UPCEA

Leaders in Professional, Continuing
and Online Education

upcea.edu/marketing

Seminar at a Glance

Wednesday, November 5

9:00 A.M.–9:45 A.M.	Newcomers' Orientation	Grand Ballroom III
10:00 A.M.–11:20 A.M.	Opening General Session and Breakfast	Grand Ballroom I and II
	Using Strategic Enrollment Management to Improve Student and Institutional Success OP	
11:30 A.M.–12:45 P.M.	Networking Lunch and Exhibitor CONNECT Presentations	Grand Ballroom I and II
1:00 P.M.–3:00 P.M.	Deep Dives I	
	Implementing Strategic Enrollment Management (SEM) OP	Grand Ballroom III
	The 2020 Content Marketing Strategy – The Next Five Years OP	Buckhead Ballroom I
	Recruiting and Retaining: Prior Learning Pathways to Credentials	Buckhead Ballroom II
3:00 P.M.–3:30 P.M.	Networking Break	Grand Ballroom Foyer
3:30 P.M.–4:30 P.M.	Concurrent Sessions I	
	DE-Versity: Marketing Distance Education to a Diverse Population	Grand Ballroom II
	Re-Engagement Marketing Campaigns: Effective Outreach Strategies to “Stopouts” and “Dropouts” OP	Buckhead Ballroom I
	Top Five Things You’re Missing When Your Marketing and Enrollment Teams Are Not in Sync OP	Grand Ballroom III
	Tales from the Far Side: A Website Redesign Gone Wrong (And the Lessons Learned)	Azalea
5:30 P.M.–7:00 P.M.	Networking Reception	Grand Ballroom Foyer

Thursday, November 6

8:30 A.M.–9:50 A.M.	General Session and Breakfast	
	Next Generation Marketing: Truths, Trends, and To-Dos to Thrive Tomorrow OP	Grand Ballroom I and II
10:00 A.M.–Noon	Deep Dives II	
	Designing a Continuous Improvement Program Centered on the Student Experience OP	Grand Ballroom III
	Innovating in Today’s Higher Ed Technology World: Accommodating the Needs of the New Traditional Student while Strengthening the Program Brand OP	Buckhead Ballroom I
	Social Media – What Can Higher Education Learn From Commercial Marketing? A Practical Approach to Measurement	Buckhead Ballroom II
		Azalea
Noon–12:15 P.M.	Break	Grand Ballroom Foyer
12:15 P.M.–1:30 P.M.	Awards Luncheon OP	Grand Ballroom I and II
1:45 P.M.–2:45 P.M.	Concurrent Sessions II	
	Finding Value in Facebook Advertising: A How-to Guide OP	Grand Ballroom III
	Admission Data: What More Can it Tell Us? How to Use Data to Increase Application-to-Enrollment Conversion Rates OP	Buckhead Ballroom I
	Is it an Arm or a Leg Day? How to Maximize Your Marketing Fitness Plan	Buckhead Ballroom II
	A Marketing Professional’s Guide to Getting the Most Out of Your Dean or Academic Partner	Azalea
2:45 P.M.–3:00 P.M.	Networking Break	Grand Ballroom Foyer
3:00 P.M.–4:00 P.M.	General Session	Grand Ballroom I and II
	Using Storytelling to Build Brands	

4:15 P.M.–5:15 P.M.

Concurrent Sessions III

Top Five Strategic Mistakes in Online Marketing OP

Grand Ballroom III
Azalea

Big Decisions from Little Data: Using Google Analytics to Accurately Predict Future Matriculation

Buckhead Ballroom II

Marketing Professional, Continuing and Online Education: Trends and Data from the 2014 UPCEA Marketing Study

Buckhead Ballroom I

The Customer Experience for Online Adult Learners OP

5:30 P.M.

Dinner Groups (Meet in the hotel lobby) Dinner reservations at 6:00 P.M.

Friday, November 7

8:30 A.M.–9:00 A.M.

Casual Breakfast

Grand Ballroom I and II

9:00 A.M.–10:00 A.M.

Concurrent Sessions IV

MOCceting: How to Integrate Massive Open Online Courses into Your Communication Strategy

Azalea

Tips for Retaining Adult Learners Through Customer Service Excellence OP

Buckhead Ballroom I

Key Takeaways From Three Years of Website Benchmarking

Buckhead Ballroom II

From Marketing to Recruitment to Advising: Planning for Success OP

Grand Ballroom III

10:00 A.M.–10:15 A.M.

Break

10:15 A.M.–11:15 A.M

Concurrent Sessions V

Partnering with Faculty to Aid in Marketing Initiatives OP

Buckhead Ballroom I

Creating a New Student Experience for a Connected World

Buckhead Ballroom II

Bland to Bold: Redefining Your Marketing Strategy

Azalea

Go Where Your Audience Is – Online OP

Grand Ballroom III

11:30 A.M.–12:30 P.M.

General Session

Grand Ballroom I and II

Big Social Data OP

Go mobile with the Marketing and Enrollment Management Seminar app!

Remember to refer to the conference app through **Guidebook** for the most up-to-date schedule and program information.

Download **Guidebook** on the Apple App Store or Android Marketplace, or visit guidebook.com/getit.

After the app downloads, open it and search for “UPCEA,” then select “2014 UPCEA Marketing and Enrollment Management Seminar.”



Share the Seminar with your entire team with the Online Pass, and receive institution-wide, on-demand access for up to one full year!

In partnership with Sonic Foundry, UPCEA will provide an Online Pass, available for \$399 for members (\$599 for non-members). The pass, which includes three general sessions, four Deep Dives, 10 concurrent sessions, and the Annual Marketing Awards Presentation, provides on-demand viewing for your entire institution.

Visit conferences.upcea.edu/marketing/onlinepass.html to purchase your online pass!

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23rd Annual UPCEA Marketing Seminar

Welcome! The 2014 seminar theme is 'Connect.' At first glance, that may seem a bit broad, but it represents some very significant goals we laid out for the seminar this year.

Connecting Marketing and Enrollment Management – UPCEA has a 23-year history providing THE marketing seminar for professional and continuing higher education. But UPCEA staff and member volunteers have also been working for years to bring marketing and enrollment management together. Many of you have already been participating in the Marketing, Enrollment and Student Services (MESS) network discussions and webinars.

For the past 12 months, we have tied that to our development of the Marketing and Enrollment Management Seminar here in Atlanta. There are sessions this week specific to marketers or enrollment management staff, but others are meant to bring us together on key topics and open connections within our own institutions.

Connecting Deeper with Our Topics – Attendee feedback empowered us to ask presenters to go deeper with their content. Sessions are designed to be approachable and useful for all attendees, but higher-level application was a point of emphasis this year. And we set aside schedule time for extended Deep Dive sessions that let presenters really dig into their content with you.

Connecting with Outside Viewpoints – Even though continuing education units have traditionally been the most outward-focused and innovative areas on our campuses, we can still find that we don't always search widely enough for new ideas and best practices. We reached out this year to identify more speakers who spend some or all of their time outside of our world. We hope you're as excited as we are about what their marketing and consumer support can teach us.

Connecting with Each Other – One thing hasn't changed. This event allows us connect with peers to share ideas during and after the seminar, and connect with vendors who may be able to add value to our efforts. Whether you reach out to an award winner whose work catches your attention, a colleague you meet at a session, or a vendor who can partner with your unit, these contacts are an additional way to carry the seminar benefits well beyond these three days.

The Marketing and Enrollment Management Seminar is the product of the dedication, effort, and strategic wizardry of many great people: our wonderful committee, and the UPCEA staff. Please thank them when you see them, and we hope you'll consider joining us on the committee next year.

- Thank you to the seminar committee volunteers. Your time and contributions have truly brought an ambitious vision to life. Your institutions and this seminar are lucky to have your talents.
- Thank you to the UPCEA staff for your continued commitment to delivering meaningful professional development to your members. Your teamwork and enthusiasm resonate through the heart of this event.

And of course, thank you to everyone here this week. Your support and feedback are invaluable. We hope you enjoy Atlanta, your seminar experience and the chance to put new information to use.

Cheers,



Shane Mares
University of Northern Colorado, Extended Campus
2014 Seminar Chair



Special Thanks

UPCEA Marketing and Enrollment Management Seminar Planning Committee



Simona Boucek
Oregon State University,
Extended Campus
Programming Co-Chair



Marilou Cruz
The G. Raymond Chang
School of Continuing Education,
Ryerson University



Belinda Elliott-Bielecki
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Stephanie Stiles
University of California,
Irvine Extension
Programming Co-Chair



Jennifer Wooley
Georgia Institute of
Technology
MESS Network Chair

Not pictured: **Liz Turchin**,
University of Minnesota,
College of Continuing
Education

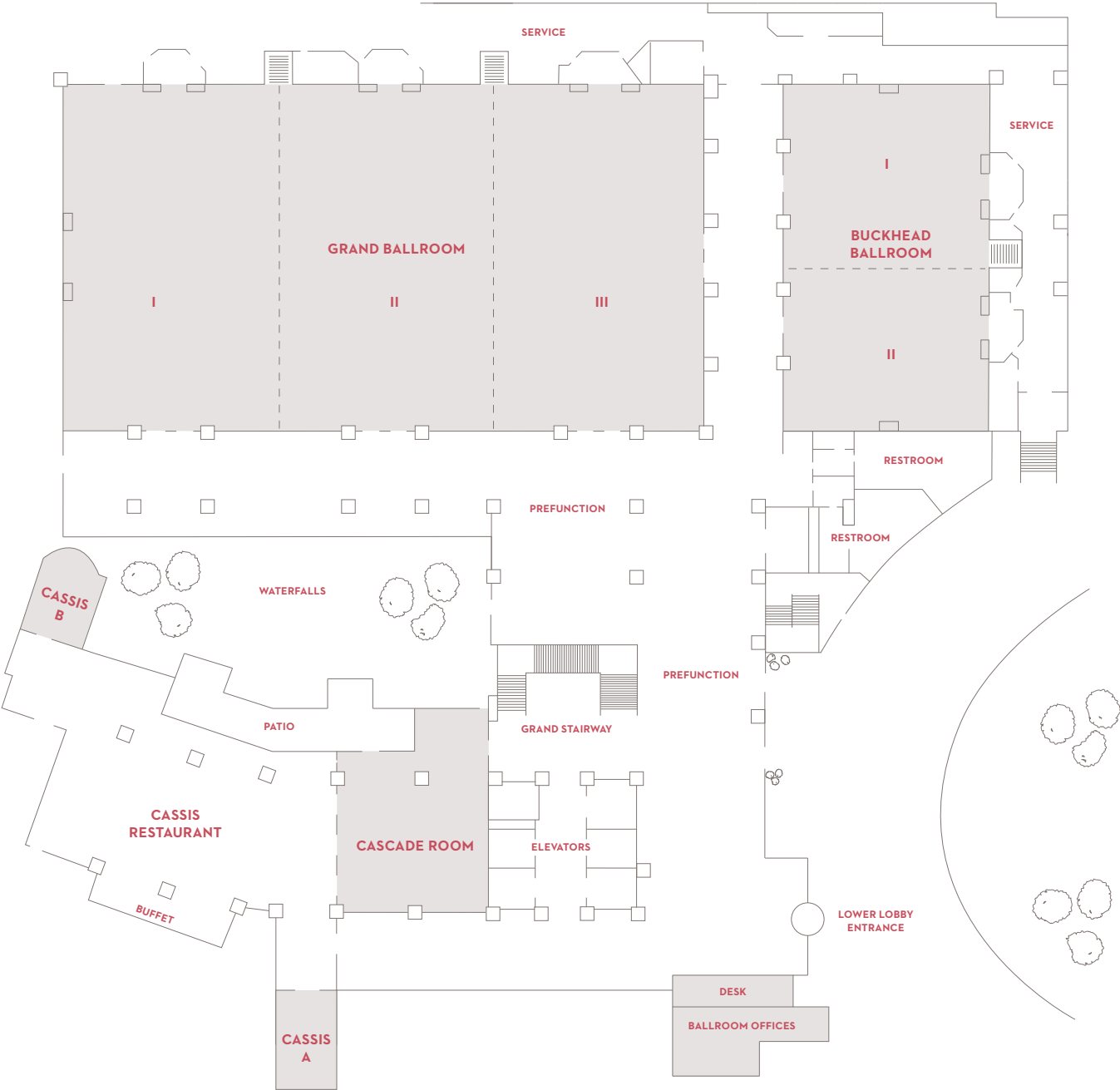
The committee would like give a special thanks to Georgia Institute of Technology and Trish Kabus of Embry-Riddle Aeronautical University – Worldwide for their work on the design elements of this year's conference.

The committee would also like to thank all of the UPCEA staff that helped make this event possible, especially Jordan DiMaggio, Kathy Goodarzi, Amy Heitzman, Carla Morgan, Molly Nelson, and Patrick O'Rourke.

Grand Hyatt Atlanta

Floor Plan

Ballroom Level - Lower Level



Grand Hyatt Atlanta Floor Plan

Lobby Level



The Center for Research and Consulting is now...

The Center for Research and Enrollment Marketing!

Visit the UPCEA table in the Grand Ballroom Foyer to learn more and pick up your copies of just-released Marketing Survey whitepapers - exclusively for Marketing and Enrollment Management Seminar attendees!



Thank you to all of our presenting sponsors!
Please join our ★ presenting sponsors ★ at these sessions:



★ **Recruiting and Retaining: Prior Learning Pathways to Credentials**
Wednesday, November 5, 1:00 P.M.–3:00 P.M.

Buckhead Ballroom II

Blackboard

★ **Re-Engagement Marketing Campaigns: Effective Outreach Strategies to “Stopouts” and “Dropouts”** OP
Wednesday, November 5, 3:30 P.M.–4:30 P.M.

Buckhead Ballroom I

HOBSONS

★ **Top Five Things You’re Missing When Your Marketing and Enrollment Teams Are Not in Sync** OP
Wednesday, November 5, 3:30 P.M.– 4:30 P.M.

Grand Ballroom III



★ **Designing a Continuous Improvement Program Centered on the Student Experience** OP
Thursday, November 6, 10:00 A.M.–Noon

Grand Ballroom III

JENZABAR

★ **Innovating in Today’s Higher Ed Technology World: Accommodating the Needs of the New Traditional Student while Strengthening the Program Brand** OP
Thursday, November 6, 10:00 A.M.–Noon

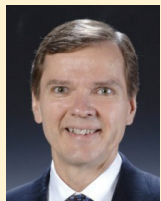
Buckhead Ballroom I

Wednesday, November 5

9:00 A.M.–9:45 A.M.	Newcomers' Orientation	Grand Ballroom III
10:00 A.M.–11:20 A.M.	Opening General Session and Breakfast	Grand Ballroom I and II

Using Strategic Enrollment Management to Improve Student and Institutional Success

Thomas C. Green, Ph.D., Director of Technology Solutions, American Association of Collegiate Registrars and Admissions Officers (AACRAO)



Strategic Enrollment Management (SEM) has emerged as a useful framework for gaining clarity on enrollment goals and increasing alignment of efforts to achieve them. Through a focus on strategic planning, data-driven decision making, and business process reengineering, institutions have utilized SEM to achieve desired outcomes for both for their programs and the students they serve. SEM has can be deployed across institutions and with specific programs, including professional, continuing, and online education.

About Tom

Dr. Tom Green works as AACRAO's Associate Executive Director and Strategic Enrollment Manager. Throughout his extensive career, Tom has worked with public and private institutions to reach their goals, and has led enrollment management efforts for six universities. Before joining AACRAO, Tom served as Vice President for Enrollment Management at Eastern Michigan University. He also served as Associate Vice President for Enrollment Services at Seton Hall University, where he received his Ph.D. in Education Leadership, Management and Policy. During his time there, Tom oversaw a number of offices including admissions, registrar, and financial aid. In addition, student enrollment grew by 12 percent. While at Newman University, Tom led academic advising, adult re-entry centers, admission, registrar, and financial aid offices to an increase in student enrollment of 54 percent. Before becoming AACRAO's Associate Executive Director and SEM, Tom was a former chair for their financial aid, enrollment management, and retention committees.

11:30 A.M.–12:45 P.M.	Networking Lunch and Exhibitor CONNECT Presentations	Grand Ballroom I and II
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Meet your fellow attendees over lunch, and learn more about our exhibitors and how their innovative products and services can help you!

12:45 P.M.–1:00 P.M.	Coffee and Dessert with the Exhibitors	Grand Ballroom Foyer
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**Mark your calendars and be sure to join us
at these upcoming UPCEA events!**


100TH ANNUAL CONFERENCE
Renaissance Washington DC Downtown Hotel
Washington, DC
March 30-April 1, 2015

**24TH ANNUAL MARKETING
AND ENROLLMENT MANAGEMENT SEMINAR**

Marriott Denver City Center
Denver, CO
November 4-6, 2015


1:00 P.M.–3:00 P.M.

Deep Dives I

Implementing Strategic Enrollment Management (SEM) 
Tom Green, AACRAO

Grand Ballroom III

Strategic Enrollment Management requires institutions think and act differently with regard to achieving enrollment goals. Persons wishing to implement SEM often ask “where do I start”? This workshop will build on the concepts presented in the General Session to offer organizational, process, and planning frameworks for implementing SEM in the context of professional, continuing, and online programs. Participants will complete a self-audit of their current status on key SEM variables and will leave with action items to begin implementing SEM on their campuses.

The 2020 Content Marketing Strategy – The Next Five Years 
Robert Rose, Content Marketing Institute

Buckhead Ballroom I

If you think you know what content marketing is—get ready, because it’s changing, even as we speak. Let’s look at getting past the hype and getting busy with a plan for 2014 and the next five years....How are we entering a new era of marketing that’s based on delivering experiences—and how does content play into that? In this session we’ll cover how brands become remarkable using content—and especially those that are focused on education. Together we’ll work toward an actionable takeaway—how to build your content marketing mission as a core piece of your strategy. Together we’ll walk through building the next, new business case for content marketing, and review the examples that are getting it done.

★ **Recruiting and Retaining: Prior Learning Pathways to Credentials**

Buckhead Ballroom II

Mary Beth Lakin, Director of College & University Partnerships in the Center for Lifelong Learning, American Council for Education

Becky Takeda-Tinker, President, Colorado State University-Global Campus

Kathleen Warner, Associate Dean, Academic Affairs, University of Maryland University College

Richard Irwin, Vice Provost, Academic Innovation & Support Services, University of Memphis

In a recent Gallup poll, 75 percent of respondents indicated they would be more likely to enroll in a higher education program if they could be evaluated and receive credit for what they already know. Yet how many of the four million Americans with at least two years of college and no degree are aware of credit for prior learning (CPL) options that could help them finish that degree? Join a panel of experienced practitioners to discuss effective practices in recruiting, advising, and retaining returning adult learners through CPL pathways.

3:00 P.M.–3:30 P.M.

Networking Break

Grand Ballroom Foyer

3:30 P.M.–4:30 P.M.

Concurrent Sessions I

DE-Versity: Marketing Distance Education to a Diverse Population

Grand Ballroom II

Melita Mitchell, University of North Carolina – Charlotte

Shanna Coles, University of North Carolina – Charlotte

Are you capitalizing on the hidden wealth of your DE student population? The diversity of your distance education students adds value to your educational communities even if they are rarely, if ever, “seen” on campus. Discover ways to use diversity as a marketing tool and strengthen your marketing message.

★ **Re-Engagement Marketing Campaigns: Effective Outreach Strategies to “Stopouts” and “Dropouts”** 

Buckhead Ballroom I

Melinda Gainer, Southern Illinois University

Brian Dycus, Blackboard

When marketing budgets are tight, one of the best places to focus your recruiting efforts is your current inquiry

database: unconverted inquiries, incomplete applications, and withdrawn students. This resource is overlooked at most schools because, despite the time and money already invested to acquire those prospects, recruiters lack concrete processes for extracting value from “old” leads.

★ **Top Five Things You’re Missing When Your Marketing and Enrollment Teams Are Not in Sync** 

Grand Ballroom III

Hannah Wilkey, Strategic Data Analyst, Hobsons Enrollment Management Solutions

In a perfect world an institution’s marketing and enrollment teams would be working in stride to effectively and efficiently find the right students for a program. However, this world is not perfect and often these two teams are out of step, causing even the top institutions to spend inefficiently and fail to hit their enrollment goals. During this session, you will hear about five key areas that are affected by the working relationship of the marketing and enrollment departments. Through client examples you will see the effect that a strong working relationship has on enrollment volume and return on marketing dollars, and begin to think about what you could gain by making process shifts within your college or university.

Tales from the Far Side: A Website Redesign Gone Wrong (And the Lessons Learned)

Azalea

Melanie Schramm, Purdue University

Phil Conrad, Purdue University

We’ve all been here: the dreaded “website redesign” conversation, the sighs and groans of writing an RFP for said project, counting dollars to afford the bid, and of course selecting the committee of stake holders who will drive the charge forward. What happens after the ink on the vendor contract dries and the project starts almost never follows a script of the expected and known. Join us for a case study of an actual “near-worst-case scenario” brought to life through our most recent redesign adventure and hear our lessons learned. In life it’s not about what knocks us down as much as what we learn to pick ourselves up. The goal of this session is to take an honest look at what really happens in all website redesign projects and assess how we can better navigate the troubled and often unpredictable world of working with contracted vendors in these important projects.

5:30 P.M.–7:00 P.M.

Networking Reception

Grand Ballroom Foyer

Thursday, November 6

8:30 A.M.–9:50 A.M.

General Session and Breakfast

Grand Ballroom I and II

Next Generation Marketing: Truths, Trends, and To-Dos to Thrive Tomorrow 

Ryan Jenkins, Next generation catalyst, speaker, blogger




Millennials are non-traditional students too. Millennials grew up in a culture of perpetual Beta where they developed a natural knack for adaptability and an immunity to change. Now, it has become crucial that every brand and leader adapt to today’s high-tech, uber-social and multi-generational marketplace in order to thrive tomorrow. Change is inevitable, but developing a brand that connects with the emerging generations must be intentional.

About Ryan


Ryan Jenkins is a Millennial keynote speaker and author, who began as a sales professional in the technology industry. Jenkins graduated from Miami University (OH), where he earned a degree in Marketing and Entrepreneurship. In his book “The GenEdge: Leveraging Millennials With a Next Generation Mindset,” Jenkins describes how leaders could be empowered to think differently about the emerging generations in order to profit from their size and skills. Jenkins researches, collaborates with industry experts, and interviews millennials to better understand their strengths, career goals, and expectations. He shares his experiences and insights with audiences and has spoken alongside leaders in his field from companies, such as MTV, Facebook, and Uber.

10:00 A.M.–Noon

Deep Dives II

★ **Designing a Continuous Improvement Program Centered on the Student Experience**  Grand Ballroom III
Seth Reynolds-Mohler, Director, Client Partnerships, InsideTrack
Mo McKenna, Campus Director, InsideTrack

A shift is underway toward a more student-centric model of higher education, and post-traditional programs are leading the charge. Join this interactive workshop to explore best practices and common challenges in mass-personalizing the student experience for adult and online learners. Discover ways to deliver a personalized experience from inquiry to graduation. Following a brief presentation, attendees will participate in a discussion on a variety of challenges, possible approaches, and examples of success.

★ **Innovating in Today's Higher Ed Technology World: Accommodating the Needs of the New Traditional Student while Strengthening the Program Brand**  Buckhead Ballroom I
Josh Pennino, Jenzabar
Katharine Foster, Emory University

Managing many different professional, continuing, or online programs—hosted by separate schools or departments, each with varying enrollment requirements and brand extensions? There are numerous challenges in today's enrollment arena for professional, continuing, and online education, and for many institutions balancing individual program identities without increasing staff workload requires creative solutions. Through open dialogue and using case studies from Emory University, this deep dive will illuminate one school's effective approach to managing enrollment processes and future growth for its multiple departments, schools, and programs.

Social Media – What Can Higher Education Learn From Commercial Marketing? Buckhead Ballroom II
Brian Rudolph, Senior Social and Digital Strategist, Coca-Cola, Social Media Club Atlanta

Social media marketing is more than just Facebook. In this session we will explore strategies and techniques for building a comprehensive social media marketing program that delivers the most impact for your institution, review the wide variety of social media platforms and how each can be leveraged to reach your ideal student, explore the metrics and KPIs that impact growth and value, and share how to leverage targeted social media advertising for maximum impact. We will reserve time at the end for looking at examples of social media best practices that can benefit your institution, and explore specific issues and challenges from the audience.

A Practical Approach to Measurement Azalea
Julie Corwin, Executive Director of Marketing and Communication, Northeastern University
Lindsay Richardson, Northeastern University
Matt Liebhold, Marketing Manager, Northeastern University

How do you get better results with everyday data tools? In this session, we'll share how Northeastern measures marketing outcomes, performance, and progress even when we don't have perfect or complete data at hand—and how we use what we learn to make better decisions throughout the team. Examples of specific reports and approaches will be included, along with lessons we've learned about measuring and making decisions regarding lead generation and campaign progress, and how information influences decisions or additional questions.

Noon–12:15 P.M. **Break** Grand Ballroom Foyer

12:15 P.M.–1:30 P.M. **Awards Luncheon**  Grand Ballroom I and II

Don't miss the opportunity to see your colleagues honored for their outstanding achievements in marketing. Come find out who rose to the top of their division—and who will go home with Best in Show!

1:45 P.M.–2:45 P.M.

Concurrent Sessions II

Finding Value in Facebook Advertising: A How-to Guide 

Grand Ballroom III

Simona Boucek, Oregon State University Extended Campus

Should you pay for ads on Facebook? It depends. This session is a “how-to” guide to Facebook advertising, including the options that are available, what each means based on your marketing goals, what targeting you have access to, and how to set up your campaigns for success.

Admission Data: What More Can it Tell Us? How to Use Data to Increase Application-to-Enrollment Conversion Rates 

Buckhead Ballroom I

Michele Long, University of Denver University College

Brian Epp, Pearson North America Higher Education Services

Learn what University of Denver University College discovered when they partnered with Pearson Consulting Services to analyze raw admission and enrollment data with the goal of increasing conversion percentage. We’ll discuss the people, process, analysis, conclusions, and recommendations needed to make a positive impact. The findings may surprise you, too.

Is it an Arm or a Leg Day? How to Maximize Your Marketing Fitness Plan

Buckhead Ballroom II

Stacy Snow, University of Missouri

Evaluating your recruitment marketing plan from a strength and conditioning mindset will have you rethinking your entire communications, advertising, and inquiry management processes. Whether you need to be on an elimination diet for tactics that aren’t delivering leads or you have too many “Did Not Finish” notations on your advertising WODs, it’s time to talk about a marketing fitness makeover. You may have a couch potato past that is calling to you, but with some mindful goal-setting, your 2015 enrollment goals will be within reach.

A Marketing Professional’s Guide to Getting the Most Out of Your Dean or Academic Partner Azalea

Jennifer Wooley, Georgia Institute of Technology

Stephanie Platteter, University of Minnesota

Feeling disconnected from your dean or academic program director? The academic side and marketing can work as strategic partners to successfully position your institution in an increasingly competitive space. This session aims to help marketing directors, managers, and others tap into tools to effectively talk and present information to your dean and academic program directors, and to use collaborative planning to better inform decisions, bridge skill gaps, and grow programs. Discover why marketers must learn to partner with the academic side, and identify today’s challenges and new marketing model, and six keys to success. This is the flip-side to a similar session presented at the UPCEA Annual Conference in Miami: “How to Get the Most Out of Your Marketing Director.”

2:45 P.M.–3:00 P.M.

Networking Break

Grand Ballroom Foyer

3:00 P.M.–4:00 P.M.

General Session

Grand Ballroom I and II

Using Storytelling to Build Brands

Marcie Anthone, Director of Marketing Communications Capabilities Development, Coca-Cola



At The Coca-Cola Company we believe stories are the true currency among human beings. Stories are what people share, what they remember and how they learn. We use storytelling not only to engage our constituents, but as a way to actually build our brands, write our creative briefs, inspire our agencies, and develop ideas that will provoke conversations and create shared understanding and meaning around our brands. Marcie Anthone, Director of Marketing Communications Capabilities Development, will show you how The Coca-Cola Company has stepped out of the world of marketing and entered the world of Hollywood to apply the immutable laws of storytelling to their brands.

About Marcie

Marcie Anthonie has been the Director of Marketing Communications Capabilities Development for The Coca-Cola Company for almost nine years. In her current role, she is in charge of developing processes and tools to support brand communications in the marketplace. Previously, Marcie was the Director of Knowledge and Insights, where she developed communications strategies for Coca-Cola's global brands and trained marketers worldwide. In addition, Marcie was Senior Partner, Director of Strategic Planning for Bozell Advertising. She is an alumna of Brandeis University, where she majored in theater arts.

4:15 P.M.–5:15 P.M.

Concurrent Sessions III

Top Five Strategic Mistakes in Online Marketing

Grand Ballroom III

Megan Anderson, Western Michigan University

Jon Horn, JMH Consulting

Online marketing is moving fast. Keeping up with changing platform features and best practices is tough, but critical for success. Learn the five mistakes that, if avoided, will make your online marketing much more effective.

Big Decisions from Little Data: Using Google Analytics to Accurately Predict Future Matriculation

Azalea

Kay Zimmerman, North Carolina State University

Adam Schultz, Verified Studios

In this presentation, we will walk through specific steps you can take to use basic and predictive analytics to accurately assess your website's needs, up-fit your website with your end-users in mind, and then effectively predict future matriculation.

Marketing Professional, Continuing and Online Education: Trends and Data from the 2014 UPCEA Marketing Study

Buckhead Ballroom II

Jim Fong, UPCEA

Jessica Dupont, Oregon State University

Over 200 marketing professionals and leaders were surveyed for the 2014 UPCEA Marketing Survey. In this session, participants will receive up-to-date information on how UPCEA marketing departments are staffed and organized, as well as how they budget media. Comparisons will be made based on size and type of institution, as well as from earlier marketing surveys.

As part of the presentation, marketing leaders from the UPCEA Marketing, Enrollment and Student Services network will provide reflection and insight on the findings and engage the audience to determine implications and actions needed to advance higher education marketing.

The Customer Experience for Online Adult Learners

Buckhead Ballroom I

Amy Lee, Brandeis University

Lynne Koreman, Colloquy

This session will show you how Brandeis and Colloquy partner to deliver a seamless and positive experience to students from marketing, through the application and enrollment process, and to graduation.

5:30 P.M.

Dinner Groups (Meet in the hotel lobby) Dinner reservations at 6:00 p.m.

Friday, November 7

8:30 A.M.–9:00 A.M.

Casual Breakfast

Grand Ballroom I and II

9:00 A.M.–10:00 A.M.

Concurrent Sessions IV

MOOCeting: How to Integrate Massive Open Online Courses into Your Communication Strategy

Azalea

Tyler Ritter, University of North Carolina at Chapel Hill

Lauren Owens, University of Pennsylvania

Mike King, Berklee College of Music

We are all talking about Massive Open Online Courses, but do we really know what they are all about, how they can advance our universities' missions, and how they can forward our communication objectives? This session will look at the communication strategies around MOOCs at three Coursera partner institutions.

Tips for Retaining Adult Learners Through Customer Service Excellence OP

Buckhead Ballroom I

Lisa Braverman, Jones International University

To successfully recruit and retain adult learners, colleges and universities must provide high-touch, 'concierge' customer service. This presentation identifies ways for campuses to create rich relationships with adult learners to create the 'glue' that incentivizes these students to complete their degree programs.

Key Takeaways From Three Years of Website Benchmarking

Buckhead Ballroom II

James Campbell, University of Richmond

Daniel Hocutt, University of Richmond

Nicole Foerschler-Horn, JMH Consulting

How is your website performing? How are visitors finding your website and how do they behave once they arrive? What's the trend in mobile usage? These are just some of the questions we'll answer as we share the results of our three-year website benchmarking initiative for departments serving non-traditional students in higher education.

From Marketing to Recruitment to Advising: Planning for Success OP

Grand Ballroom III

Laura Wiese, University of Nebraska Online Worldwide

Courtney Diegel, University of Nebraska – Lincoln

In an environment with fierce competition for online students and limited marketing funds, it is vital to find ways to enhance collaboration and maximize resources. This session provides a case study of a coordinated marketing and recruitment effort that is producing results on a modest budget.

10:00 A.M.–10:15 A.M.

Break

10:15 A.M.–11:15 A.M.

Concurrent Sessions V

Go Where Your Audience Is – Online OP

Grand Ballroom III

Kathryn Van Auken, Rice University Continuing Studies

This session will cover how Rice Continuing Studies leveraged PPC/SEM through Google AdWords, Facebook, LinkedIn, and Twitter to increase web traffic from advertising by over 3,000 percent. Topics covered include search vs. display advertising, audience targeting, remarketing, tracking results, and budgeting.

Partnering with Faculty to Aid in Marketing Initiatives OP

Jennifer Eyden, Colorado State University Online Plus

Buckhead Ballroom I

Do you get more criticism than praise from your program faculty and departments? Learn how to merge the expertise of both your faculty members and marketing staff to increase college/department buy-in, maximize new content creation opportunities, and use that content to inform your overall marketing initiatives.

Creating a New Student Experience for a Connected World

Dan Bellone, California State University, East Bay

Guy Felder, Story+Structure

Buckhead Ballroom II

Learn how Cal State East Bay Continuing Education designed and deployed a new user-centered experience for prospective and current students by leveraging multiple technology platforms across a unified implementation. This holistic approach allows the school to meet the needs of students across 42 programs with an already over-utilized staff.

Bland to Bold: Redefining Your Marketing Strategy

Kim Frisch, Regis University

Jeff Johnson, Primacy

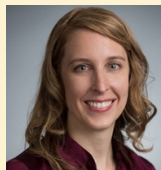
Azalea

This presentation will demonstrate how Regis University challenged convention and changed enrollment marketing with adult learners.

11:30 A.M.–12:30 P.M.

General Session

Grand Ballroom I and II



Big Social Data OP

Jennifer Golbeck, Director of the Human-Computer Interaction Lab and Associate Professor, College of Information Studies, University of Maryland, College Park

Part creepy and part surprise, this session looks at how scientists and companies are leveraging big social data to develop new insights into customers and what they want. Jennifer Golbeck, a world leader in social media research, tracks the rise of social networks and data analytics, how new computational techniques are revealing hidden traits of millions of people online, and how this impacts the future of business.

About Jennifer

Jennifer Golbeck is an associate professor in the College of Information Studies at the University of Maryland, where she also moonlights in the department of computer science. Her work invariably focuses on how to enhance and improve the way that people interact with their own information online. “I approach this from a computer science perspective and my general research hits social networks, trust, web science, artificial intelligence, and human-computer interaction,” she writes. Author of the 2013 book, “Analyzing the Social Web”, Golbeck likes nothing more than to immerse herself in the inner workings of the Internet tools so many millions of people use daily, to understand the implications of our choices and actions. Recently, she has also been working to bring human-computer interaction ideas to the world of security and privacy systems.

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