ALUMNI (20)

1. Keeping the Marriage Happy...Collaboration between the Offices of Development and Alumni Programs

   Jayanne Hayward, Director of Alumni Programs, Lebanon Valley College
   Todd Snovel, Assistant Director of Annual Giving, Lebanon Valley College

Session Description

Unlock the secrets to a strong and healthy marriage between the Offices of Development and Alumni Programs. Learn easy ways to enhance relationships between inter-office professionals and to utilize departmental resources and strengths to maximize events and projects. Topics will include reunion programs, recent graduate outreach, prospect assessment, and more.

Biographies

Jayanne Hayward coordinates all aspects of LVC’s alumni programs and events. Previously serving as an assistant director of alumni programs, and with experience in admissions, she serves as a member of the College’s senior advancement team.

Todd Snovel oversees reunion giving programs, parent outreach, faculty/staff campaigns, and special projects within LVC’s Development Office. His background also includes assisting community agencies with campaign development and strategic planning.

2. Increasing Event Participation

   Sandra Sarno Caroll, Executive Director of Alumni Relations, Wilkes University
   Mirko Widenhorn, Director of Alumni Relations, Wilkes University

Session Description

Event participation is key for all institutions, whether the intended audience is a segmented/affinity group or not. With budgets under increasing scrutiny for “fat,” and competition in an Advancement division for Development/Campaign priorities, events must provide for ROI. This presentation offers a practical, integrative approach to planning and promotion for high yield events.

Biographies

Having served at six institutions of higher education (Alfred University, Alfred State College, Hartwick College, Drew University, The College of New Jersey, and Wilkes University), Sandra Sarno Carroll has been responsible for developing innovative programs and events for students, alumni, and parents. She has implemented an online community at four institutions and has worked to integrate virtual and traditional means of communication for each. She is currently the Executive Director of Alumni Relations (also the Alumni Association’s Board of Directors) at Wilkes University and oversees all alumni programs and services.
Mirko Widenhorn started his career in higher education administration at his undergraduate alma mater, Drew University in Madison, NJ. After attaining his master’s degree from the College of Europe in Brugge, Belgium, the College offered him a position in marketing, communications, and student affairs. He continues to serve on their Alumni Board and was responsible for the implementation of their online community. He is currently the Director of Alumni Relations at Wilkes University where he is primarily responsible for the online community, The Colonel Connection.

3. Alumni & Career Services: A Great Partnership

Lynne E. Dillard, Director, Director of Alumni Affairs and Foundation Special Projects, Harrisburg Area Community College
Cynthia Hartman Robinson, Director of Alumni Relations, Delaware County Community College

Session Description
Harrisburg Area Community College (HACC) and Delaware County Community College (DCCC) will share their current programs and on-going plans for offering alumni career services and support through institution partnerships, web services and social networking sites.

We will present on HACC’s successful alumni partnership and programs with Career Services and DCCC’s research, plans, development, and progress using online social networking and other career-related websites for alumni at various levels of interest and need for both alumni and the institution. The presenters will share their own insight and commentary during each other’s program presentation, as well.

Biographies

Lynne Dillard’s responsibilities as Alumni Director include serving as the college liaison with the Alumni Association’s leadership; administering the annual alumni solicitation; planning alumni activities; and maintaining the alumni database. Her responsibilities with Foundation Special Projects include directing The HACC Foundation’s Annual Pro-Am Golf Tournament; the annual scholarships and awards event; and coordinating special stewardship and recognition events.

Lynne has been with HACC for 20 years as a member of The HACC Foundation/Resource Development team.

Cynthia Hartman Robinson is Director of Alumni Relations at Delaware County Community College. When Cynthia started at DCCC in 1989, 7500 alumni received the college newsletter, alumni annual fund solicitation, and an invitation to one event. Today, over 23,000 alumni are solicited by annual fund and receive the college newsletter three times per year. Special events have grown to include the 5K Run for Scholarship, the Alumni Artists Showcase, the Business Expo for Alumni Entrepreneurs, Alumni Theatricals, and most recently, the DCCC 40th Anniversary Alumni Awards Dinner at Harrah’s Chester Casino and Racetrack. Student – Alumni collaborative programs have included a Business Etiquette Luncheon and Fashion Show, as well as Job Shadow Day. Alumni Awards now honor 40 Star Alumni and 7 Rising Star Alumni recognized for their exceptional success during DCCC 35th and 40th Anniversary Celebrations, 18 Wong Moss Outstanding Alumni Award recipients and 7 Alumni Professional Alumni Award recipients. Cynthia’s responsibilities alumni include management of and training for the alumni database. An integral part of the DCCC Advancement – Educational Foundation – Public Relations Team, Cynthia is a member of CASE and ASP.

4. Alumni Travel: Your Passport to Friendraising and Fundraising

Steve DiGuiseppe, Executive Director of Alumni, Special Events and Data Management, Millersville University
Mike Saraka, Director of Alumni Relations, Slippery Rock University
Session Description

Paris, Rome, the Mexican Riviera, Holland (Michigan), Baltimore...cruises, ballparks, art museums.....the destinations are endless, as are the benefits and services of a university travel program. An overview of travel programs which includes an open discussion on staffing, budget, destinations, cultivating and stewarding constituents, hosting, and fundraising—almost everything you wanted to know and then some.

Biographies

Steven A. DiGuisepppe is Executive Director of Alumni, Special Events and Data Management at Millersville University in Pennsylvania. A Millersville employee since 1991, he has also served as their director of alumni services for 13 years. In his current position, he oversees three departments within the Advancement Division. In addition to his supervisory responsibilities, he is also a major gifts officer and oversees the Pennsylvania State System of Higher Education Alumni and Friends Travel Program and has over 15 years of group travel experience.

Michael Saraka has been the alumni director at Slippery Rock University since May 2000. He grew up in Mountainside, NJ, and attended Jonathan Dayton Regional High School. He received a bachelor's degree in communication from Clarion University in 1986 and a master's degree in student personnel from SRU in 1989. Before coming to SRU, Michael worked at Bloomsburg University (1989-1991) as a residence director and St. Francis University (1991-2000) as the director of career services. He has served in the Pennsylvania Army National Guard for more than 10 years as both an armor platoon leader and most recently as a human resources specialist with the 1st-107th Field Artillery Unit in the PA Army National Guard in New Castle.

5. Alumni Relations & the Campaign—Square Peg, Round Hole?

Lynn Carroll, Assistant Director, Classes and Reunions, University of Pennsylvania

Session Description

Institutions undertake capital campaigns to raise money—so where does alumni relations fit in? The University of Pennsylvania launched a campaign in 2007 with “engagement goals” specifically assigned to the Alumni Relations office.

The Penn case study will demonstrate the integration of alumni relations programs into a major institutional campaign. Participants will learn how to develop non-financial goals, implement new strategies, and measure success for qualitative goals such as alumni engagement.

Participants will explore in small groups how they might integrate alumni relations into a campaign, finding creative ways to fit the square AR peg into that round hole.

Biography

Lynn Carroll is an advancement professional with ten years experience in volunteer management. She works in the Classes and Reunions program of the University of Pennsylvania’s Alumni Relations office. She particularly enjoys working with older alumni, and is currently organizing the 40th, 55th, 60th, 65th, and 70th reunions.
A volunteer manager at heart, Lynn worked with volunteers at The Nature Conservancy prior to coming to Penn. She believes passionately in the capacity for alumni volunteers to achieve extraordinary results when well-managed. An engaging presenter, she has led training workshops for the Association of Fundraising Professionals, The Nature Conservancy’s Volunteer Management Conference, and the Pennsylvania Land Conservation Conference.

Lynn holds a Bachelor’s degree from the University of Pennsylvania, and is currently working toward a Master’s degree in Organizational Dynamics.

6. Ever Better: Planning and Marketing a Multi-Day, Multi-Purpose, All-University Weekend

Jennifer Linton, Sr. Associate Director for Alumni Operations, University of Rochester
Kevin Wesley, Executive Director of Alumni Relations, University of Rochester

Session Description

The University of Rochester’s Meliora Weekend combines reunions, homecoming, and family weekend into a four-day affair. In eight years, the weekend has evolved from a focus on undergraduate alumni, and parents to one that includes programming from across the University. The award-winning weekend attracts 7,000 attendees and includes more than 150 events. This session discusses balancing the needs and identities of individual schools, expressing key institutional messages, providing programming for all key constituencies, and engaging top donors and University leaders. The session also explores the operational and marketing challenges of the weekend—web design, multi-campus registration, staffing, logistics, and budgeting.

Biographies

Jennifer Linton has worked at the University of Rochester in a variety of roles since 1992. Among her duties, she oversees operations and logistics for the University’s annual Meliora Weekend. In this role, she manages the scheduling of more than 150 events; supervises more than 12 event planners; and coordinates logistical details with campus and external vendors and various campus departments. She oversees recruitment, scheduling, and training of several hundred staff and student volunteers; online and in-person registration; and budget management for the event. Linton is a graduate of the University of Rochester with a bachelor’s degree in psychology.

Kevin Wesley worked in alumni relations leadership roles at Bowdoin College and Carnegie Mellon prior to joining the University of Rochester staff in 2007. He serves as a member of the CASE Commission on Alumni Relations, co-founded the North East Alumni Relations (NEAR) consortium, and twice chaired CASE alumni relations tracks. Among his duties at Rochester, he is responsible for program development and oversight of Meliora Weekend. Wesley is a graduate of Bowdoin College with a bachelor’s degree in music and economics.

7. Alumni Boards—A Volunteer and Staff Partnership

Gary Olsen, Associate Vice President of Alumni Relations, Villanova University and Executive Director, Villanova University Alumni Association

Session Description
Alumni Boards can be tremendous assets to your institution. But they are made up of volunteers—how much can we ask of our Boards? What is the role of staff with the Board? Who sets the agenda and prioritizes projects? Discover and discuss ways to ensure your Alumni Board—and your professional colleagues—find success.

Biography

Gary Olsen has almost 35 years of experience in the education and non-profit sector as an executive, teacher, consultant, and leader. Since 1993 he has headed the alumni relations program at Villanova University. Since his appointment, Gary has led the university’s alumni relations program through an unprecedented period of growth and change.

Gary is a member of the CASE Commission on Alumni Relations. He has been a faculty member for the CASE Summer Institute on Alumni Relations for the last four years and recently authored an article that focused on Alumni Board Development, which appeared in the March 2008 edition of CASE Currents. Gary is a member of PCUAD, the Association of Private College and University Alumni Directors. Gary also serves as an alumni relations consultant to several institutions in the areas of board development, strategic planning, leadership development, and organizational change.

8. Keeping the Marriage Happy...Collaboration between the Offices of Development and Alumni Programs

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9. Defining, Measuring, and Effectively Utilizing Alumni Engagement Data

Jason Coolman, Director, Alumni Affairs at the University of Waterloo
Ray Satterthwaite, President, Engagement Analysis Inc.

Session Description
Can you define and measure something as ambiguous as the affinity your alumni have for the school? Is there a connection between that affinity and their sharing their time and giving their money? Why does it matter?

Today, the need to build and maintain relationships with your alumni is more important than ever. With more organizations competing for their time and money, you need to be more focused in your programming to ensure that you are effectively engaging your alumni with your school.

The question being asked in many advancement offices today is, “How do we determine whether our efforts are having an impact?”

This session will focus on the definition, quantification and application of engagement measures and how they can help you to strategically focus your programming efforts. Based upon one school’s focused approach and the cumulative data from multiple schools, participants will learn simple techniques for data analysis and applications for benchmarking and strategic decision making.

Biographies

Jason Coolman developed a passion for post-secondary education during his undergrad years at Brock University, receiving the Resident’s Committed to Excellence and the Student Union Graduate Award for his commitment to student life, a dedication that’s become a hallmark of his career.

After working as Residence Manager at the University of Guelph, and as MPP Liaison for the Minister of Citizenship, Culture and Recreation, Jason joined the University of Waterloo as Residence Life Coordinator. As UW embarked on a $260 million campaign, Jason joined the Office of Development, where he held roles as Development Officer, Annual Fund and Development Officer, Special Projects & Major Gifts. Jason assumed the role of Director, Alumni Affairs in January of 2005 and in July 2008 was asked to serve as Acting Associate Vice-President, Development & Alumni Affairs.

Ray Satterthwaite graduated from McGill University in Montreal with a B.A. in Psychology, focus on social psychology and personality testing.

He began his career in institutional advancement as Director of the Alumni Association at McGill. Ray next became Director of Annual Giving and was responsible for the $6 million McGill Annual Fund. At Queen’s University, Ray served as Director of Major Gifts and Campaign Manager of their $262 Million Capital Campaign. As Associate Vice-Principal of Advancement and Chief Development Officer, Ray oversaw Major Gifts, Planned Giving, Corporation and Foundation Relations, Donor Relations, and Donor Research.

Ray has been a presenter at both CASE and CCAE (Canadian Council for the Advancement of Education) and previously sat on the CASE Alumni Commission. He is the immediate Past President of CCAE. His programs, research, speaking engagements and articles on the topic of alumni engagement have earned him international recognition for his work including Faculty Star and Rising Star honors from CASE and numerous PRIX D’EXCELLENCE from CCAE.

In 2007 Ray founded an Advancement consulting firm, Engagement Analysis inc., that focuses on the measurement and benchmarking of the levels of engagement of alumni populations.

10. A Dynamic Partnership: Advancement and Student Affairs and Student Ambassadors

    Meagan Gribbin, President of the Green & White Society, Slippery Rock University
Session Description

This session will focus on the unique partnership between Student Affairs and Advancement in developing a stronger student ambassador program. Highlights include how to reach a balance between the missions of both areas; student identification and retention; leadership development; expectations and purpose; training; additional partners; fund raising and assessment.

Biographies

Meagan Gribbin is a senior at Slippery Rock University majoring in public relations who will graduate in May 2009. She serves as president of the Green & White Society, Slippery Rock University’s student ambassador program. She grew up in Portage, PA, and attended Portage Area High School. Campus involvement includes Lambda Pi Eta, Communication Honors Fraternity; Zeta Phi Eta, National Profession Communication Fraternity; Freshmen Leadership Scholar Program; Saxegina (SRU yearbook).

Brad Kovaleski has been the director for student involvement and leadership at Slippery Rock University since August 2007. He grew up in Waymart, PA, and attended Waymart High School. He received a bachelor’s degree in Spanish in 2001 and a master’s degree in student affairs in higher education in 2003 from Slippery Rock University. Before coming to SRU, Brad worked at Franklin & Marshall College (2003–2007) as the assistant director of student activities.

Michael P. Saraka has been the alumni director at Slippery Rock University since May 2000. He grew up in Mountainside, NJ, and attended Jonathan Dayton Regional High School. He received a bachelor’s degree in communications from Clarion University in 1986 and a master’s degree in student personnel from SRU in 1989. Before coming to SRU, Michael worked at Bloomsburg University (1989–1991) as a residence director and St. Francis University (1991–2000) as the director of career services. He has served in the Pennsylvania Army National Guard for more than 10 years as both an armor platoon leader and most recently as a human resources specialist with the 1st-107th Field Artillery Unit in the PA Army National Guard in New Castle.

11. Building Management Skills for a Career in Advancement

Kathy Bickel

Session Description

This program is targeted to new and mid-level alumni professionals who are working to build the leadership and management skills they will need to boost their careers and become more productive advancement leaders. The program will explore career trends that will impact advancement within the next 10 years, and identify leadership techniques that will allow attendees to grow within their current organization or prepare to take the “next step” in their careers.

Benefits of Attending
• Develop your footprint in advancement.
• Learn to overcome the barriers to career success
• Discover the keys to career advancement in the current market.
• Share your tips for success with others.
• Learn how to build your leadership prowess.

Biography

Kathy Bickel, Vice President of The Ohio State University Alumni Association, earned a bachelor’s in business administration and a master’s in labor and human resource management from The Ohio State University. She joined the University in 1987 as Assistant Registrar and came to the Alumni Association 10 years ago.

Kathy is responsible for the operation, budgeting, and strategic planning of the student recruitment, club, society, reunion, and student programs areas. Each year her office oversees over 600 events with attendance exceeding 34,000. She coordinates the activities of over 200 worldwide alumni clubs, 60 societies, and a network of 2,500 volunteer leaders.

Kathy has won the CASE “Heavy Hitters” award for her presentation in an all-day training conference, and the Alumni Forman Fellowship for her work in alumni relations. She has also been the CASE FIVE Conference alumni track co-chair. Kathy is currently a National CASE trustee representing the CASE V District.

12. Competing with Facebook for Alumni Attention—and Winning!

Traci Falco, Former Director of Alumni Relations, Muhlenberg College
Glenn Zimmerer, Vice President, Harris Connect

Session Description

Chances are you are competing with Facebook and other popular social networking utilities for the attention of your young—and not so young—alumni. This session will show you how to leverage the popularity and rapid growth of these sites to your institution’s advantage through open APIs, mashups, and other principles of Web 2.0. You can take the unique elements of your school’s online community, right to where your alumni are already congregating—on Facebook and similar sites. You’ll enhance communication, improve data collection, and enjoy greater success in your overall advancement program. By going where your alumni are today, you can win them back for a lifetime.

Biographies

Traci Falco is the former Director of Alumni Relations at Muhlenberg College in Allentown, Pa., where she was responsible for engagement in the life of the College for more than 20,000 alumni, students, parents, and friends. Traci holds a bachelor’s degree in Psychology and Elementary Education from Muhlenberg.

Glenn Zimmerer is vice president, sales & marketing, for Harris Connect. He leads an account team focused on growing and expanding the value Harris brings to their clients by creating Internet-based online communities designed to build a permanent connection between the organization and its members, enhance networking opportunities, maintain an updated database of members’ demographic information, reduce communications costs, and increase the speed and frequency of communications.

Zimmerer has 20 years experience working with Internet services, with expertise in interactive marketing, member acquisition, and retention. Prior to Harris Connect, he served as director, customer acquisition, and promotion with Priceline.com. He was also director of business development.
Zimmerer’s online experience began at the Prodigy Services Company in 1987. During his nine years with Prodigy, he held several sales and marketing positions including directing an account team focused on the acquisition of new members through the computer, software, retail, and emerging technology channels. He was also responsible for Prodigy’s first-to-launch market.

He received his bachelor’s degree in business administration and marketing from William Paterson University and his master’s degree from Fairleigh Dickinson University.

13. Going Green: What Alumni Relations Can Do to Help Save the Planet

Anne Delauney, Senior Assistant Director, Alumni Affairs & College Events, Skidmore College
Megan Mercier, Associate Director, Alumni Affairs & College Events, Skidmore College

Session Description

Colleges and universities are living and learning communities which affords them a unique opportunity to be models of sustainability. As event and program coordinators, communicating with a large, educated audience, we have the opportunity to lead by example when it comes to promoting green habits and awareness. By reducing waste, utilizing environmentally friendly products, programming with faculty, and participating in wider campus sustainability efforts, alumni relations can not only make a positive environmental impact, but we can also be budget conscious and harness an opportunity to engage some of our constituents who want to be affiliated with a place that's being socially responsible. We’ll explore this topic by exchanging ideas and asking questions as we all think about changes we can make in our current and future outreach.

Biographies

Anne Delauney has worked in Skidmore’s Office of Alumni Affairs and College Events since 2005. She is currently the Senior Assistant Director of the department and oversees Skidmore’s annual alumni Reunion Weekend, affinity reunions, events for Friends of Skidmore Athletics as well as working with the Alumni Board of Directors. Anne has been a CASE member since 2005 and this is her first conference presentation.

Megan Mercier has been affiliated with CASE since 1997. She has been a member of the Advancement staff at Skidmore College for seven years serving first in the Annual Fund Office and then the Office of Alumni Affairs & College Events. Megan is a past presenter at CASE conferences and has been an active District II conference volunteer since 2003.

14. Alumni Relations and the Economy

Amy Layman, Senior Associate Director of Alumni Relations, Villanova University
Michael P. Saraka, Director of Alumni Relations, Slippery Rock University

Session Description
Our alumni, and our staffs, have felt the impact of the current economic crisis. How as the economy directly impacted your work? What steps has your team taken to help alumni? What can we do going forward? This will be an interactive discussion and brainstorming session.

Biographies

Amy Layman manages and supervises all administrative functions of the University's alumni relations program, including: corporate partnerships and affinity programs, marketing and communication, technology and telecommunications, facilities management, customer service, vendor relationships, program evaluation, data analysis and database management and integrity. In addition, she serves in a leadership role in the absence of the Associate Vice President.

A graduate of Gettysburg College, Amy joined the Alumni Office staff in January 1997 after serving as assistant director of alumni relations at her alma mater. As an alumni officer, she has planned events, developed and implemented print and electronic marketing campaigns, led service trips, recruited and trained volunteers, implemented new technologies, and supervised staff. Amy earned a Master of Public Administration from Villanova in 2005.

Michael P. Saraka has been the alumni director at Slippery Rock University since May 2000. He grew up in Mountainside, NJ, and attended Jonathan Dayton Regional High School. He received a bachelor’s degree in communication from Clarion University in 1986 and a master’s degree in student personnel from SRU in 1989. Before coming to SRU, Michael worked at Bloomsburg University (1989–1991) as a residence director and St. Francis University (1991–2000) as the director of career services. He has served in the Pennsylvania Army National Guard for more than 10 years as both an armor platoon leader and most recently as a human resources specialist with the 1st-107th Field Artillery Unit in the PA Army National Guard in New Castle.

15. Gone But Not Forgotten: Engaging Difficult Alumni

Brian Breckles, Director of Alumni Relations, Wilfrid Laurier University

Session Description

The hectic pace and many demands of modern life often mean that alumni have to prioritize what types of community involvement they consider to be worthy of their time and energy. When it comes to establishing contact and building meaningful relationships with alumni, the right invitation is essential. In this session, Brian Breckles, Director of Alumni Relations at Wilfrid Laurier University, will discuss the concept of Alumni Roundtables, an effective tool of alumni engagement that has proven to have a tremendous impact. Through interactive meetings with the university’s President and Vice-Chancellor, the Alumni Roundtables offered an advanced level of engagement that resulted in strategic relationship building and quality discussion at a senior level.

Biography

Brian Breckles became the Director of Alumni Relations at Wilfrid Laurier University in 2002 following extensive posts in Development, Marketing, and Athletics. Since joining the Alumni Relations team, Brian has overseen the implementation of a new strategic plan, the launch of multiple affinity partnerships, an innovative on-line alumni community, and accepted the Canadian Council for the Advancement of Education (CCAE) Prix d’Excellence Gold Award for Best Alumni Program and Best Alumni Event. Brian is a proud alumnus of Wilfrid Laurier University holding degrees in Physical Education ’89, a Diploma in Business Administration ’94, and a Master of Business Administration ’02.

16. Building a Parent Relations Program: Reflections in the Third Year
Session Description

A second subtitle for this session might be: “What Worked and What Didn’t.” From presenting opportunities to our new parents on Opening Day to offering on- and off-campus events to making the most of parent volunteers to overseeing our Parents Advisory Board, I will share my experiences as the administrator in charge of creating a parent relations program at Gettysburg College. I hope that this session will be filled with participation from the audience, so please feel free to bring your own success stories along with lessons that you’ve learned.

Biography

Allison Singley taught English at various colleges and universities for fifteen years before assuming her current position in August 2006 of Associate Director of Alumni and Parent Relations at Gettysburg College. Along the way she also held a position in academic computing at Trinity College and served as interim managing editor at The Gettysburg Review. She has B.A. in English from the University of Pennsylvania and both her M.A. and Ph.D. in English from the University of Connecticut.

17. Programs and Considerations for a Graying Population

Charles Bass, Associate Director of Alumni Relations, Villanova University

Session Description

As baby boomers turn 60, is your alumni relations program adapting? Are you making a special effort to reach out to this important group? Young alumni clubs have always been popular, but what about alumni at the other end of the spectrum?

Bring your programming and communication ideas and join in the discussion of efforts to engage alumni in the growing, graying demographic.

Biography

Charles Bass is Associate Director of Alumni Relations at Villanova University. He is responsible for alumni engagement through management of chapter programs, reunions, and special events. In addition to private sector experience, he served as the Director of Alumni & Parent Relations at the University of Denver and as the senior alumni relations officer at his alma mater, The University of Tulsa. He has been a faculty member for CASE’s Newcomers in Alumni Relations workshops and a regional volunteer for CASE Districts IV and VI. Charles is a co-founder of PCUAD, an association of private college and university alumni directors.

18. How to Choose an Affinity Partner

Mark Clapper
Jeff Roedel
Session Description

The success of your affinity programs depends upon many things, including your choice of partners. Leave this session with a framework for making a responsible choice that’s in the best interest of your institution and your alumni.

Biographies

Mark Clapper serves as the Associate Director of Alumni Relations at Elizabethtown College. During his time in the Office of Alumni Relations, he has provided leadership for the Elizabethtown College Alumni Council, online alumni community, electronic communication initiatives and various on-campus and regional programs. At one time, he also served as the Director of the Parents Fund and established the College’s first-ever parent-specific fundraising program. On a larger professional scale, Mark is an Executive Committee member of the National Educational Alumni Trust (NEAT), a non-profit organization that provides alumni associations with a means to offer benefits to their constituents, and serves as Secretary. Clapper is also involved with the PA Share Consortium for Alumni Relations Professionals and holds an individual membership within the Council for Advancement and Support of Education (CASE).

Prior to joining the Office of Alumni Relations in 2005, Mark was a member of the Office of Admissions staff, most recently fulfilling the role of Associate Director of Admissions. During his tenure in college admission, Clapper traveled internationally as well as extensively throughout the Eastern and Midwest regions of the United States. He was also very active in the Pennsylvania Association for College Admission Counseling (PACAC) and held numerous leadership positions within the organization, including positions on the Executive Committee, various standing committees and faculty of the association’s Summer Institute at Bucknell University. Mark’s formal education includes a Bachelor of Arts degree in English from Elizabethtown College and a Master of Arts degree in Leadership from Duquesne University.

Jeff Roedel (BA ‘83, MA ‘89, The Ohio State University) is Chief Operating Officer of USI Affinity Collegiate Insurance Resources. He joined AIA, one of CIR’s precursor companies, in 1995 after 10 years in alumni relations at The Ohio State University and the University of Colorado at Boulder. Jeff has been active in several professional organizations, including the Council for Advancement and Support of Education, the Professional Insurance Marketing Association and the American Institute of Professional Association Group Insurance Administrators.

19. Volunteer Management and Recognition

Matt Borowick, Associate Vice President, Alumni and Government Relations, Seton Hall University

Session Description

For higher education professionals, the effective use of alumni volunteer support can be a very time consuming, frustrating process. Alternatively, it can be a very rewarding one that improves the engagement of alumni and others those alumni then reach. Administered effectively, it can be source of additional help to meet already overburdened alumni staff resources. Effectively recognizing volunteers starts with the university professional knowing exactly what tasks volunteers are needed for and then matching them with volunteers’ needs, skills, and interests.

Drawing on both historical and higher education examples of volunteer management (and mismanagement), this presentation is designed to cover the following topics:
Examining the need for volunteers
Determining what is needed
Recruiting the right volunteers
Providing clear direction
Setting goals
Measuring success
Providing performance feedback
Effectively “retiring” volunteers
Thanking and rewarding volunteers

The presentation will use “best practices” compiled from several universities with specific examples of volunteer management that have worked well. Attendees will be provided with general volunteer management concepts supplemented by specific examples.

Designed for individuals who have any level of volunteer management responsibility or authority, this presentation will provide attendees a solid set of concepts and practices they can use to improve their own volunteer management programs.

Biography

Matthew Borowick is the Associate Vice President for Alumni and Government Relations at Seton Hall University. A dual degree holder with a B.A. and MBA from Seton Hall, Matthew serves his Alma Mater after having worked for ten years in the banking industry for government and corporate employers.

Joining Seton Hall in 1999, Matthew established the University’s first-ever Department of Government Relations. He has been responsible for developing effective relationships with local, state, and federal government officials, monitoring and responding to legislation, and securing funding for university programs and initiatives.

In 2004, Matthew was also given responsibility for the university’s Alumni Relations program, which serves 80,000 graduates. He and his four-person team have improved alumni engagement at Seton Hall. Attendance at events increased by 50%, revenue increased by 33%, the number of accurate alumni e-mail addresses tripled and several new alumni benefits and services were added. The annual alumni awards gala, called Many Are One, experienced a 66% increase in attendance to 500 and the gala raised over $220,000 for alumni scholarships during that time.

In 2008, he added Community Relations to his duties, where his team works to build stronger town-university partnerships.

20. Going Green: What Alumni Relations Can Do to Help Save the Planet

Anne Delauney, Senior Assistant Director, Alumni Affairs & College Events, Skidmore College
Megan Mercier, Associate Director, Alumni Affairs & College Events, Skidmore College

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Colleges and universities are living and learning communities which affords them a unique opportunity to be models of sustainability. As event and program coordinators, communicating with a large, educated audience, we have the opportunity to lead by example when it comes to promoting green habits and awareness. By reducing waste, utilizing environmentally friendly products, programming with faculty, and participating in wider campus sustainability efforts, alumni relations can not only make a positive environmental impact, but we can also be budget conscious and harness an opportunity to engage some of our constituents who want to be affiliated with a place that's being socially responsible. We’ll explore this topic by exchanging ideas and asking questions as we all think about changes we can make in our current and future outreach.

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Megan Mercier has been affiliated with CASE since 1997. She has been a member of the Advancement staff at Skidmore College for seven years serving first in the Annual Fund Office and then the Office of Alumni Affairs & College Events. Megan is a past presenter at CASE conferences and has been an active District II conference volunteer since 2003.

**Breakfast Roundtables**

1. Small, Private Colleges  
   Frank Young, Director of Major Gifts, Wagner College

2. Choosing a Consultant  
   Susan Stover, Senior Vice President, Graham-Pelton

3. Community Colleges—Development  
   Lynne E. Dillard, Director, Director of Alumni Affairs and Foundation Special Projects, Harrisburg Area Community College

Lynne Dillard’s responsibilities as Alumni Director include serving as the college liaison with the Alumni Association’s leadership; administering the annual alumni solicitation; planning alumni activities; and maintaining the alumni database. Her responsibilities with Foundation Special Projects include directing The HACC Foundation’s Annual Pro-Am Golf Tournament; the annual scholarships and awards event; and coordinating special stewardship and recognition events.

Lynne has been with HACC for 20 years as a member of The HACC Foundation/Resource Development team.

4. Community Colleges—Alumni Relations  
   Melissa Starace, Director, Alumni Affairs, Northampton Community College

Melissa Starace is the Director of Alumni Affairs at Northampton Community College. In this role, Melissa is responsible for expanding the number of alumni who have personal and meaningful relationships with the College, recognizing achievements of students and alumni, and educating alumni on the importance of supporting the College through time, talents, and philanthropic means. Melissa is also responsible for oversight of the College’s Alumni Association, which is one of the oldest, continuously active community college alumni associations in the nation.
5. Using Social Networking in Your Alumni Program
   Kara McGann, Assistant Director, Alumni Relations, Wagner College

Kara McGann is currently the Assistant Director of Alumni Relations at Wagner College. She graduated from Wagner in 2007 with a degree in Arts Administration. While serving as Assistant Director, Kara oversees programming for all young alumni, including extensive outreach on social networking sites. She also oversees the Senior Class Gift program and assists the Director with Reunion, Homecoming, and Regional event planning.

6. Private Colleges and Universities
   Wendell Collins, Director, Development Communications, Princeton University

7. Public Colleges and Universities
   Tilghman Moyer, Assistant Vice President for Development, Temple University

8. Formulating and Funding Your Campaign Budget
   Tracy Barlok, Campaign Director, Skidmore College
   Mark Duncan, Director of Campaign Giving, Millersville University

9. Web Strategies for Development
   Melissa Meehan, Web Administration Director, Buffalo State College

Chief Advancement Officer

Communications/Marketing (20)

1. Making the Most of Supplied Digital Photography (The Good, the Bad, and the Ugly)
   John Consoli

Program Description

The revolution of digital photography is both a blessing and a curse. Digital photography has drastically shortened the production time of film-based photography, has eliminated the need for scanning slides, but has provided challenging post-production in order to obtain the color quality and intensity inherent in slide film. Digital cameras have turned everyone into photographers (which is good and bad) and has caused a proliferation of bad digital imagery that publications offices routinely are provided with and use in their high quality publications. This session will touch on some quick Photoshop tips that can basically or dramatically alter the appearance and quality of photographs so that they do not ruin your publication. Attendees are encouraged to bring printed samples of their own magazines or publications to illustrate their personal digital photography challenges and to assess areas where improvements can be made.

Biography

John Consoli received his B.A. in Studio Art and his B.S. in Advertising Design from the University of Maryland. He is Creative Director of University Magazines and Director of Photography at the University of Maryland. He has received national and international awards for his design and photography from organizations
including Professional Photographers of America, Inc., Photo/Design Magazine, U.C.D.A., Art Director’s Club of Washington, and he has twice been named C.A.S.E. National Photographer of the Year.

“I think that I was the last photographer to transition from film to digital because I wanted to make sure that the digital image quality was comparable to film. It has been an interesting challenge.” John Consoli also runs Image Impact Design & Photography, Inc., a full-service creative business that provides professional photography and high-end publications and magazine design to a number of national clients.

2. Moving from Print to Electronic Publications

Paul Dempsey

Session Description

Whether you want to protect the environment or just cut costs in these difficult financial times, one option to consider is moving publications from a traditional print medium to primarily electronic format. This session will discuss strategies for using the web and e-mail to engage various audiences (students, faculty/staff, alumni) in order to tell a school’s story and convey information. Examples will include a monthly e-mail newsletter for alumni, a web and weekly e-mail listing of campus announcements and events, and a bi-weekly “newspaper” of campus stories that was converted from print to electronic format. Topics will include the adaptation of traditional production and editing practices, the use of e-mail to drive traffic to the web site and the importance of techniques for measuring response.

Biography

Paul Dempsey, director of electronic communication at Dickinson College, has been developing Internet and web services for 15 years. He has made presentations on web-related topics at a number of professional conferences including CUPRAP, EDUCAUSE, HighEdWebDev, MSACROA and AACRAO, and has published articles in CASE Currents, EDUCAUSE Quarterly and Web Techniques. His background includes experience as an administrator in the areas of information technology and student records and registration, and he also spent time working in academic and legal libraries. He earned a BA in Dramatic Arts from George Washington University and an MA in English from Shippensburg University.

3. Digital Photography—When to Call in a Pro

John Consoli

Program Description

A picture is worth a 1,000 words… so, what are YOUR pictures saying? Are you shooting yourself in the foot by producing lackluster publications with tired photography? We will discuss how to take the next step, whether you are in need of producing a fresh library of images or ratcheting up your publications. It is imperative that your branding images are honest and capture the spirit and promise of your institution. This is an interactive session where we assess your current photography and work in groups to determine if calling in a pro is the next best step in developing compelling imagery that can breathe new life into your publications and web presence. Photography is a major part of your brand, so take advantage of and plan to make the most of this opportunity. Please bring publication samples to discuss.
4. Boutique Redesigns on a Budget

Kim Asch
Rachel Morton

Session Description

Is your magazine looking as tired as you feel putting it together each issue? Is it time to kick it up a notch? See how one editor rejuvenated her magazine through a redesign that addressed not just looks, but process.

McDaniel College’s magazine, The Hill, was solid editorially, but graphically it had lost its way. Without a predictable structure or design, the editor was constantly confronted with decisions about length, position, and even format of each and every story. A one-woman shop, she needed a new way to simplify the process as well as upgrade the look.

In this session we’ll present a step-by-step guide, with illustrating graphics, showing how we created a brand-new structure for The Hill, without spending a fortune. The result? A happy editor with a much-simplified workload and a CASE Circle of Excellence bronze plus a CASE District II bronze.

Biographies

Kim Asch is managing editor of The Hill, the magazine of McDaniel College, and she also collaborates with the communications and marketing team on admissions and development materials for print and the Web. Following its redesign, The Hill was awarded a bronze in the 2008 CASE Circle of Excellence Awards program and a bronze in the District II Accolades program. Kim was also recognized with a bronze Accolades award for Best Article.

A native of Maryland, Kim has spent her 18-year career as a writer and editor, working on staff and as a freelancer for various Web sites, newspapers, and college magazines, including The Washington Times, LifeMinders, The Burlington Free Press, St. Michael’s Magazine, and Middlebury Magazine. For the past eight years, she has worked as a telecommuter from her home office in northern Vermont, where she and her husband recently became publishers of a 130-year-old weekly newspaper.

Rachel Morton Associates is a communications consulting firm that specializes in college magazines and recruitment publications for education. Rachel Morton is the former director of publications at Middlebury College and editor of the award-winning Middlebury Magazine.

Over a 25-year career in higher education, she has edited magazines for Middlebury College, the University of Massachusetts, and Washington University in St. Louis. She has taught college editors at the CASE Summer Institute in Communications and Marketing where she directed the Magazine Editor’s Seminar for six years.

Rachel now consults with colleges and secondary schools throughout the country, providing redesigns, critiques, art-direction, mentoring, and other magazine-related services, as well as producing admissions publications. Her recent clients include Smith, McDaniel, Mount Holyoke, Marquette, St. Michael’s, the University of Nevada at Las Vegas, Emma Willard School, Northfield Mount Hermon, and many others.
Rachel is a former trustee of CASE and a member of its Commission on Communications.

5. Building the Brand from Inside Out: Using Collaborative Communications Strategies to Facilitate Change

Diane Moser
Linda Romano

Session Description

In March 2006, Adelphi University broke ground on a $97-million campus enhancement project that would add a new Recreation and Sports Center and upgrade existing facilities. This facet of the campus enhancement project was particularly relevant, as the University’s yearly general awareness survey found that one of the strongest attributes associated with local competitors whose top-of-mind awareness was greater than Adelphi’s was a prominent athletic program. In addition to the impact athletics had on perception, Adelphi was preparing to join a new athletics conference, which would extend the University’s reach and presence beyond local competitors.

Adelphi’s Communications teams used this opportunity to partner with Athletics to develop a cohesive strategy and identity for its Division II programs. The process involved vetting and selecting a third-party firm; engaging with and seeking input from relevant campus partners about the goals; and maintaining open communication among all parties throughout the process.

Biographies

Since 2001, Diane Moser has been the Director of University Promotion and Outreach. In this role, she is responsible for the University's marketing and advertising operations and for overseeing the University’s creative marketing team. Moser developed the office into a full-service in-house marketing agency that includes developing publications and media, leading market research initiatives, and coordinating relevant University events. From 1998–2001, Moser served as the Deputy Director of Admissions and was responsible for recruitment events, community outreach initiatives, and admissions marketing strategies. She holds a bachelor’s degree from Adelphi and a master’s degree from Pratt Institute.

Linda Romano, Senior Associate Director of the Office of Promotion and Outreach at Adelphi University, joined the university as a copywriter for Promotion and Outreach in 2001, and has since become involved in all areas of the department’s marketing operations, including events, communications, and publications. She has experience in developing integrated marketing campaigns and strategies, as well as in market research. She also focuses on issues of staff retention, development, and growth. In addition, Romano is currently a Fellow in the Institute for Educational Leadership’s Education Policy Fellowship Program, where she is pursuing issues of policy, leadership, and strategy in education. Romano has a bachelor’s degree from Dartmouth College and a master’s degree from Adelphi University.

6. So You Want to Be in Charge? Removing Roadblocks to Healthy Crisis Communications

Lauren Robinson-Brown
Steven Healy

Session Description
When a crisis hits your campus will you be able to effectively deploy your emergency plan? Not if you haven’t built the proper relationships and communication templates in advance. This session focuses on the most common setbacks in a crisis situation, such as when outside law enforcement officers override university procedures and when senior administrators decide to override all of your careful planning. It also addresses whether you are ready to take charge, should you need to step in and do so.

Biographies

Lauren Robinson-Brown, assistant vice president for communications at Princeton University, holds a master of science degree from the Columbia School of Journalism and an undergraduate degree in English from Princeton University, where she was pre-med and also studied creative writing and African-American studies. A journalist who wrote for the Newark Star-Ledger, Dallas Times-Herald, Boston Globe and periodicals such as Black Enterprise magazine, she also worked in government. Prior to arriving at the University in August 2000 as the director of communications, she served as New Jersey’s assistant secretary of state. She is the proud mother of twin daughters and serves on many community boards, including those focused on children.

Steven Healy, director of public safety at Princeton University since 2003, is the Immediate Past President of the International Association of Campus Law Enforcement Administrators. At Princeton, he is responsible for leading the University’s safety, security, and law enforcement programs and has testified about campus security issues before the U.S. Senate Committee on Homeland Security and Governmental Affairs and before the U.S. House of Representatives. He is a regular speaker at national meetings focusing on best practices on campus safety and has appeared on numerous news national programs and talk shows including ABC Nightly News and National Public Radio.

Prior to Princeton University, Steven was the Chief of Police at Wellesley College in Wellesley, MA. He also served as Director of Operations at the Department of Public Safety at Syracuse University.

Steven is a 1984 graduate of the United States Air Force Academy. He spent 10 years on active duty with the United States Air Force as a Security Police Officer, serving at various bases around the world.

7. The Impact of Integrated Marketing Communication on Leading Colleges and Universities in the US

Dr. Dawn Edmiston

Session Description

As the higher education market becomes increasingly competitive, institutions are striving to build and reinforce their brands through integrated marketing communication (IMC). This presentation will examine the strategic process of IMC and its current application in 42 leading public colleges and universities in the US.

Several variables were determined to impact IMC in higher education to include leadership and formal communication mechanisms. IMC was also shown to contribute to heightened student selectivity and institutional brand recognition. In addition, the research examined whether differences exist between an institution’s IMC level and its Carnegie classification. The results of this research serve to strengthen the positions of educational advancement practitioners as they seek to build institutional support for their marketing communication initiatives.
This presentation will be based on research that received the CASE 2008 Alice L. Beeman Award for Outstanding Doctoral Dissertation in Communications and Marketing for Educational Advancement.

Biography

Dr. Dawn Edmiston is Assistant Professor of Management and Marketing at Saint Vincent College. In addition, she has served on the faculties of Howard University, Johns Hopkins University, Trinity College, University of Maryland University College and University of Pittsburgh at Johnstown.

Previously, Dr. Edmiston held senior management positions with IBM Business Consulting Services, PricewaterhouseCoopers Management Consulting Services, and Discovery Communications (Discovery Channel, The Learning Channel - TLC, Travel Channel, Animal Planet and Discovery Channel Online).

Her educational background includes a Doctor of Management, with Phi Kappa Phi honors, from University of Maryland University College. She also earned an MBA from Columbia University, a BS in Management from Rensselaer Polytechnic Institute, and studied at London Business School.

8. PR Strategy in the Age of Networks

   Daniel Forbush, Executive Director of Communications, Skidmore College
   Charlie Melichar

Session Description

The rapid growth of social networks is challenging PR professionals not only to acquire new skills and techniques, but also to assume the new role of “community manager.” It’s no longer enough to produce quality communications; we now must actively drive the creation of new interactive and multimedia communities that engage our audiences as never before. This session will explore the new landscape of social media and provide a detailed 'how-to' on creating and managing online communities in Facebook, YouTube, LinkedIn, and Twitter. It will also examine the PR uses of other Web tools, such as Basecamp, Box.net, Slideshare, and blogs.

Biographies

Dan Forbush, executive director of communications at Skidmore College, has a long-standing interest in online communities, beginning in 1992 with his launch of ProfNet, a resource that enables reporters to connect with expert sources via a network of public information officers. Joining Skidmore in 2007, he has experimented widely with the new "social tools" of the Internet and targeted Facebook, LinkedIn, and YouTube for active development by the College. Assuming the role of "community manager," he has launched "Skidmore Interactive" as a new "home page" for the college's online communities, and created a graphic identity for the college in Facebook.

9. NEED TO FILL – NEED TO FILL – NEED TO FILL

10. You Can’t Manage What You Can’t Measure: How to Measure Your Marketing ROI
Session Description

Higher education marketers are feeling intense pressure from Presidents and Boards to provide data on the return of their marketing effort. While the request for ROI information is reasonable, gathering it can be difficult. It’s important to know what you can measure and what you can’t. It’s also important to recognize the opportunities and challenges related to ROI measurement. Brush up on your high school algebra, because in this session, we will discuss the nuts-and-bolts of marketing ROI. We’ll cover why it’s so important, who to involve, and how to do it effectively.

Biographies

Terry Flannery has worked in higher education marketing for two decades. She is American University’s first executive director, university communications and marketing, and a member of the president’s cabinet. Establishing a full marketing program, beginning with market research to inform the brand strategy, she has also worked with a campus-wide committee to completely redesign the University website.

Prior to her appointment at American, Flannery built a nationally recognized higher education marketing and communications program at the University of Maryland as assistant vice president. She also held positions in admissions and student affairs at Maryland, and was affiliate assistant professor in the College of Education.

With expertise in marketing, branding, marketing research, and assessment, Flannery serves as the chair of the CASE Institute for Integrated Marketing and Branding, and is a frequent speaker and consultant for higher education organizations.

Flannery holds a B.A. in English and Master’s and Ph.D. in College Student Personnel Administration, all from the University of Maryland.

Elizabeth Scarborough, CEO of SimpsonScarborough, is a nationally recognized expert in the use of research to drive marketing and branding efforts. With 15 years of experience conducting market research and providing strategic solutions to colleges and universities, she is an innovative leader in developing marketing intelligence. Early in her career, Scarborough founded the marketing research division for Boston-based Carnegie Communications. She is one of the founding partners of SimpsonScarborough.

Scarborough has personally moderated hundreds of focus groups with students, alumni, faculty, staff, and other key high-ed constituents. She is also an expert in survey instrument design, the development of sampling plans, data analysis, and the compilation and presentation of marketing intelligence.

Scarborough has presented more than 150 workshops and papers on marketing and market research at popular higher education related conferences and symposia. She currently serves as Chair of the American Marketing Association Symposium for the Marketing of Higher Education.

Scarborough holds a B. S. in Mathematics from James Madison University and an MBA from Fordham University.

11. Connecting the Google to the Greatest Generation: One University’s Approach to Historical Celebration
Session Description

With traditional and non-traditional approaches to the celebration of its history, Rutgers University in Newark has been able to reach constituents from the Google (its current students) to the Greatest (its oldest alumni) generation. The university’s 2008 centennial year celebrations, and its award-winning film, “The Once and Future Newark,” have resulted in a establishing a distinctive identity for Rutgers in Newark, raising its profile with media, public and private sector VIPs, alumni, donors, and other stakeholders.

Biography

Helen S. Paxton is Director of Communications for Rutgers University in Newark, home to more than 11,000 undergraduate and graduate students in the arts and sciences, business, law, public administration, nursing, and criminal justice. Paxton directs external marketing and strategic communications and is primary spokesperson for Rutgers University in Newark. Her many projects at Rutgers University include her work as producer of the documentary film, “The Once and Future Newark,” which has been broadcast on New Jersey Network and WNET Thirteen public television. A graduate of Oberlin College (B.A.) and Columbia University (M.A.), she worked in the classical music industry before coming to Rutgers. She is the author of Music’s Connecticut Yankee: An Introduction to the Music of Charles Ives (Atheneum), and co-author, with Arthur Paxton, of Making Music (Atheneum-Macmillan).

13. How to Build, Maintain, and Assess an Institutional Web Strategy

Barbara Fritze
Paul Redfern
Rodney Tosten

Session Description

In December, 2004 Gettysburg College’s president directed Information Technology and the Enrollment Division to collaboratively redesign the website. The strategy resulted in a collaborative non-traditional approach that reached past just the redesign but instead looked forward into the future. If the web is truly a reflection of who we are and who we want to be, an institutional unified web strategy is critical to all institutions. The project is a model of cooperation across divisions to maximize budget impact and broad based acceptance. The session includes Vice Presidents and Directors who were and continue to be key players in this cooperative strategy. It will review the strategy and decisions, their outcome and evaluation of their success, as well as future plans.

Biographies

Paul Redfern was named Director of Web Communications and Electronic Media at Gettysburg College in June 2006. He provides leadership and support to the College community through the development and implementation of the web and electronic communications as well as social media and Web 2.0 initiatives. He also is responsible for managing the content of the website and all electronic communications to ensure the College's messages are presented in ways that engage the College's key constituencies and adhere to College guidelines. He previously served as Assistant Director of Admissions and Coordinator of Electronic
Media at Gettysburg College, where his duties focused on admissions communications and technology. Prior to that, he worked for two years in the Athletic Department at Gettysburg, serving as Assistant Basketball Coach. Paul graduated with a degree in Political Science from Gettysburg College.

Barbara Fritze was named Vice President of Enrollment and Educational Services at Gettysburg College in July 2001. She is responsible for Admissions, Financial Aid, Institutional Analysis, Intercollegiate Athletics, Communications/Public Relations, and Web Communications. Barbara previously served as Vice President for Enrollment Management and Dean of Admissions and Financial Aid at Goucher College. Prior to that, she worked for thirteen years in admissions at Drexel University, serving as Dean for five years managing admissions programs for undergraduate, graduate and continuing studies. "Enrollment management is a complex process and one that will require the EES team and college community to work together to address important issues like image, admission and institutional marketing, tuition discounting, and retention," Fritze said. "Our goal is to continue to position Gettysburg as one of the premiere, if not the best, liberal arts colleges in the nation. There are challenging times for all higher education institutions. We must remain true to our historic strength while incorporating appropriate changes to address the challenges of today." A frequent speaker on enrollment management related issues, she is active in numerous professional and civic organizations. A graduate of Arcadia University, she received her Master's Degree from Drexel University. She is a graduate of the Harvard Institute in Educational Management.

Dr. Rodney S. Tosten is the Vice President for Information Technology at Gettysburg College. Rod graduated from Gettysburg with a B.A. in Mathematics in 1985 and returned in 1990 to teach computer science in the Department of Mathematics and Computer Science. Rod`s research interests revolve around distributed processing, database and distributed applications on the World Wide Web, and the Java language environment. Due to his experiences in a family car business, Rod stays active with small businesses including Eagle Software which specializes in software for transmission shops and Wool in the Woods, a hand-dyed yarn company. Rod also took a two year leave of absence from the college to work for a software startup company. Rod received his M.S. in Computer Science from West Virginia University and his Ph.D. in Information Technology and Engineering from George Mason University. Rod is a past chair of the Department of Computer Science which the College formed in 1999.

14. Yin and Yang of Digital Asset Management Tools
   Jasmine Bucher
   Matthew Lester

Session Description

The presentation will discuss the need for asset management systems, product reviews, and solutions to the challenges they create. These systems are great and necessary tools, but they bring their own headaches.

Biographies

Jasmine Bucher serves as Lebanon Valley College’s assistant director of college relations for print and web, handling print publications and web design for various campus-wide audiences including development and alumni. This position enables her to script, design, and program a variety of multimedia presentations and web-based animations for donor and alumni audiences. In addition, she serves as an adjunct instructor of English for LVC, teaching English Communications to first-year and continuing education students.
Matthew Lester is a visual storyteller. His photography has taken him from Afghan mountain villages and rural Haiti to universities and hospitals across the nation. Some of his regional higher education clients include Lebanon Valley College, Thomas Jefferson University, and Catholic University of America.

Photographing and traveling in over 35 countries has taught him adaptability and flexibility on location. He has a passion for lifelong learning and enjoys photographing the classrooms, research, and culture of college campuses.

When not photographing, he enjoys playing outside, reading, cooking, and restoring a 100-year-old row house in Lancaster, Pa., where he lives with his writer wife and their two young children.

15. What Can Higher Education Learn from Barack Obama?
   
   Paul Redfern
   Liz Rotter

Session Description

The country just experienced what some would say was a transformational election. What can higher education learn from the way Barack Obama communicated in both a traditional print and web medium but also how he used social media and web 2.0 tools to carry his message and engage supporters. In an era where budgets are being tightened and organizations are being asked to me more efficient, how can your institution use some of these tools to accomplish your goals and communicate your messages?

Paul Redfern was named Director of Web Communications and Electronic Media at Gettysburg College in June 2006. He provides leadership and support to the College community through the development and implementation of the web and electronic communications as well as social media and Web 2.0 initiatives. He also is responsible for managing the content of the website and all electronic communications to ensure the College’s messages are presented in ways that engage the College’s key constituencies and adhere to College guidelines. He previously served as Assistant Director of Admissions and Coordinator of Electronic Media at Gettysburg College, where his duties focused on admissions communications, and technology. Prior to that, he worked for two years in the Athletic Department at Gettysburg, serving as Assistant Basketball Coach. Paul graduated with a degree in Political Science from Gettysburg College.

Principal and founder of studio-e, Liz Potter’s 20-year career in design has focused on working with educational institutions. She has developed a successful process of creating communications that effectively present institutional marketing and fundraising messages. Her work has been recognized for excellence by various professional organizations, including American Institute of Graphic Arts (AIGA) and Council for Advancement and Support of Education (CASE). Liz has a BA in Design from the Art Institute of Boston at Lesley University.

16. Demographic & Economic Realities: Working Smarter for Every Admission/Retention

   Dr. Elizabeth Legenhausen

Session Description
As the head of a 350 student, Kindergarten through Grade 8, Episcopal day school, St. James Academy (SJA), I have recently engaged external marketing, advertising and public relations professionals and hired a part-time Director of Communications to guide the school’s future operations. Previously, SJA relied almost exclusively on successful, internally generated, spontaneous word-of-mouth communications. In an era of declining population and resource and increasing electronic communications, every institution is being called into new ways of marketing their mission. The purpose of this presentation is three-fold:

- To recognize regional demographics and economic realities;
- To approach Admission/Retention from a position of Appreciative Inquiry;
- To outline specific, anecdotal experiences, i.e. Initiation of an SJA Parent Ambassador Program among others, and their results.

Biography

Elizabeth Legenhausen, Ed.D., is a 27 year veteran of small school leadership having obtained her last degree from The Johns Hopkins University. Former President of the Elementary School Heads Association (NAIS, Pre-K – Grade 9 Schools), member of the Mid-Atlantic Episcopal Schools Association Board, and Association of Independent Schools Evaluation Committee, Dr. Legenhausen brings a hands-on, participatory approach to headship of her current school, St. James Academy (SJA) in Monkton, MD. SJA, founded in 1821, is an Episcopal day school. As a member of the Baby Boomer Generation and life-long learner, she is a student of the Gen X, Gen Y, and Millenial Generations.

17. E-xpress Yourself: New Media and Strategic Choices for Taking Institutional Marketing to the Next Level

Ineke Caycedo
Kelly Chezum

Session Description

Consumer habits are going digital. Are we? New technologies emerge everyday—interactive websites, personalized experiences, and user-generated content. From social networking sites, user-generated mediums, and entire virtual worlds; we are confronted with insurmountable opportunities to reach and learn from our customers. So how do universities make strategic choices and leverage these vehicles to attract new students? Build donor bases? Engage current students? This session focuses on maximizing the impact of your institution’s (dwindling?) resources and maintaining your own authenticity to who you are. You’ll journey into the spaces where teens, and increasingly Xers and babyboomers, live, play, and learn. Attendees will learn who the “new influencers” are, how to spot and stay on top of the micro trends that drive today’s marketplace, leverage the idea of non-linear marketing, and how leading institutions like Clarkson University are evolving their brands into “participatory brands” that maximize the return on investments.

Ineke Caycedo has 18 years of experience in brand development, marketing, creative direction, communications, and public relations. At Educational Marketing Group, she specializes in helping organizations build powerful brands, create compelling brand identities, and develop bottom-line driven marketing strategies. She has worked in higher education, foundation, and corporate settings. Ineke was communications director for The Women’s Foundation of Colorado where she developed and implemented an integrated communications and marketing plan that raised more than $4 million in one year for the foundation’s first significant endowment campaign. She also served as communications manager at Richfield Hospitality Services, Inc. She oversaw corporate public relations and helped to significantly increase the company’s profile among key prospective clients. Prior to that, Ineke was a media specialist for the University of Denver. She has been named a CASE “Stellar Speaker” and conducts seminars frequently on integrated marketing, brand development, strategic planning, and related topics.
A CASE Faculty Star, Kelly Chezum shares with colleagues 19 years of defying convention in corporate, government, and higher education sectors. She has a track record for building innovative, integrated marketing programs that connect brand strategies and consumer experience management with mission and long-range planning. Kelly leads Clarkson’s Marketing & External Relations team which directs strategy and marketing communications for the Web, publications, media, special projects, and board relations. She also commits her energy to economic development initiatives advancing the quality of life in the North Country Adirondacks. Kelly garnered $77 million in private support when she was Clarkson’s director of Corporate & Foundation Relations. She built a field marketing program with a strong customer focus for Aramark Campus Services. As a creative administrator, she implemented many special events that raised the profile of the Lexington Housing Authority (KY). At F&W Publications, she marketed special-interest magazines and book clubs.

18. Changing the communications culture

Patricia LePera
Bettyann O’Neill
Thomas Torello

Session Description

Your institution has a new president, new academic strengths, or a campaign looming on the horizon. The place has changed a lot, but your communications office is still responding to the same department chairman who wants his newsletter designed. How do you change communications priorities to keep pace with strategic goals? How do keep responsive to your markets, whether prospective students or prospective donors, and the ways they want to receive information? Both Ithaca College in Ithaca, NY, and Berry College in Rome, GA, changed the underlying structure of their communications programs to help them achieve other advancement goals. Both turned to an outside consultant to give them external perspective and an outside voice to get them started. This panel will look at the process they used, challenges they faced, and rewarded they reaped in the seven years since they began the process.

Biographies

Patricia LePera, Senior Vice President at Steege/Thomson Communications, brings over 25 years’ experience in nonprofit management, marketing, communications, and development communications to her clients. Her skills as a strategic thinker and planner have helped numerous organizations analyze, then strengthen, their position and branding. Patricia has conducted communications audits, and from them, developed marketing and communications plans that integrate staff, functions, and activities. She has written many successful case statements, speeches, and print and electronic publications; and her knowledge of Web development and promotion helps clients integrate their marketing strategies. Patricia holds an undergraduate degree in journalism from Temple University and a master of science from Drexel University. Her clients include: American Friends Service Committee • Harvard University Center for Public Leadership • Ithaca College • John F. Kennedy Library and Museum • Pennsylvania Advocates for Nutrition and Activity • Robert Wood Johnson Foundation • Smithsonian Institution • University of Georgia • University of Pennsylvania • Washington National Cathedral • Wistar Institute.

Bettyann O’Neill is the Vice President for Institutional Advancement responsible for development, alumni relations, and college marketing and public relations at Berry College, located outside of Atlanta, GA. She started with Berry in 1994 as Assistant Dean and Director of Graduate Studies in the school’s Campbell School of Business. She is a Phi Beta Kappa graduate of Rutgers College and earned her MBA from The Wharton School. She received a CFRM designation from the Indiana University Center on Philanthropy. Before beginning her career in academia, BA held senior management positions in human resources, sales, operations, and product management in the oil, insurance, and financial services industries.
Bettyann’s leadership of Berry College’s successful Century Campaign helped raise an unprecedented $107 million dollars, more than six times the amount the college had ever raised and brought about a dramatic change in alumni engagement. She credits a great deal of the college’s success to the strength of the communications efforts—both in planning and execution.

Thomas Torello is the Executive Director of Marketing Communications at Ithaca College. Prior to joining Ithaca in November of 2002, he was Director of Marketing at Rensselaer Polytechnic Institute in Troy, New York for more than 7 years. Torello has a bachelor’s degree in communications from the Park School of Communications at Ithaca College. Prior to joining Rensselaer he worked in account management at several marketing firms in New York.

   Lauren Robinson-Brown
   Laurel Masten Cantor

Session Description

Words, art, color, motion, and emotion. What makes a logo memorable? What makes it a big yawn? This presentation begins the “Logo Game.” Participants form small teams and match visual expertise and memory to see how many marks they can identity in a few minutes. The game is fun and enlightening, and it unveils deeper issues of recognition and distinction. Many contemporary organizations employ visual language eloquently, others whimsically, several traditionally, and a few with not much attention at all. Is it possible to reach deep into people’s imaginations, experience, and loyalties with very simple signets? Some of the more comical aspects of “language without words” can be explored.

Biographies

Lauren Robinson-Brown, assistant vice president for communications at Princeton University, holds a master of science degree from the Columbia School of Journalism and an undergraduate degree in English from Princeton University, where she was pre-med and also studied creative writing and African-American studies. A journalist who wrote for the Newark Star-Ledger, Dallas Times-Herald, Boston Globe and periodicals such as Black Enterprise magazine, she also worked in government. Prior to arriving at the University in August 2000 as the director of communications, she served as New Jersey's assistant secretary of state. She is the proud mother of twin daughters and serves on many community boards, including those focused on children.

Laurel Masten Cantor, director of publications and creative strategy at Princeton University, fulfills traditional wishes and pitches alternatives, walking the line between black-and-orange or the rest of the rainbow, and stalking opportunities to have more fun. She leads a team of editors, designers, and photographers who work on everything from course catalogs to gold watches, books and brochures to silk banners for the space shuttle, and University graphic identity systems, which enliven everything from body tattoos to the hockey rink’s ice. She has enjoyed such work for nearly 30 years, having become addicted to it at Wesleyan University.

20. Sustaining Communications Momentum throughout the Capital Campaign
   Barbara Brooks

Community Colleges
1. **We’re not 4-Year Institutions...And That’s Ok**

   Paul Acampora  
   Melissa Starace

**Session Description**

Building advancement success based on the unique attributes of community colleges.

**Biographies**

Paul Acampora, Director of Development and Scholarships at Northampton Community College, has been a development officer for higher education and nonprofit organizations for nearly twenty years including stints as Executive Director, Major Gift Officer, Annual Fund Director, and Director of Development. His role at Northampton Community College includes annual fund oversight, donor relations, and major gift duties. At Northampton, Paul is part of a tremendously successful advancement operation built upon a dynamic mix of fundraising strategies, alumni organization, data management, corporate relations, and community outreach focused on recognizing and promoting the unique strengths and opportunities of community colleges. A graduate of the University of Notre Dame, Paul is an experienced speaker with expertise in annual fund management, nonprofit management, and donor relations. Paul is also a writer and adjunct instructor for Moravian College in Bethlehem, Pa.

Melissa Starace is the Director of Alumni Affairs at Northampton Community College. In this role, Melissa is responsible for expanding the number of alumni who have personal and meaningful relationships with the College, recognizing achievements of students and alumni, and educating alumni on the importance of supporting the College through time, talents, and philanthropic means. Melissa is also responsible for oversight of the College’s Alumni Association, which is one of the oldest, continuously active community college alumni associations in the nation.

2. **Community College Leadership and the Fundraising Challenges**

   Patricia Gentile

**Biography**

Patricia Gentile, Dean of Continuing Education and Resource Development at Atlantic Cape Community College, has been a senior leader in nonprofit management and development for 25 years. For the past 6 years, Pat has been an Affiliate Faculty member at Regis University teaching in the Masters of Nonprofit Management program. She has a BA from University of Pennsylvania and an MBA in finance and public policy and management from The Wharton School where she was awarded the Alfred E. Buehler Fellowship in Public Finance. Pat is completing her doctorate this May at University of Nebraska-Lincoln in Education Leadership and Higher Education.

3. **CASE Opportunities**

   John Lippincott
In 2004, John Lippincott became president of the Council for Advancement and Support of Education (CASE), the professional association for alumni relations, communications, fundraising, and marketing officials at colleges, universities, and independent schools around the globe.

As president, he provides strategic and operational leadership for the largest association of education-related institutions in the world. During his tenure he has overseen creation of principles of practice in each of the advancement disciplines, development of ongoing operations in the Asia Pacific region, strengthening of the organization’s financial position, and enhancement of CASE’s relationships with members, districts, and other associations.

Lippincott joined the CASE staff in 1999 as vice president for communications and marketing, with management responsibility for CURRENTS magazine, CASE Books, organizational communications, integrated marketing, government relations, and special projects.

Prior to his arrival at CASE, John served for 12 years as associate vice chancellor for advancement at the University System of Maryland. In that capacity, he provided public relations counsel to the leadership of the 13-institution system, created an award-winning public television series, played a key role in state relations, and provided communications support for two system-wide fundraising campaigns.

John has also held public relations posts at Ithaca College in New York State and at the National Endowment for the Humanities in Washington, D.C. He began his career teaching humanities courses at community colleges in Connecticut, New York, and Oregon. Both his bachelor’s and master’s degrees are from Wesleyan University in Connecticut.

He currently serves on the board of the American Council on Education, the major coordinating body for U.S. higher education. He is also a member of Independent Sector’s Ethics and Accountability Committee and the Washington Higher Education Secretariat’s Steering Committee.

4. Best Practices for Community College Advancement Officers—Panel

Lynne Dillard, Moderator

Lynne Dillard’s responsibilities as Alumni Director include serving as the college liaison with the Alumni Association’s leadership; administering the annual alumni solicitation; planning alumni activities; and maintaining the alumni database. Her responsibilities with Foundation Special Projects include directing The HACC Foundation’s Annual Pro-Am Golf Tournament; the annual scholarships and awards event; and coordinating special stewardship and recognition events.

Lynne has been with HACC for 20 years as a member of The HACC Foundation/Resource Development team.

Panelists

Tobi Buruhn  Patricia Gentile
Lieba J. Cohen  Bonnie Lauer
Cynthia Cooper

Biographies
Lieba J. Cohen is the director of institutional advancement at Hagerstown Community College (HCC) where she has worked for twenty years. She established the development office. She also serves as the executive director of the HCC Foundation. She has extensive experience in special event and campaign fund raising having just completed a $5 M scholarship and capital campaign, and oversees alumni affairs and a volunteer program all within a small shop arena. Lieba has a BA in liberal arts from the State University of New York at Albany, an MBA from Frostburg State University, and is credentialed as a Certified Fund Raising Executive. She is involved in numerous community and professional organizations where she has served in leadership roles.

Patricia Gentile, Dean of Continuing Education and Resource Development at Atlantic Cape Community College, has been a senior leader in nonprofit management and development for 25 years. For the past 6 years, Pat has been an Affiliate Faculty member at Regis University teaching in the Masters of Nonprofit Management program. She has a BA from University of Pennsylvania and an MBA in finance and public policy and management from The Wharton School where she was awarded the Alfred E. Buehler Fellowship in Public Finance. Pat is completing her doctorate this May at University of Nebraska-Lincoln in Education Leadership and Higher Education.

Bonnie Lauer, Director of Alumni Relations at Luzerne County Community College, has over 15 years on the Community College advancement team. She has been in her current position for 10 years and prior to that has worked on the development staff for five years. She is an active board member of Association of Fundraising Professionals – Northeast PA Chapter and also has been on the PA Community College planning committee for the past three years. She is also a member of the Council for Resource Development (CRD). Bonnie holds an AS degree from Luzerne, a BS in Business Administration from Shippensburg University and a MS Degree from College Misericordia.