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Monday, October 7

Break One
10:15 AM – Demo by Western Kentucky University
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Break Two
3:45 PM – Demo by Vanderbilt University
4:10 PM – Google Nexus 7 Giveaway

Tuesday, October 8

Break One
10:15 AM – Demo by Utah Valley University
10:40 AM – Samsung Galaxy Tab 2 Giveaway

Break Two
4:00 PM – Apple TV Giveaway
4:15 PM – Demos by Request!
BE BOLD.

Let’s Go Buffalo!

On behalf of the conference committee, program committee, and the many volunteers that make this conference possible, I would like to welcome you to Buffalo for the 2013 Higher Education Web Professional Association annual conference. This year’s conference is the largest yet with over 700 attendees, 75+ presentations in seven tracks, and 30 posters. We are also pleased that the first ever HighEdWeb Hackathon will be held on Monday night to benefit the Ride For Roswell and the Roswell Park Cancer Institute.

I’ve lived in the Buffalo area for most of my life and the one word that best describes living here is community. Buffalo is known as the City of Good Neighbors and with good reason. I like to describe it as a large small town. Buffalo has all the cultural and entertainment amenities of a big city while maintaining the friendliness and pride found in small towns across the country.

I’ve been involved with HighEdWeb for 10 years and the one word that stands out about this organization and this conference is also community. We have all made new friends, professional connections and been exposed to new experiences and opportunities via this community and this year will be no exception.

Thanks you for making time in your busy schedule to join us in Buffalo. I am confident that you will have a good time (and eat well!) and return to your campus with new ideas and new connections to move your institution forward.

Heweb13. There is no substitute.

Mark Greenfield
2013 HighEdWeb Conference Chair

Welcome to HighEd Web 2013

We’re so glad you could join us in beautiful Buffalo, NY, and hope that you find this year’s conference to be our best yet. As our Association continues to grow and we work hard to offer new and exciting membership opportunities, I wanted to take a moment to update you on a number of initiatives currently underway:

Membership: The Association’s mission statement is “to advance Web professionals, technologies, and standards in higher education.” In support of that mission, we continue to identify new ways to engage our members. You can expect to see many exciting opportunities for HighEdWeb members over the coming months, including exclusive members-only content and community connections.

Strategic Plan: The HighEdWeb Board of Directors is currently engaged in an in-depth process to develop both a vision statement and a strategic plan for the Association. As I reflect on how far we’ve come over the years, I’m impressed by what we’ve accomplished as an all-volunteer organization with a strong mission statement. Now, as we continue to grow, we see the need to strategically increase our infrastructure and are considering hiring a paid employee - our first - to help with the coordination and implementation of our ongoing vision.

Conferences: We’re so proud of the success of our regional conferences, which more than 600 of you attended in 2013. And this year our Annual Conference is going to host the greatest number of attendees and presentations ever. We’re also engaging in long-term planning for the annual conference to ensure that our flagship event continues to exceed your expectations.

I attended my first HighEdWeb conference in 2008 and am amazed by our growth, the incredible content we offer to attendees and the strength of our organization. Still, it’s our community, the people who attend our events and join our organization, that impress me the most. Some of my best friends are people who I’ve met at HighEdWeb events and I’m humbled to help lead an association of people who represent the best of what higher education has to offer.

Code on!

Michael Hostad
President, Higher Education Web Professionals Association
About HighEdWeb

HighEdWeb is an organization of Web professionals working at institutions of higher education. We design, develop, manage and map the futures of higher education Web sites.

HighEdWeb strives to advance Web professionals, technologies and standards in higher education.

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BE BENEVOLENT.
About Link

*Link: The Journal of Higher Education Web Professionals* is the official publication of the HighEdWeb Association. We publish, in a way that’s both informative and fun, high-quality content by well-qualified Web professionals working in higher-ed.

Once again, *Link* has teamed up with the conference committee to turn out a hybrid program/magazine to enrich your conference experience. Keep an eye on link.highedweb.org throughout the conference, where we’ll be blogging to keep you up-to-date on all the developments, tips, hints and tricks to come out of this year’s presentations.

Many of the smart and talented people you’ll see presenting at this year’s conference have contributed, and will contribute, to *Link*. Once you head home, you can still keep up with the trends, ideas, solutions – and joie de vivre -- from the higher ed web community all year long by visiting *Link*.

On a personal note, I have decided to step down as *Link’s* publisher. It’s a bittersweet parting, as serving HighEdWeb has been both personally and professionally fulfilling. I am particularly fortunate to have worked closely with its core team: Dave Tyler as Chief Editor, and Lacy Tite and Jeff Stevens as Art Directors. Opportunities to partner with people as talented, creative and dedicated as they are don’t come along very often. I’ll never be able to fully express how grateful and privileged I am to have learned from and befriended Dave, Lacy and Jeff. From the bottom of my heart, thank you.

Have a great conference,

Laura R. Kenyon, Publisher

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Follow live-blogging of the conference at link.highedweb.org

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Track Codes & Hashtags
Each track has a code and, each session in that track, a number: e.g., AIM8.

To tweet about a specific session, add a hashtag to the track’s code and number: e.g., #MMP8.

- Applications, Integration and Mobile - AIM
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- Marketing, Content and Social Strategy - MCS
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- Usability, Accessibility and Design - UAD
- Poster Sessions - PST
- Workshops - WRK
- Corporate - COR

Convention Center Connectivity
- SSID: BNCC
- Username: heweb13
- Password: buffalo13
BE BOISTEROUS.

EVENTS
Because what good is four days with 700 of your peers without the chance to connect?

HighEdWeb is proud of its vibrant, active community and is pleased to provide events to bring that community together.

Sunday Night
Welcome Reception at Pearl Street Grill & Brewery
We kick off the 2013 conference in true Buffalo style at the Pearl Street Grill & Brewery

We’ll take over this local hotspot down near the Waterfront district for music, games, and food that is a unique taste of the Queen City.

Monday Night
Dinner on Your Own and HighEdWeb AfterDark
After a great day of learning, enjoy dinner on your own in the great city of Buffalo. Then, as night falls, return the conference hotel to join us in the Hyatt Atrium/Lobby for casual nibbles and time with friends.

Hackathon 2013
Calling all programmers, writers, designers, project managers – heck, calling EVERYONE at HighEdWeb! Help us give back to our host city of Buffalo through Hackathon 2013. We’ll join together to create a brand-spanking new, mobile-friendly website for The Ride For Roswell, an annual cycling event that benefits research and patient care programs at Roswell Park Cancer Institute. Fueled by food, music, prizes and that special #heweb joie de vivre, we’ll create the new site in the space of a single night.

Tuesday Night
Asbury Hall
Join us as we celebrate HighEdWeb in style at Asbury Hall — aka “Babeville” — located in downtown Buffalo at the crossroads of three national and local historic districts, and home to Ani DiFranco’s Righteous Babe records. We’ll spend the evening munching heavy hors d’oeuvres, enjoying great local music and visiting with friends new and old — and we’d guess there will be a few fun activities and surprises, too.
Anti-Harassment Policy

The HighEdWeb community is awesome. And we want it to keep on being awesome for everyone. As we look forward to a great conference, we wanted to remind everyone of what we know you already know:

HighEdWeb is dedicated to providing a harassment-free conference experience for everyone, regardless of factors such as sex, gender, gender identity and expression, sexual orientation, ability, physical appearance, body size, race, ethnicity, nationality, culture, or religion. Harassment may take a variety of forms and in a variety of environments, including in person or online. Attendees asked to stop any harassing behavior are expected to comply immediately.

If a participant engages in harassing behavior, the conference organizers may take any action they deem appropriate, including warning the offender or expulsion from the conference. If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of conference staff immediately -- you may locate a conference staff member on the conference floor, report to the conference office or registration/information desk, or call our HEWEB Hotline: (339) 36H-EWEB. Conference staff will be happy to help participants contact hotel/venue security or local law enforcement, provide escorts, or otherwise assist those experiencing harassment to feel safe for the duration of the conference. We value you, your safety and your attendance.

“Powerful Content Syndication Across a Network of Higher Ed Sites”
Monday Oct. 7th 10:45-11:30 AM
Sponsor Track at #heweb13

Calvin Hendryx-Parker
Chief Technology Officer
Six Feet Up

Powerful Content Syndication Across a Network of Higher Ed Sites
Monday Oct. 7th 10:45-11:30 AM
Sponsor Track at #heweb13

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POINTS TO PONDER

50 percent of smartphone owners aged 12-17 say they use the internet mostly on their cell phone.

- 2013 Pew Internet report on Teens and Technology
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CONFERENCE TIP

Follow @HighEdWeb for conference updates.

• Get to know someone right away. Find a conference buddy or a group of people to introduce yourself to. They can help you break the ice with others and to share your experiences.

• Pace yourself. Be sure to give yourself some ‘me time’ during the conference. You’ll want to do ALL THE THINGS, but it’s important to take care of yourself.

• Watch the Twitter feed for after-conference activities - both groups going out for fun but also discussion groups around particular topics of discussion you might be interested in.

• Friends are made around power strips.

• The best learning takes place in between the sessions. If someone has inspired you, take the time to seek them out and talk to them at one of the social events.

• Jump tracks: pick a session or two out of your comfort zone. You might be completely lost in the session, but it gives you a different perspective on things.

• Take some time to explore our host city.

• Be sure to go to the orientation session Sunday at 5 PM for more tips.
The State of Social Media in Higher Ed

As far as social media is concerned, 2008 might as well have been five decades ago, not five years ago. Facebook had 100 million users -- today, it boasts more than 10 times as many. Twitter logged 100 million tweets per quarter. (Currently, it sees 400 million per day.) MySpace had not yet died and been resurrected by Justin Timberlake. Instagram didn’t exist, and Vine was only for Tarzan.

It was in this context that Rachel Reuben -- then director of web communication and strategic projects at SUNY New Paltz, now associate vice president of marketing communications at Ithaca College -- completed an independent research project as part of her MBA coursework looking at the use of social media in higher education for marketing and communication.

“Social media is redefining how we relate to each other as humans and how we as humans relate to the organizations that serve us,” Reuben wrote by way of introduction. “It is about dialog – two way discussions bringing people together to discover and share information.”

While Reuben’s summation of the role of social media holds true, the context in which we pursue it has changed. Back then, Reuben says now, “we had to convince colleagues there was value in social media and that we needed to have a presence.” Back in 2007-2008, a UMass Dartmouth study on the adoption of social media by colleges and universities found that 61 percent of institutions used some form of social media. A 2010-2011 version of the same survey found that, now, 100 percent of institutions are using social media -- it is officially ubiquitous. But the challenge today, says Reuben, is “just grappling with which platforms they should spend time on and provide value.”

So, how are we providing value? We’re all using social media, but to what end? And what challenges still lay ahead?

Shiny vs. Strategic

When Reuben delivered the keynote address at HighEdWeb Rochester in 2011, she spoke of a plague afflicting higher ed: “Ooh, Shiny” Syndrome, the pursuit of shiny objects over strategic solutions.

The antidote is a mantra popularized by many in our community, perhaps most vociferously Tim Nekritz of SUNY Oswego: goals before tools. With regard to social media, these two perspectives often butt heads.

“Ooh, Shiny’ Syndrome is awesome for getting us excited about exploring, not so great when it comes spending time and money on things we don’t need,” says Ma’ayan Plaut, social media coordinator at Oberlin College. Pinterest in itself may not be a bad thing, but a Pinterest page launched solely because the college next door has one is problematic.

With that in mind, most social media managers in higher ed favor an approach aligning social efforts with top-level goals.

“I think integration of social into your institution’s bigger goals is still the most elusive and rewarding [approach],” says John Lucas, director of news, media relations and new media at the University of Wisconsin-Madison. He cites University of Florida’s #UF17 campaign and Oberlin College’s G+ hangouts with new students as successful examples of “finding a way to energize something familiar and make it shine anew.” He says UW-Madison tries to do this with the annual Share the Wonderful fundraising campaign.

“I think if your university has a strategic plan, your social media should creatively reflect that,” says Becca Ramspott, public information specialist at Frostburg State University. Case in point: Frostburg State’s Pinterest page has a board called “School Me,” featuring tips on studying and time management. This relates directly to an institutional priority on
showcasing the school’s academic strength. Pinterest: redeemed.

**Busting the Social Silo**

But how can our social channels serve strategic purposes if they don’t have a seat at the planning table? At some institutions, social media is perceived as an upstart, managed distinct from integrated communications efforts.

“There was a time that entire campaigns could start and finish without anyone considering how social media might enhance them or play a role,” says Alaina Wiens, social media specialist at the University of Michigan-Flint. “The more I work with web and learn about content strategy, the more I think that we are limiting ourselves by separating social media from other work. Isn’t it all one conversation?”

Ramspott believes that one of the obstacles to integrating social media more deeply into our communications efforts -- particularly crisis communications, enrollment strategies, and reputation management -- could be fear of the new.

“With all the changes higher ed is experiencing, a lot of people are stubbornly territorial about what they’ve always done, and stressed out by all the changes happening,” she says. “We’ve got to get past that.”

For Lucas, effective integration of social media starts with empowering and educating campus communicators.

“I’ve worked really hard to make social a part of everything we do, thinking of new ways to ‘socialize’ tired coverage,” he says. “I love the community of social managers we’ve developed here and am encouraging them to do the same. There’s lots of room to do better, and you have to encourage and train this up and down.”

Ashley Hennigan, assistant director of social media strategy for the Cornell University Alumni Association, agrees that social media should be incorporated into
When we let our constituents add their voices to how we tell our story, they feel personally and emotionally invested in what’s going on at the institution.

Social Media: Role or Responsibility?
Plaut calls the lack of integration “a constant struggle for someone who does this full time.” She is one of many hired as a dedicated resource to run channels and manage a growing community. But does this approach to staffing only reinforce the segregation of social from broader communications efforts?

If only because of the rapid pace of innovation within the social sphere, says Plaut, a dedicated position is warranted. “There is a definite need for an overall managerial kind of person to keep track of everything that’s going on, but social should be a part of everyone’s thinking.”

Meg Bernier, assistant director of editorial services and social media at St. Lawrence University, echoes this, noting that stories come from all corners of the institution.

“We all hear about stories and events through the work we do and we’re not always sharing those with the right people,” she says. “I think having a central person handling social media at a school my size makes sense with the understanding that the content ideas/responsibilities need to be shared.”

To Lucas’ point about education, Ramsrott says that the resources available at Frostburg State -- including a campus-wide social media group, online guides, and workshops -- empower anyone in a communications role to use and understand social media. In her central role, Ramsrott can funnel their content through the more robust top-level channels.

That said, while educating campus communicators can reap reward, it also requires time and patience, which are sometimes in short supply.

“I think some of the roadblocks I face are lack of education and in some instances, lack of the willingness to learn,” says Bernier. “At a small school where one person is handling social media themselves (and most likely other duties as well), it’s tough to educate and execute at the same time.”

Closing the Knowledge Gap
Sometimes, the ones who need to be educated are the ones calling the shots. The knowledge gap between practitioner and decision-maker may be caused in part by a generational gap with regard to how we consume and disseminate information, posits Lucas.

“I’ve seen people literally gasp as they watch me interact with Tweetdeck on my large external monitor in my office,” he says. “It’s on us to keep plugging in to what’s important to the institution and proving how we can make a difference -- and then, to measure it. I think this will ease over time as we have a chance to lead as well, and demonstrate more examples of how we made that difference.”

“There needs to be a willingness on the part of senior administrators to listen and learn from someone at my level, which doesn’t always happen,” says Bernier. “You need your superior at the table pushing for you and your case and you also need that person to keep you in touch with the university’s needs.”

Perhaps the answer is to lower the barrier between the two groups. Plaut cites an instance when some of her student bloggers got to attend a special meeting with the Board of Trustees. They addressed concerns about what they write and how they handle comments. She calls it “the most eye-opening conversation I witnessed since beginning this job.”

The Tension Between Control and Humanity
The nervousness exhibited by those trustees reflects an ongoing tension with the need to control the message. The very nature of social media calls for open discourse. But many administrators are gun-shy about letting go, for fear of backlash.

However, amazing things can happen when we empower our community to tell their part of our story. Just look at the day-in-the-life-of projects undertaken...
That whole ‘human’ thing requires honesty, taking risks, and trusting the people who are managing social channels. Not all institutions are comfortable with that. 

by University of Michigan-Flint and UW-Madison.
User-generated content has a unique and compelling power.

“While beautifully lit photos and polished videos are still valuable to many select communications, we need to be comfortable with letting our constituents be our storytellers,” says Ramspott. “When we let our constituents add their voices to how we tell our story, they feel personally and emotionally invested in what’s going on at the institution.”

That idea of emotional investment gets at another challenge that higher ed social media managers grapple with: how to act like a human.

“Two or three years ago, it was really novel to be the university that acted human and engaged regularly with its audiences,” says Lucas. “If that’s not the norm today, it should be the norm, and I think it’s really what students expect from us in this day and age.”

It takes effort to know how to execute that. “I routinely ask my student social media team: If our school’s account was a person, what are the characteristics you’d need that person to have? What characteristics would you want them to have?” says Bernier. “I keep that list on a bulletin board near my desk and I look at it when debating how to respond to fans and followers.”

But Wiens says that while institutions are coming around to the need to be present and responsive via social media, she’s not sure that is resulting in real conversations.

“That whole ‘human’ thing requires honesty, taking risks, and trusting the people who are managing social channels. Not all institutions are comfortable with that.”

And when we have these conversations, what’s next? Lucas wonders if we are we missing out on opportunities to internally track and share information about our community. It could be seen as creepy, but it could also be seen as effective lifecycle management.

“All of these touches along a person’s continuum with the institution add up to something meaningful,” Lucas explains. “We won’t ever know how meaningful if we don’t do a better job tracking it.”

**What’s Next?**

The great thing about higher ed is that it is fueled by an infinitely renewable resource: people. We will never lack for stories to tell. By that same token, however, we will never lack for problems to solve. Social media continues to serve as an excellent means to accomplish both.

There’s a lot of work left to do and much left to learn. But in the end, of course, we’re all in this together.

“We’ll innovate kicking and screaming,” says Plaut, “because all of us are going to have to keep up with the pack.”

Georgy Cohen is co-founder of Meet Content, a blog and resource empowering higher education to create and sustain web content that works. She is also the director of online content at Suffolk University and principal of Crosstown Digital Communications LLC. Georgy lives in Somerville, Mass., with her husband, infant daughter, and two cats.
Formerly a music industry marketer, national sales training manager and professor, Scott Stratten ran his “UnAgency” for nearly a decade before solely focusing on speaking at events for companies like PepsiCo, Adobe, Cirque du Soleil, Saks Fifth Avenue and Fidelity Investments when they need help guiding their way through the viral/social media and relationship marketing landscape.

More than 140,000 people follow his daily rantings on Twitter, and he was named one of the top five social media influencers in the world by Forbes.com. Stratten is the author of “UnMarketing: Stop Marketing. Start Engaging,” “The Book Of Business Awesome: How Engaging Your Customers and Employees Can Make Your Business Thrive,” and the forthcoming “QR Codes Kill Kittens.”
What’s the biggest mistake an institution — of higher education or otherwise — can make in its marketing strategy?

Trying to be cool and “relate” to students. If you’re thinking about using “YOLO” or “Swag” in your materials, you need to go for a walk and clear your head. It’s like a parent trying to be their kid’s best friend. It’s just awkward.

HighEdWeb draws digital marketing professionals from across the spectrum of professional experience. Would you share advice for those who have landed their first jobs and need to expand their knowledge base quickly, and tips for the seasoned professional to stay current and innovative?

Outside of giving generic advice like “read TechCrunch/Mashable” you have to let your passion for the topic drive your ongoing knowledge. What I mean by that is I’ve been in the digital space since the 90s and not once have I opened my browser to do “work” when it came to reading about my industry. I love it, I have an insatiable appetite to consume content about it. If I was doing it as a job, I’d find a reason not to do it and surf Reddit all day. I let my industry friends and people I respect curate a lot of the content I read. When they share an article on Twitter/Facebook/LinkedIn they’ve vouched for it. Also, setting up a Google News Alert for industry key terms also helps. I don’t recommend using “trending topics” on Twitter as a good thing to navigate content you consume, unless you want to learn what hat Bieber was wearing today.

Your book “QR Codes Kill Kittens” launches this fall. Give us a preview of its general premise — and feel free to skewer QR codes as much as you like.

It’s like a picture book for people fed up with the way businesses do things. Seriously, I’m putting out a picture book. A picture book with a kitten on the cover. I have the greatest life ever. The QR code is the anchor for all the sections, since they’re a train wreck. I said in a talk once that every time someone scans a QR code and it doesn’t work, a kitten dies. It went over amazingly, and I stuck with it. QR codes on billboards off the freeway, in airline magazines, on a freaking banana. Come on. It’s not that they aren’t a good idea in theory, it’s just we marketers that have screwed them up royally.

On institutional social media accounts, do you see an advantage in putting a name and face to the person(s) who run it? For example, the University of Rochester (@UofR) is successfully upfront about its Twitter account being run by Lori (down to its profile pic) but not many other colleges or universities take this approach.

I think Twitter is especially important to have a personal connection with it. Facebook feels different, but Twitter I want to know I’m talking to someone. It’s a great touch, and makes the connection a little warmer. Plus I’m less likely to freak out on a person than I am an institution.

You don’t shy away from deflating marketing trends that are more style than substance. How can we best identify what isn’t working -- and make an effective case to VIPs not to jump on the bandwagon du jour?

It’s bright shiny app syndrome. Since most marketing has to be planned 3/6/9 months out, when the glossy-eyed VIP comes to you and demands that you start recording “seven-second” Vine videos on that “Tweezer” site, let them know you’d be happy to, and ask them which part of the current marketing plan we should remove to fit in this new initiative.

Halliburton has just come to you for marketing advice. What do you tell them?

They wouldn’t want my advice; I’m Canadian :)

2013 Higher Education Web Professionals Conference
A Silicon Valley icon and philanthropist for more than thirty years, Steve Wozniak has helped shape the computing industry with his design of Apple’s first line of products the Apple I and II and influenced the popular Macintosh. In 1976, Wozniak and Steve Jobs founded Apple Computer Inc. with Wozniak’s Apple I personal computer. The following year, he introduced his Apple II personal computer, which was integral in launching the personal computer industry.


What’s one myth or misconception about the early days at Apple that you wish you could debunk?

The myth that we started in a garage. It doesn’t explain things correctly at all. No design or engineering or prototype work was done in the garage. It was done in my apartment and my cubicle at HP. No business (ordering parts, getting publicity, getting sales) was done in the garage. Steve Jobs did that stuff on the phone in his bedroom. No manufacturing was done in the garage. That was done at a company in Santa Clara. We picked up finished computer boards and drove them to Steve Jobs’ home. We used the garage to make sure they worked and fix some problems and then we put them in boxes and drove them to a store. Using the garage lasted maybe 6 months until we could afford office space. From then on, most of the company business took place as normal, in the office.

The truth about the garage is that it represents how we came from zero money, where you have to do things out of your garage.

You have a love of jokes and play, complete with favorite puns, well-executed practical jokes and beloved toys. Is there a connection between a dedication to play and your ability to stay creative, is it just fun for fun’s sake -- or something else entirely?

I find that the fun in play makes me feel glad about life and glad about what I’m doing. In that sense, it’s a motivation factor. It serves as relief breaks so long projects don’t get you down. In this sense, it’s fun for fun’s sake.

But there is more. Creating new jokes or recognizing the creativity in jokes you hear, is a lot like the creativity in making new devices that never existed. A joke has a story line that leads you on a path very different than the normal path that would cause you to guess the punch line. It’s like creating a new product in ways that had never been done before. Such a creation has its own joy when you realize that what you always believed is not necessarily the truth.

When I took foreign language classes I always watched for the point that I could create a joke of my own in that language as a mark of my creativity. I put humor and creativity in the same bubble.

What recent technological development are you most excited about? What one development do you see on the horizon that you are most looking forward to see take off?

I look at the major transitions in personal computer technology. You could call the start of personal computers the era of hardware and software and owning your own computer. Then we had the ease of use transition to computers with the mouse for input and layers of windows for output. We had the internet (browser based) age. We had the social network period, which is still evolving. We had the mobile internet since the iPhone. Along these lines, I see wearable computing as the next transition. Each stage so far was based on smaller devices and a more natural interface, meaning working the way humans work with other humans. With every advance we felt more like we were communicating with a human than with a machine. The machine becomes more and more invisible. This fits wearable computing. Flexible displays will be a big part of this. I use a couple of simple devices on my wrist, including an iPod, and I can feel that I would really like more of my whole mobile computer on my self.
How can colleges and universities create environments that “inspire inspiration”? How can we help foster the next generations of creative innovators?

Inspiring innovation is partly an oxymoron. Innovation is largely in the personality. Personalities do settle during early to late university days though, so this is an important time. We tend to treat having the same right answer as others as intelligence, but goes more for memorizing than thinking creatively. Even the approach to solutions must be learned this way, but the truly creative individuals learn to discard what they have seen in books and take risky endeavors into other possible ways to achieve the same results. This takes place in the head, during quiet times and even sleep. It’s the ‘dream’ side of creation, coming up with new ideas and new methods. The university testing paradigm partly opposes this thinking mode. When you write a paper, your talents really show and it’s not from memorization. In engineering, that’s true of computer programming. You are given a task and no 2 programs will be the same for a significant project. Assigning projects isn’t as good as letting students choose their own. It’s like a graduate project where you know the goal and have the skills to come up with your own solution. This is the way you can judge who is truly creative. But they shouldn’t have a mentor or advisor telling them exactly how to do it.

Encourage students to come up with the best solutions, even if it’s answers, than other humans
would come up with. But you can’t force something like this on creative people. Reward it whenever you see it. For example, when a project is finished, challenge the student to improve it or remove parts or lower cost or get even more functionality out of it. Encourage them to find some way that others have not thought of. At least a few students will be motivated the way I was, to spend hours and hours researching parts and trying to do things in ways that aren’t in books. Not to get a grade, but to be special.

In your autobiography, iWoz, you describe an increasingly strained working relationship with Apple co-founder Steve Jobs. How would you coach others in dealing with challenging professional relationships, especially when the stakes may feel high?

I had a personality without conflict or fights or enemies. I did not ever fight with Steve Jobs. We had rather minor differences in thought or opinion ever. So I’m not exactly sure what this is referring to. I can think of a few of those minor things but they wouldn’t be relevant here. Apple is a bad example. Myself and Steve Jobs are bad examples. When we started, I made it clear that I didn’t want to run a company. I had a personality without conflict or fights or enemies. I did not ever fight with Steve Jobs. We had rather minor differences in thought or opinion ever. So I’m not exactly sure what this is referring to. I can think of a few of those minor things but they wouldn’t be relevant here. Apple is a bad example. Myself and Steve Jobs are bad examples. When we started, I made it clear that I didn’t want to run a company. In my head you have to do bad things that I could not do to run a company. It was well understood that I’d stay in the laboratory because I loved creating new hardware and software. I’m very thankful to Steve Jobs and other early Apple employees for allowing this structure. I did not like it when Steve Jobs was bad to others. He could have been polite and still accomplished his great things. I felt that Steve was the best visionary in the company and I supported his vision and I was wrong when he was about some things.

As for others in the company, Steve Jobs was the mixed bag. He could be progressive and constructive, but he could demean other good thinkers. This is not really good in a company. It worked when Steve had total control and let everyone know it, but wasn’t necessary in my opinion. I was always immune to the ‘bad Steve’ because he always respected me through time, with only a few exceptions.

Like many companies our HR department engaged us in ‘play’ retreats with games intended to get us to work together better as teams. But my real memory of dealing with challenging professional relationships goes back to Hewlett Packard. My associate there, Stan Mintz, went to a retreat or class that he told me about. There were parameters of personality that divided people into groups like “drivers” and “submissives”. I forget the groups and parameters now, but the message was that some of these didn’t work well together unless they understood where the other was coming from. Imagine a driver who has to be “boss” and a shy brilliant engineer. The engineer might get run over and feel bad. But if the engineer understands the driver’s personality, he or she can realize that what was said and acted out was not the real feeling or inability to communicate. A person might strike out and say something very bad to you, but it might not have the same meaning as if you did it yourself. It might be a mild feeling in the person acting strong. Understanding what the other is about lets you work together toward the good solution you both really want.

If given the chance, would you hire a real-life Dr. Sheldon Cooper? Why or why not?

If my company had a good stable source of income, I would view Sheldon Cooper as that rare person with unusual thoughts, and abilities to turn them into the rare diamonds of ideas. I would not feel that every employee should be a Dr. Sheldon Cooper. It’s hard to find the people who think creatively and differently than others. To tell you the truth, the PhD’s have the skills but it’s usually young kids without degrees that have the creative vision. It’s hard to find them in one person. But the way I see Sheldon is that he is just “crazy” enough to have unique visions. And I’d rate comic relief a ton higher than most in the workplace.

Thank You.

Thank you for attending our 2013 annual conference, where hundreds have come together to advance our shared profession. Thank you for supporting LINK Journal of Higher Education Web Professionals as a reader & a contributor. Thank you for attending our Regional Conferences across the U.S. Thank you for being part of the Association by and for higher education Web professionals.

Thank you for being HighEdWeb.
Social Media Hydration Station: Why educating our student-athletes about social media is critical

For today’s college students, social media isn’t always fun. There’s a lot they have to (and should) be concerned with when it comes to their digital presence and reputations. The stakes are even higher for student-athletes, who have, in many ways, become online ambassadors for their team as well as their college or university, whether they’ve wanted to or not.

Oftentimes their words, posts and tweets have a much bigger impact on how a college is perceived than anything the college does on social media. But we don’t often invite student-athletes to sit in on our marketing meetings or listen in on webinars about social media best practices – so how are they supposed to learn their way around?

Much like being taught how to cite sources and write a well thought out paper, students need to be educated about how to best use social media to communicate their lives. By not doing so, we’re losing out on opportunities to better our students. At St. Lawrence University, our women’s ice hockey program recently took it upon themselves to show us there’s a great way to do this and have fun while doing so. (And who doesn’t love having a little fun with social media from time to time?)

Coaching and Social Media

Chris Wells, the head women’s ice hockey coach, is an avid user of social media and uses it to promote his team and their accomplishments as well as the sport of women’s hockey.

“It’s fun with the give and take,” he says. “What better way to brand your team, organization and yourself than to send a constant consistent message that people can view on their own time?”
Passion for social media is something he and his players share, though Wells opts not to follow his student-athletes on platforms like Twitter. “Much like their lives, they need their space to grow and learn on their own,” he says.

What he does believe in doing is educating them about how to best use these tools. “We as coaches educate them on the do’s and don’ts just like in all of the areas we oversee them in,” Wells says. “We talk to them about instances where people have benefitted from social media and where it is evident that what they have put out there is not productive.”

‘Saints Go Social’ is Born

The idea for “Saints Go Social” came to Wells during a practice last October when the team and Wells were calling each other by their Twitter handles as they went through drills.

With the help of Athletics, Communications and Libraries and IT, Wells devised an educational and fun social media event that he knew would need two parts to be successful: The first would include inviting a guest speaker to campus to talk directly with student-athletes about using social media. The second was making one of the team’s hockey games an example of how to best use social media, including behind-the-scenes YouTube videos, tweets from behind the bench and players tweeting in between periods.

Then Wells took St. Lawrence Athletics’ first big effort to incorporate social media to another level: His players decided to wear jerseys with the school’s Twitter handle on the front and the girls’ individual handles on the back, and the announcer would use those handles throughout the game instead of a players’ names.

In a sports world where coaches have banned players from using social media and 56 percent of college athletics departments don’t provide any sort of social media education for student-athletes, it’s a big step for an NCAA Division I coach to put his players’ Twitter handles on their jerseys. But this head coach saw it as a real-world opportunity for his players to learn that what they put out there on any platform can be seen by anyone, anywhere, anytime.

The Main Event – Part I

With the support of the athletics director as well as the vice presidents in the Communications and Libraries and IT divisions, St. Lawrence brought in Mark Anbinder from Cornell University to speak with the student-athletes and coaches about social media on January 30. We knew in order for the messages to get through and the education to happen, the lecture needed to go beyond telling the student-athletes things they can’t do on social media. Anbinder needed to find a way to get on their level.

“I showed them some ways they could have fun with social media that they might not have thought of and gave them a few pointers they can keep in mind as they navigate Facebook and the Twitterverse and build their brands,” Anbinder says. “We also talked about some cautionary tales. You don’t think anything bad can happen to you until it does.”

The key to Anbinder reaching the student-athletes was the way he crafted his discussion. “My biggest takeaway from the event was the speaker,” says Jamie Goldsmith, a senior on the women’s hockey team. “Many of us expected him to talk to us about the things we should not be doing, but Mark made it a very positive experience by promoting the things that we should be doing.”

What were the results? The event was a huge hit with the players, their parents (many signed up for Twitter to follow along), the coaches, the people who helped make the event happen and even the naysayers who were skeptical about the idea. One of the best results was that it forced people to talk about social media and ask bigger questions of themselves and others. Even the radio commentators spent several minutes on air throughout the game talking about the importance of social media education not only for college students, but also even for younger generations. (To see a running account of the activities...
during “Saints Go Social,” take a peek at our Storify of the day’s events.)

What They Learned

The players realized it was critical to take ownership of their digital presence and make sure it best reflects the personality they want to show to the world.

“My biggest takeaway from the event was that anything I post on social media is there forever,” Saints hockey player and sophomore Amanda Boulier says. “I feel it successfully promoted our women’s hockey program while simultaneously informing our team and other athletes about the benefits and risks of using social media.”

Goldsmith adds, “Social media is a great way to promote not only yourself but the program and university you represent. It’s fun for fans and can be an advantage when applying for jobs. In this day and age employers look for their applicants on all sorts of social media outlets. I think if you can be respectful on these sites then it can be an asset. It is your digital identity.”

What We Learned

The social media landscape changes every day, which is why the time to start looking into how we can better prepare our students for a world that is increasingly social is now. “Saints Go Social” taught us that our student-athletes and students are eager to learn how to appropriately use social media (even if they don’t come right out and say so!). If we take a proactive approach to doing so and educate them in a fun, interactive way, they’re much more likely to take notice, respond and make adjustments to how they use these tools – and they’ll be better off for it.

“What are many things outside of hockey that we can help educate our student-athletes with and social media is one area that can really make a difference in how we as people are perceived,” Wells says. “We all need to be more aware of what we put out on social media. If you choose, you can have a wonderful experience with it.”

I think of it like this: Athletes need to be hydrated and nourished enough to handle the stresses of sport just as much as they need to be mentally nourished to handle life in the real world. Social media education has become a critical piece that helps shape athletes as people and in today’s increasingly social environment, we can no longer deprive them of this necessity.

Meg Bernier is the writer/social media coordinator for @StLawrenceU. She is the founder of #NoCoCast and co-parent of @ImHotch. Meg loves the North Country - even in the winters.
## Be Bustling.

### Sunday, October 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00 AM – 6:00 PM</td>
<td>Registration</td>
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<tr>
<td>12:00 – 1:00 PM</td>
<td>Lunch (for Workshop Attendees and Presenters)</td>
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<tr>
<td>1:00 – 4:30 PM</td>
<td>Workshops</td>
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<tr>
<td></td>
<td>A Nuts-and-Bolts Introduction to Client-side Interactivity with jQuery and AJAX #WRK1 / 106A</td>
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<td>Building a WordPress Theme #WRK2 / 106B</td>
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<td>Can Has Graphics? Infographics and Animated Video for Beginners #WRK3 / 101F</td>
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<td>Developing and Maintaining Web Content: An Idea Generating Workshop #WRK4 / 101B</td>
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<tr>
<td>5:00 – 6:00 PM</td>
<td>Conference Welcome and Orientation Session</td>
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<tr>
<td>6:15 – 9:00 PM</td>
<td>Welcome Reception (Pearl Street Grill and Brewery, 76 Pearl St.)</td>
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### Monday, October 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 – 8:30 AM</td>
<td>Breakfast</td>
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<tr>
<td>7:30 AM – 3:00 PM</td>
<td>Registration</td>
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<tr>
<td>8:30 – 9:15 AM</td>
<td>I invited a Geek to the dance and loved it: Collaboration unlocks the information hidden in our data #AIM1 / 101F</td>
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<tr>
<td></td>
<td>Make It Work? A Primer on the Client Services Approach in Higher Ed #MPD1 / 106B</td>
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<td>Web Content Migration: The Good, The Bad And The Ugly #MCS1 / 101C</td>
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<td></td>
<td>Managing Your CSS Development with Sass and Compass #TPR1 / 101G</td>
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<td></td>
<td>The Great Unbundling #TIE1 / 101B</td>
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<td>200 websites, 50 pixels, 1 design: how to rebuild a universal online branding tool #UAD1 / 106A</td>
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<tr>
<td>9:30 – 10:15 AM</td>
<td>Leveraging mobile to increase student engagement #AIM2 / 101F</td>
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<tr>
<td></td>
<td>Living Dead Week #MPD2 / 106B</td>
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<td></td>
<td>Website of Dreams: If You Build It, Will They Come? #MCS2 / 101C</td>
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<td>Get More out of CSS with Less #TPR2 / 101G</td>
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<td>Blog Me Baby One More Time #TIE2 / 101B</td>
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<td></td>
<td>Creating a “Responsive” Web Community on Campus #UAD2 / 106A</td>
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<td>A New Framework for Web Governance. #COR2 / 101A</td>
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<tr>
<td>10:15 – 10:45 AM</td>
<td>Refreshment Break</td>
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<td>Time</td>
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<tr>
<td>12:30 – 1:10 PM</td>
<td>Lunch</td>
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<tr>
<td>3:45 – 4:15 PM</td>
<td>Refreshment Break</td>
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<tr>
<td>4:15 – 5:00 PM</td>
<td>The On-Ramp to a Successful Responsive Workflow #AIM6 / 101F</td>
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<tr>
<td>5:30 – 7:30 PM</td>
<td>Dinner on Your Own</td>
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<td>7:00 – 12:00 PM</td>
<td>Hackathon</td>
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<tr>
<td>8:00 – 11:00 PM</td>
<td>HighEdWeb After Dark (Atrium, Hyatt Regency Buffalo)</td>
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## Tuesday, October 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>7:00 – 8:30 AM</td>
<td>Breakfast</td>
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<tr>
<td>8:30 – 9:15 AM</td>
<td>Your Mobile Strategy: More Walk, Less Talk. #AIM7 / 101F</td>
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<td>Study Abroad: Borrowing Ideas, Design, and Strategies from Beyond the Walls of Academia #MPD7 / 106B</td>
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<td>Making Movies #MCS7 / 101C</td>
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<td>Git in the Van: A Punk Rock Approach to Revision Control #TPR7 / 101G</td>
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<td>The Power of Intimacy #TIE7 / 101B</td>
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<td>Making “cool” web backgrounds accessible for VDT photosensitivity #UAD7 / 106A</td>
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<td>Cloudy with a Chance of Meatballs: The Future of Web Marketing in Higher Education #COR7 / 101A</td>
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<tr>
<td>9:30 – 10:15 AM</td>
<td>In Users We Trust: Using Social Media APIs to Build Community #AIM8 / 101F</td>
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<td></td>
<td>Academic Startups (Can we do this at home?) #MPD8 / 106B</td>
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<td></td>
<td>Text First! Applying Progressive Enhancement to Multimedia Content #MCS8 / 101C</td>
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<td>Got the CRUD? I hope so. #TPR8 / 101G</td>
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<td>Something borrowed, something new: Promoting the use of digital equipment through short term use #TIE8 / 101B</td>
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<tr>
<td>10:15 – 10:45 AM</td>
<td>Refreshment Break</td>
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<tr>
<td>10:45 – 11:30 AM</td>
<td>Apps, APIs, and the End of the Internet #AIM9 / 101F</td>
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<td>YES YOU CAN! How to Train 650 CMS Users in 18 Months (with Only 3 Employees) #MPD9 / 106B</td>
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<td>Stay Ahead of the Curve: Conducting a Competitive Web Content Analysis #MCS9 / 101C</td>
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<td>WordPress Themes 102 #TPR9 / 101G</td>
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<td>Podcasts: Building Engagement Outside of the Classroom and Helping Online Students Persist #UAD9 / 106A</td>
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<td>Skeuomorphs and Simulacra: The Allure of the Familiar and the Prison of the Past #TIE9 / 101B</td>
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<td>Hannon Hill #COR9 / 101A</td>
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<td>11:45 AM – 12:30 PM</td>
<td>Practical Tips for IA with RWD #AIM10 / 101F</td>
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<td>Turn That Job Into a Profession #MPD10 / 106B</td>
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<td>Marketing and Web Strategy: Repurposing Traditional Promotions into Innovative Formats #MCS10 / 101C</td>
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<td>hook_form_alter? I Don’t Even Know Her! #TPR10 / 101G</td>
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<td>“What did I miss?” How Lecture Capture is Changing the Classroom #TIE10 / 101B</td>
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<td>The Goal: Data Driven Design #UAD10 / 106A</td>
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<td>OmniUpdate #COR10 / 101A</td>
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<tr>
<td>12:30 – 1:45 PM</td>
<td>Lunch and Association Meeting</td>
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2013 Higher Education Web Professionals Conference
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<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>2:00 – 2:45 PM</td>
<td>Integrating the Use of Ellucian Luminis Portal with OU Campus</td>
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<td>Faux Pas, Phonies and Flub-ups: How to Handle Social Media Spoons, Goofs</td>
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<td>Interactive wireframes: kick-start your site strategy</td>
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<td>Autoloading PHP with Composer</td>
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<td>Canary in the Coal Mine of Online Learning</td>
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<td>The Nittany Leopard: How Usability Testing Informed the Penn State Website Redesign</td>
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<td>HighEdWeb and Educause Apps - ‘Powered by campusM’: The Mobile Platform of Choice for Education</td>
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<td>3:00 – 3:45 PM</td>
<td>ResourceSpace Digital Asset Management System</td>
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<td>Stand Back...I’m Going To Try Science!</td>
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<td>Transform the Trivial: Reasons to cut basic tech support from your “to do” list</td>
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<td></td>
<td>DIY Continuous Integration</td>
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<td></td>
<td>[Insert joke here] The serious business of injecting comedy and humour into higher ed content</td>
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<tr>
<td>3:45 – 5:15 PM</td>
<td>Poster Sessions, Ballroom</td>
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<tr>
<td>3:45 – 5:15 PM</td>
<td>Refreshment Break</td>
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<tr>
<td>6:30 – 10:30 PM</td>
<td>Excursion at Asbury Hall (Asbury Hall, 341 Delaware Ave.) Excursion at Asbury Hall</td>
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**Wednesday, October 9**

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 – 8:45 AM</td>
<td>Breakfast</td>
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<tr>
<td>7:30 – 8:45 AM</td>
<td>Registration</td>
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<tr>
<td>8:30 – 8:45 AM</td>
<td>Red Stapler Announcement</td>
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<tr>
<td>9:00 – 9:45 AM</td>
<td>Best of Track Session</td>
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<td>9:45 – 10:00 AM</td>
<td>Refreshment Break</td>
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<tr>
<td>10:00 – 10:30 AM</td>
<td>Awards and Recognitions</td>
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<tr>
<td>10:30 – 11:30 AM</td>
<td>General Session</td>
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<td></td>
<td>Scott Stratten (Author, speaker, preacher and president of Un-Marketing)</td>
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<tr>
<td>11:30 AM – 1:00 PM</td>
<td>Lunch</td>
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<tr>
<td>11:30 AM – 1:00 PM</td>
<td>Registration</td>
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<tr>
<td>1:00 – 4:30 PM</td>
<td>Workshops</td>
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<td></td>
<td>A Content-First Approach to Web Usability</td>
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<td>Data-driven Interactives with D3.js</td>
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<td>Fix All The (Map) Data! Building an Interactive Campus Map</td>
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<td></td>
<td>Inbound, Outbound, and All Around: Content Marketing</td>
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<td></td>
<td>Is my .edu accessible?</td>
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</tbody>
</table>
Be Brimming.

Sunday, October 6

12:00 - 1:00 PM
LUNCH
For Workshop Attendees and Presenters

1:00 - 4:30 PM
Workshops

WRK1 / Room 106A
A Nuts-and-Bolts Introduction to Client-side Interactivity with jQuery and AJAX
Today’s website consumers demand a tremendous amount of flexibility, responsiveness and interactivity. People have become used to Web applications like Facebook, GMail and Twitter which make heavy use of Web browser client-side programming in JavaScript and interaction with Web services using the AJAX programming model. This workshop will teach you the basics of Web browser client-side programming using Web standards. We’ll take a quick tour of HTTP, DOM, Javascript, XML and JSON, then jump in with hands-on exercises using the jQuery Javascript library, building up an interactive website utilizing AJAX Web services. This year’s session will closely resemble 2012’s successful model, with different exercises. You should come prepared with a laptop, your favorite text editor and the latest version of the Chrome Web browser. Before the conference we’ll also provide a list of Chrome extensions you’ll need to install. A familiarity with JavaScript, DOM, HTML, CSS and some client-side programming is necessary for this session.

PRESENTER
• Jason Woodward, Co-founder / CTO, RecoVend, Inc.

WRK2 / Room 106B
Building a WordPress Theme
On first glance, the WordPress theme API can look like a large, unwieldy beast but with that size and scale comes an unparalleled flexibility. During this workshop, Curtiss Grymala will provide a brief primer on the WordPress theme API, then work with participants to convert a basic HTML template into a full-featured WordPress theme.

PRESENTER
• Curtiss Grymala, University Webmaster, University of Mary Washington

WRK3 / Room 101F
Can Has Graphics? Infographics and Animated Video for Beginners
In our workshop, we will work with anyone (arty people, web geeks, newbies, trained monkeys, untrained monkeys, your grandma, etc.) and give you some easy tips and tricks to creating infographics and animated video for your Web content. You don’t need experience to join in, but some of the following might come in handy if you want to dig in with us: - video editing software (Adobe Premiere, Final Cut, Camtasia, etc.) - photo editing software (Adobe Photoshop) - MS Office - opposable thumbs. Our Personal Guarantee: If you are not fully satisfied with this session, we will alter the space-time continuum to give you your day back.

PRESENTERS
• Nikki Massaro Kauffman, Interface Designer, Penn State World Campus
• John “Buck” Buckwalter, Educational Technologist, Penn State World Campus

WRK4 / Room 101B
Developing and Maintaining Web Content: An Idea Generating Workshop
This popular HighEdWeb workshop is a great way to start off the conference! Using some of the cornerstone topics in communications and public relations, this workshop examines the development of good Web content. The second half of the workshop looks at research techniques available for developing and assessing websites.

PRESENTER
• Douglas Tschopp, Entrepreneurial Center Director, Augustana College

WRK5 / Room 101C
Google Analytics 101, 302 and 404
Google Analytics has become the dominant web analytics tool in higher ed. It’s a free, robust and extremely valuable tool. While Google Analytics is built with an easy-to-use interface, underneath is a powerful and productive engine that when properly tuned can yield valuable insights. In this workshop, Seth Meranda will explore the Google Analytics engine and provide you with the knowledge needed to finely-tune your institution’s analytics setup. Seth will review the tracking process and explore opportunities to adjust and enhance your current tracking. In addition, Seth will review best practices and share tips and tricks he’s found from his work with institutions across the country. Next, Seth will dive deep into the reporting environment by focusing on squeezing actionable insights from the data. Seth will explain the importance and usefulness of the “web analytics bookends”: campaign tagging and goals. In addition, Seth will explore the ins-and-outs of the standard reports and the setup of advanced segments, dashboards and custom reports. Finally, Seth will

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showcase advanced use cases to take your web analytics strategy even farther: multi-channel funnels, universal analytics, adwords, experiments and more.

PRESENTER
• Seth Meranda, User Experience Architect, University of Nebraska-Lincoln

WRK6 / Room 101G
Ultimate HighEdWeb Growth Opportunity Workshops
Interested in learning more about a variety of topics very important in today's higher education marketplace? If so, this is the workshop for you. Simply put, a line-up of expert presenters will offer their insights and advice on a series of topics that will prime you for your HighEdWeb conference experience. So, whether you are a beginner or seeking more knowledge, you will find it here. Our presenters will share information about:
• Higher education web and marketing strategy - knowing the competition, the value of brand research, planning and utilization of an institutional brand
• The mobile web and responsive design - what everyone should know, why it's important and how it works
• Social media ins and outs - tips and tricks to manage, experience and engage
• Content strategy and the value of strong content - how to get your campus moving forward while navigating any campus politics

PRESENTERS
• Doug Gapinski, Strategist, mStoner
• Georgy Cohen, Co-founder, Meet Content
• Lougan Bishop, Social Media & Web Marketing Specialist, Belmont University

5:00 - 6:00 PM
Conference Welcome and Orientation Session

6:15 - 9:00 PM
Welcome Reception
MONDAY, OCTOBER 7

7:00 - 8:30 AM
Breakfast

8:30 - 9:15 AM
Track Sessions

AIM1 / Room 101F
I invited a Geek to the dance and loved it: Collaboration unlocks the information hidden in our data
The days of the computer person, tech person and web person all being the same person neatly tucked in the corner with their toys are becoming a thing of the past. In this session, Donald R. Malone will discuss how insight gained over years of experience and a collaborative mind set within Student Affairs has helped applications for student programming successfully move from a paper to a digital process. Malone will share how real time data streams allow directors and program assistants to monitor ongoing applications and interview processes and make informed decisions concerning future planning. From data dashboards that include charts and graphs for visual learners to grading rubrics customized for handheld devices to assist in standardization, features in this project and many like it have allowed the Division to realize savings in more than one area. Each new project provides an opportunity to collaborate or "chance to dance." New features born of that opportunity help the Division as a whole, with technology serving as the common thread between each department.

PRESENTER
• Donald R. Malone, Director, Web Development & Processes, The University of Alabama

MPD1 / Room 106B
Make It Work? A Primer on the Client Services Approach in Higher Ed
Charge back? What's the charge-back model? Much of higher education's web work is done on a client-services basis, where departments do not know the actual cost of their wish list. What's more, they don't know how the work (and providers) are impacted when they miss deadlines, ignore requests, or change their ever-loving minds 20 times in the process. This presentation will focus on how to make your stakeholders realize what their behaviors truly mean to the bottom line. We'll talk about establishing a process for engaging client-services providers and how to make your work have real value in stakeholders' eyes. We'll also talk about establishing real-life consequences that won't leave you sputtering or without a job. You'll emerge with a new approach to problem solving in higher education. And greater sanity. You'll learn how to make it work for your stakeholders --and you first.

PRESENTER
• Tonya Oaks Smith, Director of Communications, UALR William H. Bowen School of Law

MCS1 / Room 101C
Web Content Migration: The Good, The Bad And The Ugly
Anne Edmondson, Web Marketing Director at Regis University in Denver, CO, will present successes earned and lessons learned from the recent migration of the University’s 7,000+ page website to a new user interface, design, information architecture and content management system. Edmondson will share experiences and offer free advice on launching a new website to internal community stakeholders such as faculty, administrators and students.
The Great Unbundling

Higher Education is getting flattened which is defined as “when the impact of the Internet and globalization render an industry unrecognizable, and in many cases, obsolete.” Globalization 3.0, the arrival of the technically adept Millennial Generation, and the ongoing Communications Revolution has created a perfect storm that will forever change the college campus. Core functions are quickly becoming unbundled, which will completely change higher education’s fundamental business model. Campuses that don’t adapt face the real prospect of obsolescence. A complete paradigm shift will be required, and as higher education moves from a vertically integrated model to a horizontal model, there will be considerable disruption. What happens when MOOCs are accepted as transfer credit, breaking the business model of higher ed? Faculty become free agents making many campuses “middle men” that can be eliminated? Students no longer take classes at a primary campus but from several institutions completing the move from mass education to my education? The credit hour is no longer the currency of higher ed (stuff learned becomes more important than time served)? This thought-provoking presentation will explore how the forces of technology and globalization will redefine higher education, and provide guidance on how to not only survive, but thrive in this new paradigm.

PRESENTERS
- Jo Dickson, Web Applications Programmer, University of Central Florida
- Roger Wolf, Assistant Director of Web Communications, University of Central Florida

Sass and Compass

Imagine being able to structure your CSS by nesting rules within one another, to make macros to replicate reusable code and even to specify a color in one place while using it throughout your stylesheet. You can do all this with a CSS management language called Sass. We’ll do a deep dive into its capabilities, show you how to integrate it into your existing CSS workflow, and explore the Compass library of reusable CSS components.

PRESENTER
- Jason Woodward, Co-founder / CTO, RecoVend, Inc.

Managing Your CSS Development with Sass and Compass

The first 50 pixels of your website can speak volumes to your users. How do you effectively utilize this space to engage your visitors, while providing the most useful and meaningful content available? In this presentation, we will talk about reimagining the University of Central Florida’s university header (the “black bar”), from aesthetics and content to usability and performance, and everything in between.

We will discuss the challenges of implementing a new content strategy on existing websites that are controlled by other university organizations. How do you accommodate for all the existing websites’ content, styles, scripts, and server languages with a single widget? How do you prevent confusion with other sites’ content? And how do you squeeze it all into the top 50 pixels of each webpage? From this presentation, you can expect to take away new insights on brand strategy and usability for your university as a whole.

PRESENTER
- Mark Greenfield, Director of Web Services, University at Buffalo

UAD1 / Room 106A
200 websites, 50 pixels, 1 design: how to rebuild a universal online branding tool

The first 50 pixels of your website can speak volumes to your users. How do you effectively utilize this space to engage your visitors, while providing the most useful and meaningful content available? In this presentation, we will talk about reimagining the University of Central Florida’s university header (the “black bar”), from aesthetics and content to usability and performance, and everything in between.

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PRESENTER
- Mark Greenfield, Director of Web Services, University at Buffalo

Leveraging mobile to increase student engagement

Make your course content more accessible and increase student engagement by leveraging mobile devices and social media tools to communicate lessons, readings, assignments and feedback to students in and out of the traditional classroom. In this workshop, we will go over how to make your course content mobile-friendly and accessible to students outside of the classroom. Leverage social media and social media tools to keep students informed, engaged and interacting with content, peers and you (the instructor). Learn to implement mobile web technologies, web applications and modify existing web services to make your classroom a future-friendly learning environment, leveraging aspects of the mobile platform, mobile web and student communication habits.

PRESENTER
- Andrew Smyk, Program Coordinator - Interactive Multimedia, Sheridan College

Living Dead Week

Management and Professional Development

Google has their twenty percent time and Apple has Blue Sky but what are you doing to foster growth and innovation in yourself, your colleagues, and your organization? Within one group at Purdue, affectionately known as Living Dead Week, designers and developers are given time each semester to work on something that they believe will help move the university forward. We all have a job to do but what would happen if we deliberately pushed aside the unending list of prioritized projects handed down to us from on high and did something we truly wanted
to do? In other words, if you were your own boss, what would you spend your time doing? During this presentation Jason Fish will explore how this is being done within his group at Purdue University. He will share the experiences that have made Living Dead Week successful for the past three years. Lessons learned, guidelines, culture, and both good and not-so-good projects will be discussed so that you can jumpstart something similar when you return home.

**PRESENTER**
- Jason Fish, Manager of Application Programming, Purdue University

**MCS2 / Room 101C**
**Website of Dreams: If You Build It, Will They Come?**

Grinnell College in Iowa had a website that wasn’t representing the school well, and an intranet system that had been hijacked by users to bypass the main site. When tasked with redesigning the site, Grinnell needed to differentiate itself from its peers, and bring users back. Grinnell boasts rigorous academics, an active campus, and fantastic facilities, but many schools can claim the same. One differentiator is that Grinnell celebrates the individual. Through its welcoming culture of self-governance and the ability to create your own curriculum, the college empowers students to carve their own path through the college experience. It is not the only school that allows a student to do this, though it is one of the few. So we asked: how do we distinguish Grinnell’s unique take on student to do this, though it is one of the few. So we decided to demonstrate it with a website that allows users to customize their experience on the site. Learn how Grinnell College, Promet Source (the developers) and Rogue Element (the design firm) worked together to create a customizable website: how Rogue designed it, how Promet built it and how Grinnell planned to use it.

**PRESENTERS**
- Allison Manley, Owner/Designer, Rogue Element Inc
- Leonya Ivanov, Online Media and Web Coordinator, Grinnell College
- John Nollin, Director of Operations, Promet Source
- Andy Kucharski, Founder & CEO, Promet Source

**TPR2 / Room 101G**
**Get More out of CSS with Less**

CSS revolutionized the way we design websites, but anyone who’s had to hunt for hex codes when updating colors or use long blocks of browser-specific extensions to implement features like rounded corners knows it’s not always the most elegant tool to use. Less builds on where CSS falls short, adding support for variables, repeatable declarations and even simple logic to stylesheet documents. Less is 100 percent backwards-compatible with standard CSS, so there is no learning curve to get started and it can be integrated into almost any framework with ease. And since less compiles into minified CSS, it works with any modern browser. This session will introduce the language constructs of Less, including, mixins, parameters, guard expressions and functions. We’ll look at several compilers for Less, including the official embeddable JavaScript and command-line compilers, GUI-based tools that automatically compile as you edit, and third-party compilers that can be added to build tools and web frameworks. Finally, we’ll discuss some strategies for getting the most flexibility from Less.

**PRESENTER**
- Jason Pitoniak, Technical Team Lead, Rochester Institute of Technology

**TIE2 / Room 101B**
**Blog Me Baby One More Time**

Can blogging really make a difference to a student’s academic experience? Is there any real value to maintaining a blog? Can we prove there is value added to the educational experience? You bet there is, because we’ve studied it! In general English classes, blogs have been used to encourage engagement with other students, increasing the quality of writing and discourse in the classroom. In a basic nutrition course, students create content for general publication and engage deeper with the material to gain a greater understanding of their chosen topics. In composition classes, students who blogged had almost double the success in getting a paper published in a reviewed journal, either as is or with only minor revisions. (We even have the data to prove it!) In our Year Abroad programs, student blogs put it all together -- documenting their travels, providing geographic and cultural touchpoints for students and instructors back in the campus classroom, and provide some of the best marketing material the department has ever seen, all in the authentic student voice. Instructors are finding real value in these blogging initiatives and often, when they try it in one course, are anxious to integrate blogs into other classes as well. So don’t knock the blog -- in fact, promote it. It does a student good.

**PRESENTERS**
- Robin Smail, Renegade Element, UX Lead, Firebrand Tribe
- Audrey Romano, Web Coordinator, Penn State University

**UAD2 / Room 106A**
**Creating a “Responsive” Web Community on Campus**

Have you been asked to do more with less? Do you wish Web issues could be coordinated better across your campus? Are you trying to push out a
responsive/mobile strategy across your Web systems? If you answered yes to any of these questions, you are facing the same challenges as many other institutions. Shrinking resources, expanded Web services, and the mobile movement are creating problems for institutions of all sizes. Utah Valley University is facing all of these challenges. Through their move to responsive design, however, they have uncovered a secret gem weaved throughout their institution: a community of Web content contributors, site managers, and developers eager to pitch in and be part of the solution. Using their responsive Web design project, their current CMS tools, and a communications plan, they have tapped this vast community resource to help move the Web effort forward on campus. Come learn how to stimulate your Web community on campus by focusing CMS efforts to be user-centric rather than developer-focused, how to leverage the energy around mobile and RWD to your resource advantage, and how to create a two-way communications plan that engages Web users across your campus.

PRESENTER
• Nathan Gerber, Director - Web Development Services, Utah Valley University

10:15 - 10:45 AM
Refreshment Break

10:45 - 11:30 AM
Track Sessions

AIM3 / Room 101F
Facing your fears: Is a mobile app challenge right for you?
Are you tempted, curious, vexed or downright afraid of holding an app challenge? If so, join us for a candid discussion of the pros and cons of holding one on your campus. Apps are everywhere. With more than 750,000 in the app store alone, it's clear this isn't a passing fad. In response to the current trend, many universities are holding app development contests to engage students, inspire creativity and, in some cases, augment the development of campus resources. But for many more the question remains: Will an app contest add value for my school? And even if it does, how hard is it to implement?

The University of Chicago has held two app challenges in the past nine months. Unlike many contests, both were open to students, staff and faculty and did not require programming expertise. Our most recent challenge was a partnership between the IT Services organization, UChicago Tech (tech transfer) and the Polsky Center for Entrepreneurship, and was divided into 3 phases: ideation, prototyping, and development. Phase one resulted in 113 entries from students, faculty and staff, with app ideas in healthcare, education, law enforcement, and utilities, among others. The app challenge has allowed us to:

• Develop and grow relationships across campus with new and existing partners
• Develop a project framework that can be extended to other, high-stakes projects
• Cultivate new app and mobile development channels that will benefit IT Services beyond the app challenge
• Enhance the image of the IT organization as a trusted partner and resource

PRESENTER
• Cornelia Bailey, Strategic Innovation Consultant, University of Chicago, IT Services

MPS3 / Room 101C
Creating a Cohesive Website Experience from Scratch
How do you get over 30 department and center sites from a place of utter chaos and confusion to one of consistency and communication? We'll talk about how Jennifer Pope was able to do just that for the Faculty of Arts and Sciences at Rutgers-Camden. Pope will cover the important steps in setting up a seamless network of information, how to create a standardized look and message for your fragmented websites and how to look at the big picture while still paying attention to the details. Rutgers-Camden Faculty of Arts and Sciences now uses WordPress as their sole content management system, and we'll discuss the pros and cons of this CMS, as well as how to overcome the difficulties in change management as everyone settles into using a new CMS.

PRESENTER
• Jennifer Pope, Web Designer, Rutgers University-Camden

MPD3 / Room 106B
Can You Pass the Social Media License Test? Social Media TOS Crash Course
Management and Professional Development
There is no such thing as the Social Media License Test. Whether you join Facebook, Twitter, YouTube, Instagram, Pinterest or any other social media platform, you can still check the “I agree” box without reading any of their lengthy terms of service (TOS). Despite all the talk about social media policies in higher education, basic TOS infractions are still common place. What you don't know as a social media professional can hurt your work, so don't toss the TOS! In this session, you'll get the CliffNotes version of the major terms any social media professional working in higher education should know and why it's a bad idea to ignore the rules in social media land.

PRESENTER
• Karine Joly, Executive Director, Higher Ed Experts
COR3 / Room 101A
Powerful Content Syndication Across a Network of Higher Ed Sites

Many institutions of higher education struggle to manage their network of public and private sites powered by different Content Management Systems. Creating, sharing, managing, and finding content can become very cumbersome when you have multiple sites. And putting everything into one site is typically impractical, if not impossible. Six Feet Up will demonstrate how to deliver a better experience and save time with PushHub, an open source technology to Syndicate, Curate, and Find distributed content. Learn how to syndicate content across various CMSs and intranets while maintaining workflows and per-article editorial control. University case studies will be shared. About Six Feet Up: Founded in 1999, Six Feet Up is a woman-owned company that develops, hosts and supports open source sophisticated web projects, from enterprise content management and collaboration solutions to custom web apps. Our clients include top universities and life sciences organizations, growing and distributed teams, as well as Fortune 500 companies.

PRESENTER
• Calvin Hendryx-Parker, Chief Technology Officer, Six Feet Up, Inc.

TPR3 / Room 101G
CSS3 Polyfill Bootstrap Grid - or what are all these new frameworks and why should you care?

By now, we all know that HTML5 and CSS3 are important tools for modern web development. And of course, responsive web design is the future. But how does that work in a world where people still use IE8? In this presentation, Shahab Lashkari will discuss the current state of browser support for these newer standards and talk about modern tools and frameworks that will allow you to take advantage of these great technologies without having to reinvent the wheel. By the end of this presentation, you will walk away not only with an understanding of what these frameworks can do but will have the ability to build a simple, responsive, cross-browser compatible template in minutes.

PRESENTER
• Shahab Lashkari, Product Manager, OmniUpdate, Inc.

TIE3 / Room 101B
The Power of Intimacy

What differentiates compelling, life-shaping content that lives in the hearts and minds of its recipients from news blurbs that are quickly cast into digital oblivion? Kel Hahn, Associate Director of Communications in the University of Kentucky College of Engineering, believes it is an unwavering commitment to intimacy with one’s work. Content developers -- whether writers, multimedia developers, social media developers, etc.-- must approach all facets of their craft with genuine curiosity, personal interest in people and a determination to promote others in ways that will bring them more recognition and opportunity. A commitment to intimacy will lead to greater job satisfaction and increased opportunities to positively impact others. In 2012, Hahn wrote an article about a professor who was conducting largely unfunded research that had the potential to directly contribute to his son’s autism therapy. The article attracted the attention of the Chronicle of Higher Education, who also wrote an article. Four months later, the National Science Foundation awarded the professor an $800,000 grant for his research. While Hahn does not make a direct correlation between his article and the subsequent funding, he does contend that a commitment to intimacy in the research, interview and writing process is much more likely to produce such results than simply churning out content.

PRESENTER
• Kel Hahn, Associate Director of Communications, University of Kentucky College of Engineering

UAD3 / Room 106A
E-Expectations 2013: The Implications of Increased Mobile Browsing for College Web Development

The increased use of mobile devices by high school students is changing how they research colleges and universities online. How can campuses best meet the needs and expectations of prospective students who are browsing on smartphones and tablets? This session will discuss data from a new survey of more than 2,000 college-bound high school juniors and seniors. Attendees will learn their expectations and behaviors when browsing college websites, visiting college social media sites, responding to e-mails from campuses, receiving text messages, and other e-recruitment activities. The session will cover which content is most important to the mobile user, whether students are inclined to complete forms on mobile devices, how they prefer to interact with campus personnel, and which online tools and resources they value most when researching colleges. Stephanie Geyer and Lance Merker will compare the preferences of computer and mobile device users and discuss how campuses can optimize the online experience for all user groups. Geyer and Merker will also share how responses have changed to items surveyed in previous E-Expectations studies and differences among key student populations. Ultimately, attendees will understand not only how they can meet the online expectations of all students, but how they can provide a consistent, informative, and relevant browsing experience across different platforms.

PRESENTERS
• Stephanie Geyer, Assoc. VP, Web Strategy & Interactive Marketing, Noel-Levtz
• Lance Merker, President and CEO, OmniUpdate, Inc.
Track Sessions

AIM4 / Room 101F
Measuring Web Performance

Today, a Web page can be delivered to desktop computers, televisions, or handheld devices like tablets or phones. While a technique like responsive design helps ensure that our websites look good across that spectrum of devices we may forget that we need to make sure that our websites also perform well across that same spectrum. More and more of our users are shifting their Internet usage to these more varied platforms and connection speeds with some moving entirely to mobile Internet. In this session, we’ll look at the tools that can help you understand, measure and improve the performance of your websites and applications. The talk will also discuss how new server-side techniques might help us optimize our front-end performance. Finally, since the best way to test is to have devices in your hand, we’ll discuss some tips for getting your hands on them cheaply. This presentation builds upon Dave Olsen’s “Optimization for Mobile” chapter in Smashing Magazine’s “The Mobile Book.”

PRESENTER
• Dave Olsen, Professional Technologist, West Virginia University

MPD4 / Room 106B
How I Made this Presentation: Using the Tools of the Web to Present About It.

Management and Professional Development
As Web professionals we spend years developing expertise with the tools of our trade, but when it’s time to give a presentation we throw our lot in with Powerpoint, or Keynote, or maybe Google or Prezi. Well, times have changed, and now there are good *web* tools we can present with. In this talk I’ll show you how to make the task of preparing a presentation more like what you already do best, how to leverage your existing tool sets, and how choosing this approach can improve both collaboration and sharing.

PRESENTER
• John S. Murphy, Social Media Specialist, Brown University

MCS4 / Room 101C
Instagram: Make crowdsourced photos work for you!

7,000+ Instagram photos have been submitted by the Brown University community to the ‘Scene by you at Brown’ Instagram campaign in the past 10 months. Located in historic Providence, Rhode Island and founded in 1764, Brown is an independent, coeducational Ivy League institution and the seventh-oldest college in the United States; Instagram is now helping tell Brown’s story. It is impossible to have a campus photographer be everywhere at once, at all times of day and night, to capture everything that happens at a University. But thanks to crowdsourced, user-generated, mobile photo sharing apps like Instagram, a single admin can now “employ” thousands of digital photo journalists to tell the University’s story through their own handheld perspectives. Crowdsourcing campus photos offers local, national and international audiences an intimate glimpse into life at a University; big events, lectures, local landmarks, sporting events, weather phenomena, TEDx events and the changing of the seasons are all captured in real-time and redisplayed to the world. Alumni reminisce, prospective students get a behind-the-scenes look, current students are engage on a new level, and the global community is along for the ride. Learn how to aggregate user-generated photos, navigate user permission, privacy concerns and connect local and global communities around mobile apps like Instagram!

PRESENTER
• Sven Aas, Lead Web Applications Developer, Mount Holyoke College

COR4 / Room 101A
Building a Calendar That Doesn’t Suck

Lots of schools have great websites. How come so few of them have great calendars? Jason is the president of White Whale Web Services, developers of the LiveWhale content management system. In 2012, the LiveWhale team embarked on a quest to create the perfect higher ed calendaring system. In the process they learned something calendaring is SUPER HARD. No wonder there are so few good ones! Over time the team adjusted its goal from “building the perfect calendaring solution” to “building a calendar that doesn’t suck.” They believe they’ve succeeded. In his presentation, Jason will talk about the reasons calendaring is so hard, and the reasons so many calendars suck, and some ways to make your own calendar suck less (whether you use LiveWhale Calendar or not).

PRESENTER
• Jason Pontius, President and Founder, White Whale

TPR4 / Room 101G
Exploiting XML, XSLT & JSON - Avoiding pitfalls in multimodal distribution

Description In the information silos of today’s university environment, multiple sources of content are difficult to integrate. Deploying a Web ecosystem that exploits XML, XSLT and JSON allows for rapid deployment of multimodal information distribution channels across Web, print, email, mobile, social networks, and digital signage. In addition to a fast paced overview of XML, XSLT and JSON, during this session, we will present lessons learned and the critical success factors of building an enterprise class information architecture. The focus will be on use cases for the publish once and distribute everywhere model, including an inventory of existing applications, data structures, data transforms, and distribution strategies. Learning Objectives include: an overview of XML, XSLT, and JSON; an evaluation criteria of the data
structures of existing apps; deploying an ecosystem which supports persistent feeds; strategies for efficient content publishing and reuse audience; application developers; and systems integrators.

PRESENTERS
• Jim Gardiner, Web Application Developer Lead, Active Data Exchange
• David Lavigna, Education Practice Manager, Active Data Exchange

TIE4 / Room 101B
From Webinar to Webby: Translating Flat Content into an Award-Winning Interactive Online Course

Beekeeping 101, launched to the public in July 2012, is a media-rich, engaging, non-credit, online course for new beekeepers offered by Penn State. Media experts from Penn State Public Media along with beekeeping experts from Penn State Extension and the Department of Entomology designed this course to serve as an experimental pilot project in an effort to better understand the requirements for the creation of effective, relevant and desirable online education. Instructional Designer Shawn Vashaw and Producer/Director Diane Espy will detail lessons learned converting what was formerly a dry, static, Powerpoint-based webinar into an educational experience named as a Webby Honoree in 2013.

PRESENTERS
• Shawn Vashaw, Instructional Designer, Penn State Public Media
• Diane Espy, Producer/Director and Project Manager, Penn State Public Media

UAD4 / Room 106A
Flash Usability, or What Kind of Candy Bars Work Best to Get User Feedback

A growing consensus across academia on the importance of the end user experience hasn’t yet resulted in wide adoption of best practices. Stop guessing about what your users want, or what they understand, and come learn how you can reap the benefits of Flash Usability for your organization. Flash Usability Testing, sometimes known as Guerrilla Usability Testing, is a simple testing technique that repays a minimal amount of time and effort with quantifiable results. A typical test leverages a few hours invested in running 5-10 minute sessions to harvest valuable feedback from a sampling of 10-20 users. With the techniques of Flash Usability end users otherwise unreachable, contribute to improving your systems in exchange for some sweet, sweet candy thrown in for incentive. This technique has been used to test a number of sites and systems at Cornell, including Library mobile sites on a variety of platforms provided by the users, prototype homepages for website redesigns, and even to determine which icons and terminology are easiest for users to understand, to help inform the development and user interface of a new system. This briskly paced session will focus on how you can begin to conduct Flash Usability Testing, including exclusive access to the highly sought-after list: “Candy Bars Most Likely to Entice Users.”

PRESENTER
• Mary Beth Martini-Lyons, Coordinator, Web Design & Administrative Services, Cornell University Library

12:30 - 1:10 PM
Lunch

1:10 - 2:45 PM
Steve Wozniak
Author, speaker, co-founder of Apple Computer Inc. and chief scientist at Fusion-io

A Silicon Valley icon and philanthropist for more than thirty years, Steve Wozniak has helped shape the computing industry with his design of Apple’s first line of products the Apple I and II and influenced the popular Macintosh. In 1976, Wozniak and Steve Jobs founded Apple Computer Inc. with Wozniak’s Apple I personal computer. The following year, he introduced his Apple II personal computer, featuring a central processing unit, a keyboard, color graphics, and a floppy disk drive. The Apple II was integral in launching the personal computer industry.

In 1981, he went back to UC Berkeley and finished his degree in electrical engineering/computer science. For his achievements at Apple, Wozniak was awarded the National Medal of Technology by the President of the United States in 1985, the highest honor bestowed on America’s leading innovators.

In 2000, he was inducted into the Inventors Hall of Fame and was awarded the prestigious Heinz Award for Technology, The Economy and Employment for single-handedly designing the first personal computer and for then redirecting his lifelong passion for mathematics and electronics toward lighting the fires of excitement for education in grade school students and their teachers.

Through the years, Wozniak has been involved in various business and philanthropic ventures, focusing primarily on computer capabilities in schools and stressing hands-on learning and encouraging creativity for students. Making significant investments of both his time and resources in education, he adopted the Los Gatos School District, providing students and teachers with hands-on teaching and donations of state-of-the-art technology equipment. He founded the Electronic Frontier Foundation, and was the founding sponsor of the Tech Museum, Silicon Valley Ballet and Children’s Discovery Museum of San Jose.

Wozniak currently serves as Chief Scientist for Fusion-io and is a published author with the release of his New York Times best-selling autobiography, iWoz: From Computer Geek to Cult Icon, in September 2006 by
Hyperlinked Native Mobile Applications

Although the world isn’t quite ready to accept it yet, app stores will go away and become a thing of the past. What will take the place of app stores? Will the mobile browser takeover? Will there even be a concept of mobile vs. table vs. desktop? No, this isn’t a talk about native vs. HTML5. The World Wide Web has enabled so many technologies, even in the past 5 years. Yet it seems like we’ve taken a few steps back when it comes to native mobile application development. The World Wide Web though has provided us with a very important concept that has been slow to come to mobile applications: the hyperlink. Wouldn’t it be great if native mobile apps worked the same was webpages do in the browser? In a browser, when a link is clicked, the browser navigates to the URL and renders the markup to create an interactive user experience. Why can’t we do that in native mobile applications? Well guess what? With a little bit of mashing-up of existing technologies, we can! In this talk, Jim Muir describes technical methods for achieving this on various platforms (iOS, Android, Blackberry 10). There will also be a demo of a real-life “hyperlink-enabled” application. Imagine having a single university-wide native mobile app with a distributed content model, in which the content from any department, college or other group can be hotlinked!

**PRESENTER**
- Jim Muir, Senior Mobile Developer, The Ohio State University

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**AIM5 / Room 101F**

**Hyperlinked Native Mobile Applications**

虽然世界还没有完全接受它，苹果应用商店将消失并成为过去。应用商店将被什么取代？移动浏览器会取代吗？甚至会有移动vs.台式vs.桌面的概念吗？不，这不是一个关于原生vs. HTML5的谈话。万维网已经为我们提供了一个非常重要的概念，这个概念在移动应用程序开发中缓慢到来：超链接。如果原生移动应用程序能像在浏览器中那样工作，那该有多好。当你在浏览器中点击链接时，浏览器会根据URL渲染标记来创建交互式用户体验。为什么我们不能在移动原生应用程序中做这些呢？好吧，猜猜看。通过稍微调整现有的技术，我们可以！在这次演讲中，Jim Muir描述了在iOS、Android、Blackberry 10等平台实现这一目标的技术方法。还会有演示一个真实的“超链接启用”应用。想象一下，一个单一的大学范围内的原生移动应用程序与分布式的内容模型，其中任何部门、学院或其他群体的内容都可以是热链接的！

**PRESENTER**
- Jim Muir, Senior Mobile Developer, The Ohio State University

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**MCS5 / Room 101C**

**The Scroll: Brand Evolution Through Social**

Did social media exist at Hamilton before The Scroll? Yes. Was it as visible, inclusive and as ubiquitous? Not at all. More than a moderated social media aggregator, The Scroll was created to spur social media conversation, sharing and content creation from the people that know us best: our students, alumni, faculty and community members. Find out how our strategy, pitfalls and unintended wins came together to make this one simple thing become the linchpin in our communication revolution. Attendees will learn more about:
- Creating a social media content strategy that goes beyond creating/managing accounts
- Using social media to enhance brand
- Finding the best content curation activities for your audience
- Determine the best use of found content across platforms
- Getting buy-in across campus and beyond
- How to leverage existing community managers and content creators

**PRESENTER**
- Jessica Krywosa, Director of Interactive Content Strategy, Hamilton College

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**TPR5 / Room 101G**

**Let’s Chat: Building and implementing an institution-wide live chat**

去年，E-Expectations报告从诺尔-利维茨公司（Noel-Levitz）表示，希望从富有创造力的在校生进行实时聊天交互。实时聊天提供了一个机会，让一个真正的个人来回答用户问题。
By leveraging the UNLedu Framework -- a set of common HTML, CSS and JavaScript code run by all pages on unl.edu -- the central Web team was able to implement a scalable and robust chat system to accommodate our user's needs. This session will explore how a $30 jQuery plugin inspired a full-blown, custom-developed multi-site open source chat infrastructure. We'll explore the project requirements, implementation, tips, and tricks we learned along the way. Finally, we'll discuss success measurements and how this simple tool has benefited the university.

**PRESENTER**
- Michael Fairchild, Web Programmer/Developer, University of Nebraska - Lincoln

**TIES / Room 101B**

**Got Students? Get Social!**

There's no better way to talk about your school than to let your students do it. Students are walking, breathing, sleeping, eating, studying embodiments of your institution's brand. Telling the story? They're living it. If you're seeking an authentic take on your school, look no further than the quad. In this session, we will: explore successful student staffed social teams (using a range of tools, from Instagram to tried and true blogging programs); discuss the ups and downs of working with students (it's an educational experience for everyone); begin to model an integrated student staffing vision that fits your school's ethos (no two schools are the same, so why look for a cookie-cutter solution to your story?); and set achievable social goals that tie into your school's mission (think SMART, and then some).

**PRESENTER**
- Ma'ayan Plaut, Social Media Coordinator, Oberlin College

**UAD5 / Room 106A**

**Get OUT! (Online Usability Testing)**

Campus technologies are often developed in a vacuum, running the risk of ineffective products, dissatisfied users, and lower perceptions of the value of technology in higher education. While selective usability testing can provide this perspective, lab-based testing can be an expensive and time-consuming process that frequently only serves to rubber-stamp projects at the end of the development cycle. To address these concerns at UW-Milwaukee, the Letters and Science IT Office has developed a suite of remote usability testing apps which provide web interfaces for designing and deploying tests, as well as for analyzing test results. Current apps include surveys, card sorting, tree testing, timed testing, and click tracking--each of which can be run on mobile devices and desktop/laptop computers. This session will introduce the components of this testing suite, and share the details of our partnership with UWM's Professional and Technical Writing program and the L&S Usability Testing Lab to form a campus usability testing research group. We'll discuss our strategies for making these resources available for students to gain practical experience, and for campus technologists to integrate usability testing in all phases of the design process. Our goal is to begin building a theoretical base of user knowledge that can inform and improve future campus development efforts.

**PRESENTERS**
- Danny Harvey, Web Applications Developer, University of Wisconsin - Milwaukee
- Josh Ebert, Lead Documentation Specialist, University of Wisconsin - Milwaukee

**3:45 - 4:15 PM**

**Refreshment Break**

**4:15 - 5:00 PM**

**Track Sessions**

**AIM6 / Room 101F**

**The On-Ramp to a Successful Responsive Workflow**

The three main spokes in the wheel of Responsive Web Design are content, design, and development. Chances are you’re not an expert at all three. The fact that you “get” RWD doesn’t ensure your web projects’ success. Many different people have a stake in the success of a web design project: content writers, information architects, graphic designers, front-end coders, back-end coders -- the list could go on. It’s time to get everyone on the same page. It’s time to create a better workflow. In this session, we’ll discuss some ways to educate your team on the principles of Responsive Web Design and how this newly-acquired knowledge should naturally translate into finding better ways of doing your work; specifically, what your new responsive workflow might look like - by showing examples of how several web teams and industry experts are tackling this issue. Finally, we’ll talk about how to foster continual innovation and education so that your team keeps pace with the speed of the web.

**PRESENTER**
- Peter Anglea, Web Developer, Bob Jones University

**MPD6 / Room 106B**

**Lessons Learned from a Lockdown: Using the Web and Social Media in a Crisis**

On a bright Thursday morning in April 2013, the University of Rhode Island went from calm to calamitous in an instant when a report went out that there was a man with a gun in a full lecture hall. The campus went into lockdown with 300 students locked out. Twenty thousand scared people (and their families across the globe) wondered what was going on, looked to URI for answers, and filled in gaps in information with their own versions of what they’d
hearing from their roommate’s cousin’s friend’s brother. Cindy Sabato and Kerri Hicks will deliver some real-life lessons learned that day—and in its aftermath—about communicating online during a crisis. Everyone expects your website to hold all the answers they’re looking for, but in a crisis, will your website be able to carry the load? We’ll offer some simple (and extravagant) changes you can make to ensure your site is as stable as it can be during an emergency. We’ll cover the value of making your social media leader a part of the crisis team, show examples of why even great social media communication isn’t enough for some, and share a few chuckle-worthy moments of a community saying what you want to, but can’t. And finally, some people aren’t looking to social media or the web at all. We’ll talk about how an emergency alert system can undermine the credibility of your communication response, and the pros and cons of having multiple messengers and tools.

**PRESENTERS**
- Cindy Sabato, APR, Coordinator, Marketing & Advertising, University of Rhode Island
- Kerri Hicks, Manager, Web Communications, University of Rhode Island

**MCS6 / Room 101C**
**Can Something Positive Come from This? How a School & a Community Responds to a Student Death**

On Sept. 30 2012, a freshman at The College at Brockport State University of New York was found dead in her dorm room. Her boyfriend has been charged with her murder. The killing attracted national and international attention, in part because of eerie statements the deceased student made on social media the night of her death. In the hours after the death, The College began a concerted effort to both keep the public informed and bring the community together using social media. The effort continues this year as the campus has focused on combating domestic violence. This presentation will examine those efforts and show how they captured, promoted and encouraged a tremendous outpouring of support and kindness in what was a very dark hour for the school. The presentation will also examine the challenges faced in balancing the need to be open with your community versus the need to make sure the information you are sharing is factually accurate. The College hit records for social media engagement and heard from students, alumni and faculty that they had “never been more proud of Brockport” because of our response to the tragedy.

**PRESENTER**
- Dave Tyler, Social and Digital Media Manager, The College at Brockport, SUNY

**TPR6 / Room 101G**
**Placemarks to the people**

Buildings and parking aren’t the only locations that people need to find on your campus. Why then, are they the only items marked on your maps? The technology to create beautiful, interactive maps has been around for a while. Unfortunately, many colleges choose to only include a limited amount of information. Often, it’s not a technological hurdle, but instead a content issue. Let’s solve this by distributing the ability to add items to the map. In this 45 minute session, I will show you how to set up your own platform to collect and maintain user generated map content. It’s a lot easier than you might think. In just the past year, our maps have been extended to include campus artwork, sustainability highlights and thousands of accessibility features. Given the power, what would your users add to the map?

**PRESENTER**
- Gabriel Nagmay, Web Analyst, Portland Community College

**TIE6 / Room 101B**
**Orientation: From In-Person to Online**

Last year, Xavier University made the decision to move from six in-person, on-campus orientation and registration days to an all-online experience. While the move offers greater flexibility for students and saves them the time and expense of traveling to campus, it also affects a large number of offices on campus, creating challenges from a technical side, as well as in coordination of content. Dozens of representatives came together from offices all across campus to attempt to make their disparate content feel more unified and to rework it in an engaging, online format that would still achieve the goals of the registration process and the learning outcomes for the orientation experience. Rob Liesland, senior web developer, helped shape the direction and decision-making of this large, diverse group, creating the tools they needed to organize their content and a blend of formats to deliver it. Liesland will discuss the various elements that needed to be moved from in-person to online, the challenges this content presented and what method was chosen to represent it. He will also discuss the insights gleaned from analytics and feedback for the success of the project.

**PRESENTER**
- Rob Liesland, Senior Web Developer, Xavier University

**UAD6 / Room 106A**
**Let Me Introduce Myself: faculty, staff, and student profiles for community-building and careers**

Faculty, staff, and student profiles can be a powerful tool. They can serve as a first point of introduction, an easy way for community members to maintain a professional presence, and an opportunity to identify your institution with the accomplishments of your community members. They can also be an out-of-date wasteland, a UX nightmare, and a
flashpoint for political and administrative conflict. In this presentation, Matt Ryan will discuss Carleton College’s recently-launched profiles, what they learned in the process of designing and making it, how they attempted to solve those thorny issues, and what you can bring back to your institution from their experience.

**PRESENTER**
- Matt Ryan, Associate Director of Web Communications, Carleton College

**TUESDAY, OCTOBER 8**

**7:00 - 8:30 AM**
**Breakfast**

**8:30 - 9:15 AM**
**Track Sessions**

**AIM7 / Room 101F**
**Your Mobile Strategy: More Walk, Less Talk**

Learn how Binghamton University transformed their website with one multi-device design:

- Without any steering committees
- Working mobile first; supporting handheld, laptop, desktop screen sizes; optimized for touch/gesture-based and cursor/keyboard-based computers; accounting for hi-res screens; managing for performance
- Introducing one multi-device (responsive) design most efficiently
- All while wrangling a herd of cats called apps
- We're all talking about the importance of mobile to our institutions. But, not all are taking action quickly to meet the wave of demand. Take away actionable items from this presentation to jump-start your mobile efforts with more walk and less talk.

**PRESENTER**
- Drew Hill, Web Director, Binghamton University

**MPD7 / Room 106B**
**Study Abroad: Borrowing Ideas, Design, and Strategies from Beyond the Walls of Academia**

The big winners in marketing are rarely institutions of higher education. When tech blogs cover the coolest, newest, and most winningest, it’s never that university that went through a redesign last month. If we face the facts, we’re not blazing trails like the new startup that’s got everyone drooling. That world feels like a foreign country when compared to the conversations and politics we deal with each day. So, maybe it’s time we did our own sort of study abroad. Wouldn’t it be cool if the best design and strategy wasn’t happening outside of our hallowed halls, but was being made by us? Our ‘study abroad’ program will draw from the best design, the most effective messaging, and the smartest strategies to provide a vision of where creative marketing in higher education could be. Come be inspired, refreshed, and energized to do cool things.

**PRESENTER**
- Joel G Goodman, Principal, Bravery Transmedia

**MCS7 / Room 101C**
**Making Movies**

Are you creating great videos for your campus? You should be and you can. This session will go over some tips and tricks from four folks that are already doing it. Learn best practices around livestreaming, captioning, using time lapse and employing student videographers in this panel presentation focused on helping you make better videos. Larry Falck from Francis Marion University will present on multi-camera livestreaming. Kerri Hicks from The University of Rhode Island will talk about why captioning your videos is important, not just from an ethical and legal standpoint, but for SEO and global reputation management, and will demonstrate a tool and process that makes it super simple. Chris Judge from Providence College will demonstrate how to create time lapse video to make your videos awesome. Paul Fairbanks from Gettysburg College will share how he uses student videographers to maximize his video resources. Attendees will leave with wheels turning and resources that include equipment (and software) lists, where to find the best online tutorials, forums, and user groups, and the comfort of knowing that they too can make great videos.

**PRESENTERS**
- Kerri Hicks, Manager, Web Communications, University of Rhode Island
- Paul Fairbanks, Director of Web Communications, Gettysburg College
- Larry Falck, Media Production & Web Design Coordinator, Francis Marion University
- Chris Judge, Videographer, Providence College

**TPR7 / Room 101G**
**Git in the Van: A Punk Rock Approach to Revision Control**

Annette Liskey argues that Git is the ideal revision control system for development teams because of its distributed model. Git’s flexibility allows for non-linear development, with options for branching and merging that meet the developers’ needs rather than forcing them to conform to the workflow enforced by the system. By allowing each contributer to work individually with a full copy of the code repository, Git promotes experimentation and autonomy in programming. Analogies to the punk rock movement help to demonstrate Git’s small footprint, fast implementation and heterarchical system for approving code changes. Liskey’s experience with Git comes from implementing it in the workflow for Technology and Design, a team that includes over 20 student employees and only two professional staff.
members who provide marketing and creative services for the University Unions department at James Madison University.

PRESENTER
• Annette Liskey, IT Coordinator, James Madison University

TIE7 / Room 101B
The Digital Revolution in Education
The digital era is causing the biggest cognitive revolution since the invention of writing. Knowing that the human brain adapts and changes according to the environment, we can say that we are probably experience a huge transformation in humanity accelerated by the speed of technological innovations. We moved from the Industrial Era to the Digital Era, where information is no longer scarce and become easily available. The new assets that education must provide today is critical thinking, creativity and connectivity to allow solving problems in real-time, which cannot be done with old formulas. In this sense, the scenario has become much more complex. While students have embraced quickly and naturally the new socio-technological environment, the institutions have struggled trying to adopt new educational and business models to face the transformations. This presentation will discuss the main transformations in how students learn and interact with education bringing us to the present scenario and then it will focus on the challenges and opportunities it brings to the educational institutions and educators.

PRESENTER
• Martha Gabriel, Professor, HSM Educacao

UAD7 / Room 106A
Making “cool” web backgrounds accessible for VDT photosensitivity
Modern CSS and HTML gives web designers some pretty cool design effects without the need for Flash. It can be tricky, however, to implement these effects in a way that works on older browsers and is also compatible with accessibility requirements for low contrast display settings. In this presentation Michael Miller will share his experiences with making full page background images and CSS-only gradient backgrounds accessible for users who require low contrast displays because of photosensitivity.

PRESENTER
• Michael Miller, Web Administrator, Malone University

9:30 - 10:15 AM
Track Sessions

AIM8 / Room 101F
In Users We Trust: Using Social Media APIs to Build Community
Chapman University’s web and interactive marketing team has gotten in the habit of asking big questions: How to give power to the people, and how to use social media API’s to measure the value of good content? Social media has already transformed how universities connect with students, but team members Sheri Lehman and Ben Cole believe these questions can unlock a more engaged experience. These questions inspired us to create Social.Chapman.edu, a live, real-time feed of more than 50 social media accounts across campus. In just 6 months, our feed has collected more than 10,000 stories from Facebook, Twitter, Instagram, and Wordpress, giving users a true (and accessible) snapshot of life at Chapman. Brendan Mayer of The Lawlor Group tweeted, “This real-time #socialmedia hub is the best I’ve seen in #highered. Beautiful & engaging: Well done @ChapmanU!” In this session, we will connect theory to practice and talk about where we are going with our interactive marketing strategies. We will talk about our use of social media API’s and open source web technologies such as node.js, MongoDB and HTML5 web sockets. Lastly, we will connect how these tools help us find and display great content for our audiences.

PRESENTERS
• Sheri Lehman, Interactive Marketing Specialist, Chapman University
• Ben Cole, Web Technology Specialist, Chapman University

MPD8 / Room 106B
Academic Startups (Can we do this at home?)
Chances are good the president, provost, dean, or department head you work for did not promise to leave things exactly as they were when they started in their current role. In fact, they may have taken the job because they wanted to be change-agents in your organization. They want to do a startup. To be useful in this context, higher-ed web and communications professionals need a range of skills, aptitudes, and tolerances that are often more present among 20-something entrepreneurs than they are among university staffers. How do we acquire the right skills? What is the correct use of technology to accomplish your goals? What role can internal and external partnerships play in a project? How do you create and sustain momentum on a new initiative while keeping the big old barge of your institution afloat? This session will focus on the story of one startup project from the School of Engineering at MIT. (For the record: we do not claim to know the answers to all these questions, or to have navigated all of these issues with perfect success. We’ll just tell you what we learned.)

PRESENTER
• Chad Galts, Director of Communications, School of Engineering, MIT

MCS8 / Room 101C
Text First! Applying Progressive Enhancement to Multimedia Content
How to you adapt audio, video, and interactive content to meet the needs, preferences, and devices
for all visitors? How do you select the right media type to meet your objectives? How do you develop media-rich content with limited resources? In this session, Dawson and Massaro Kauffman will discuss how they use “text-first” approach to developing multimedia, how they prioritize media development, and how they iterate through or media projects so that they provide multiple solutions and constantly improve our work.

**PRESENTERS**
- Nikki Massaro Kauffman, Interface Designer, Penn State World Campus
- Heather Dawson, Instructional Designer, Penn State World Campus

TPR8 / Room 101G

**Got the CRUD? I hope so.**

Learn how to create a simple CRUD (Create Read Update Delete) PHP/MYSQL web application from start to finish in this session. Use these tools to more effectively manage faculty data, FAQs, student ambassador profiles and contact information, scholarship opportunities, request information form submissions, etc (the sky’s the limit) by providing a simple web interface for your users to maintain departmental/school data themselves (spread the CRUD love). Sample project files will be made available.

**PRESENTER**
- Rob Withers, Head of Access Services, Miami University

UAD8 / Room 106A

**Postdesktop Usability**

The era of desktop-first methodologies has ended. According to Google, 90% of consumers now use multiple screens to accomplish tasks on the web. As we enter the renaissance of the post-desktop web, we must be prepared to boldly alter how we prototype, design, and gather feedback from audiences. Two of the most important factors for current web usability are considering the screen (designing and testing for multiple displays) and context (delivering content and utility based on location, identity, activity, and time). This session will examine how screen and input types are changing: &bull; multi-screen design &bull; prototyping &bull; new input types &bull; usability testing.

**PRESENTER**
- Doug Gapinski, Strategist, mStoner

Fee process overseen by the University’s IT Services. This application based process provides one-time money for technology resources, particularly those which have the greatest impact to on students. Items which the Libraries have acquired through this fund are available at three of the four main campus libraries for loan periods of between three hours and one day. This session will discuss the scope of the collection, usage patterns, technical support needed to maintain the collection, and proposed changes to the size of the collection and the rules governing its use. Participants in this discussion should gain a sense of the budgetary and human resources needed to maintain a working collection of digital items for loan, challenges to maintaining and growing the collection, and ideas for developing a collection that meets the needs of their primary users.

**PRESENTER**
- Lacy Tite, Director of Web Communications, Vanderbilt University

**TIE8 / Room 101B**

**Something borrowed, something new: Promoting the use of digital equipment through short term use**

One University offers a collection of digital equipment, including iPads, laptops, digital cameras, digital audio recorders, microphones, networking cables, projectors and financial/graphing calculators. These items were acquired through a Student Technology

**PRESENTER**
- Don Faulkner, Chief Information Security Officer, University of Arkansas
MPD9 / Room 106B
YES YOU CAN! How to Train 650 CMS Users in 18 Months (with Only 3 Employees)
Western Kentucky University launched an enterprise-wide CMS conversion in 2011 that involved hundreds of faculty, staff and students as site creators and contributors. Learn how WKU’s Marketing and IT divisions joined forces to partner on a successful CMS implementation and training program that used a combination of open forums, hands-on training workshops, online modules, a self-help website and more. Discover how smart policies can save you in a pinch and how creating a campus Web Council can give your users the voice they deserve in your site’s creation. Join Corie Martin and Diana Keeling as they take you on a magical journey that will show you how even the smallest of web teams can tackle the hugest of projects, obtain campus-wide buy-in, create a synergistic web culture and maintain a lasting partnership between Marketing and IT. YES YOU CAN do all of this with limited time and few resources (without killing each other and making a campus full of enemies).

PRESENTERS
• Corie Martin, Director, Creative Web Services, Western Kentucky University
• Diana Keeling, Web Application Developer, Western Kentucky University

MCS9 / Room 101C
Stay Ahead of the Curve: Conducting a Competitive Web Content Analysis
In order to make informed decisions about your website, you need an understanding of what content you have and whether or not it’s any good. Hello, content audit! But how do you know if your findings are appropriate, if your recommendations will work, and if your new-and-improved content will put you ahead of the competition? Hello, competitive analysis! A competitive analysis of web content is an assessment of competing websites based on your content goals. Your assessment criteria might include branding, usability, accessibility, information architecture, or any other element of your web content strategy. In this session, learn how to evaluate what web elements work well for other higher ed institutions, what problems you want to avoid, and how you can innovate. There are many examples of great content in higher ed, but there are just as many examples of poor quality content. A competitive analysis will help you stay on the winning side.

PRESENTER
• Diana Keeling, Web Application Developer, Western Kentucky University

Wordpress Themes 102
TPR9 / Room 101G
During this session, Curtiss Grymala will run through some of the handiest tips and tricks for developing your own WordPress theme. Grymala will run through a series of functions and features you can use when developing your theme. This session assumes some basic knowledge of PHP and the WordPress theme API.

PRESENTERS
• Curtiss Grymala, University Webmaster, University of Mary Washington

UAD9 / Room 106A
Skeuomorphs and Simulacra: The Allure of the Familiar and the Prison of the Past
In this session, we will explore the concept of the skeuomorph in design and how using representations of familiar objects and materials as affordances in web interfaces can speed the user’s grasp of an application’s key concepts and features. We’ll look at some fun and illustrative examples and ask if holding too tightly to these kinds of visual metaphors hinders innovation and the development of new paradigms. Pushing beyond buttons and their icons, we’ll talk about the phenomenon where stakeholders visualize their websites through the lens of the physical spaces and administrative procedures they inhabit as they pressure us to design websites that are literal simulations of the way-finding and transactional details of their physical world. A popular and common example of this is a website whose information

TIE9 / Room 101B
Podcasts: Building Engagement Outside of the Classroom and Helping Online Students Persist
Online adult learners crave an emotional connection with their university, and students who feel connected to their future alma mater are more likely to persist (Rovai 2002). But their time is limited while juggling course work, family, jobs, and more. The key to engagement outside of courses are activities that require little time or effort. Enter podcasts! Adult learners can listen to podcasts on their commute, while they work out, or any time they have a free ear. Penn State World Campus developed a podcast series, PawCast, to foster that emotional connection with students, and to motivate and inspire them to continue their studies. This monthly series brings Penn State’s history, tradition, and culture to our adult learners no matter where they are located. Each episode features a different guest or iconic leader from around the university, highlighting events and traditions that Penn Staters hold dear. We also share important updates, Penn State trivia, and tips for academic success. With more than 5,500 downloads in year one, the podcast series has been a success. In this presentation, we will discuss lessons learned and ways we are improving future podcasts using analytics and feedback directly from students.

PRESENTERS
• Liam Jackson, Student Communications Specialist, Penn State
• Richard Brungard, Academic Support Resource Coordinator, Penn State
architecture and navigation mirror a university’s organizational structure and floor plan while ignoring user context and principles of task completion. DeMello will talk about how to spot this kind of thinking, its intellectual and emotional causes, and list some strategies for breaking through these patterns.

PRESENTER
• David DeMello, Director of Web Strategy, Cornell University ILR School

11:45AM - 12:30 PM Track Sessions

AIM10 / Room 101F Practical Tips for IA with RWD
Sure, someone tells your boss to say “Mobile First” but what are the ACTUAL deliverables to the client from an information architecture standpoint? And how can you guide clients to prepare RWD content? This presentation will answer just that with real world examples. Grundy will go through her practical process of planning a responsive site - including client relations, identifying content priorities, wire framing (“mobile first”), demonstrating tools she frequently uses, client content worksheets, and how this process has evolved. This presentation will focus on examples of content requirements, client deliverables and IA workflow, not the theory of why RWD is awesome.

PRESENTER
• Julie Grundy, Information Architect, Duke University

MCS10 / Room 101C Marketing and Web Strategy: Repurposing Traditional Promotions into Innovative Formats
With many schools converting their website into a marketing tool, both marketing and web strategists have questions on how to take traditional promotions and repurpose them into multiple channels throughout their institution's website. Most higher education institutions have content that can be repurposed into innovative formats for optimal web consumption. Bring together both print and web by repurposing traditional promotions from viewbooks, brochures, post-cards and print ads into pull quotes, emails, videos, etc. Moving forward, education institutions can create stronger campaigns by implementing a unified marketing and web strategy, web trends and ROI. In this presentation, you will learn the formula for and the best practices in taking any traditional promotion and applying it to any school or department website. This presentation will also look at the key factors for creating a unified marketing and web strategy. The presentation will also focus on ideas you can implement right away and strategies you can begin sketching out for future implementation. Marketing and web strategy shouldn’t be intimidating; let this presentation spark the makings for an effective start to your promotional and recruitment goals.

PRESENTERS
• John Wagner, Systems Programmer, Princeton University
• George Sackett, District Coordinator Web Communications, St. Louis Community College

TIE10 / Room 101B “What did I miss?” How Lecture Capture is Changing the Classroom
After a two year pilot process of meticulously surveying multiple lecture capture solutions, SUNY Oswego chose a product to implement on campus. In June 2012, a contract was signed with Panopto, and work commenced putting the system in place. In addition to the rooms that already had hardware in place from the evaluation period, the goal was to outfit 10 more rooms for the Fall 2012 semester. With an additional five classrooms outfitted for Spring 2013, the campus now has 20 rooms with Panopto available to record lectures. Come hear how the committee in charge of this process has managed to deploy and administer this system, what pitfalls they have traversed, what faculty feedback has been thus far, how much the system is being utilized by students, and what benefits have been realized. They will also give an overview of how Panopto integrates with ANGEL, as well as examples of lectures faculty have chosen to share with the public.

PRESENTER
• Jason Proctor, Senior Web Applications Developer, Mount Holyoke College
The modern web design fashion is to wholesale redesign when things get stale. Marketing "refreshes" are par for course when people begin talking about "brand identity." That said, wholesale redesign of site based solely on the opinion of the highest paid person in the room's opinion is fool hearty and can cost visitors, enrollments, and graduating seniors. We're moving towards data driven design and user experience, as much as possible. Starting with setting measurable goals and simple card sorts all the way through to split and multi-variant testing to improve conversions. Motion in this direction is slow, because of constraints of time, people, politics, and last minute projects. We haven't been able to use all our tools on a single project yet, but we hope to eventually make it standard operating procedure. We, as an industry and we as development team, started with using analytics to pat ourselves on the back, and give useless impressive looking numbers to people writing grants and reports. This was and is the most common use of web statistics. A raw number like the number of visitors who visit any site is useless without context, a comparison, a measuring stick, or even a goal to reach. Streich will talk about where analytics started, where we are now, how we got there, and where we want to go. What we have in our favor, what obstacles we overcame, and where we are still fighting ahead.

PRESENTER
• Jeremy Streich, Web Applications Developer, UW-Milwaukee

12:30 - 1:45 PM
Lunch and Announcements

2:00 - 2:45 PM
Track Sessions

AIM11 / Room 101F
Integrating the Use of Ellucian Luminis Portal with OU Campus

The University of Tennessee at Chattanooga uses the Ellucian Luminis portal to allow students access to their data and registration services. Built on the Open Source Liferay portal, it also serves as a central authentication service for other services utilizing it's single-sign-on capabilities. During UTC's upgrade from version four to five of Luminis, Dan Chase investigated deploying static content used in Luminis with OU Campus CMS. While the campus knew allowing department users to edit dedicated special purpose content as they did in version four would be easier in five, campus officials wanted to move editing into the same interface they were using every day to maintain their website. Doing so also allows better access control, with less complexity. Chase will share the trials & tribulations of what it takes to provide a better services to departmental users, while making the management of those services easier from an information technology perspective.

PRESENTER
• C. Daniel Chase, Lead Web Administrator, The University of Tennessee at Chattanooga

MCS11 / Room 101C
Interactive wireframes: kick-start your site strategy

Modeling your site early in live html wireframes helps you to focus your client on their content strategy, allows you to test your IA with users on all devices, and provides a validated model for your themers and developers. Tom Pixton, Communications Specialist, Communication Production Services, MIT, describes his journey from Project Manager of Overly-complicated Academic Websites to Promoter of Guerilla UX/IA for All. Using basic html skills, Pixton builds live models of sites at the beginning of a project that can set the stage for more fruitful collaboration between site owners, designers, developers, and users.

PRESENTER
• Tom Pixton, Communications Specialist, Massachusetts Institute of Technology

TPR11 / Room 101G
Autoloading PHP with Composer

Composer is a dependency manager for PHP that's being quickly adopted in the PHP programming community. It allows you to quickly declare and install the dependent libraries your project needs, which means that in just a few steps you can auto-load the code libraries you need for the web application...
you are building now. In the words of Phil Sturgeon, “Composer is the best thing for PHP since sliced arrays.” In this session Vineyard will show you how to get started with Composer and how to start using it in PHP frameworks you’ve (likely) already used. He will also explain what it means to write PSR-0 compliant PHP code and how Composer and Packagist together, as a dependency management system, differ from PEAR, PHP’s older packaging system. If you happen to dabble in other programming languages, you’ll find that Composer is strongly inspired by node’s npm and ruby’s bundler.

PRESENTER
• Zac Vineyard, Director of Web Development, Northwest Nazarene University

TIE11 / Room 101B
Canary in the Coal Mine of Online Learning

If you work in higher education, it is hard to avoid the hype surrounding MOOCs (massive open online courses) during the last couple of years. Just what is all the hype about? In this presentation, Lori Packer will discuss her experiences going from Web professional in MOOCs from Coursera and Udacity, and a “traditional” Blackboard-driven graduate program and will ask several questions. How do MOOCs compare to other online experiences? How does technology help or impede the learning process? Is a “classroom” of thousands really a classroom? How does the role of a professor change in this environment? The role of a student? When on-campus students are paying $6,000 to take the same 3-credit class that thousands of students are taking for free, what value is being added for the on-campus student, and does that added value worth the cost? Are these developments in massive online courses exciting? Alarming? Both?

PRESENTER
• Lori Packer, Web Editor, University of Rochester

UAD11 / Room 106A
The Nittany Leopard: How Usability Testing Informed the Penn State Website Redesign

For the first time in over a decade, Penn State University launched a full website redesign in February 2013. A team assembled from various departments across the University worked to incorporate a wide range of research, user feedback, and usability testing into the redesign. Led by Sara Simcox, Penn State’s Assistant Director of Research and Planning, and Dave Housley, Manager of Web Strategy for Penn State Outreach, this presentation steps through the way research informed each phase of this process, including benchmarking, analytics, usability testing, card sorting, testing and analysis of the various elements of the feature “slider” area in order to optimize the level of user engagement, click tracking tests on wireframes and design comps, “live wireframe” testing, and post-launch testing and analysis. This presentation will share the unexpected and anticipated results, along with follow-up actions, through development and after site launch. We’ll share testing goals, methods, and analysis, with an eye toward what attendees may want to bring back to their own work. Attendees will gain a greater understanding of usability testing and the manner in which results can be applied throughout the process of website development and even after a site launch, as well as a feel for the range of affordable usability testing resources that are available.

PRESENTERS
• Dave Housley, Manager of Web Strategy, Penn State Outreach Marketing
• Sara Simcox, Assistant Director of Research and Planning, Penn State University

3:00 - 3:45 PM
Track Sessions

AIM12 / Room 101F
ResourceSpace Digital Asset Management System

Digital assets are playing an increasingly important role in institutions. Saginaw Valley State University (SVSU) now has a collection that includes 1.5TB of photos, 7TB of videos, and hundreds of thousands of internal documents and publications. And SVSU is not unique in this aspect. Digital Assets are growing at an exponential number and there needs to be a way to index and retrieve all of these assets. ResourceSpace allows users to submit resources in a variety of ways, automatically converts resources into formats that users can use with their default software, and allows for administrators to easily catalog and index the resources for the users to find, with a minimal amount of effort. The first phase of implementation of ResourceSpace at SVSU started with archiving the university’s 500,000 photos. The second phase included setting up workflows to catalog and index the documents required for the mandated HLC accreditation. And the third phase set up a public facing catalog for the University’s publications. In this presentation, Maturen will walk an audience through the steps of installing ResourceSpace; configuring workflows for groups, users, and resources; and introduce the audience to the built in plugin system and how to maintain an updatable core system. ResourceSpace is created with common methods including PHP and MySQL while leveraging open source libraries to handle lower level tasks.

PRESENTER
• Aaron Maturen, Web Developer, SVSU
Stand Back...I’m Going To Try Science!

Everyone loves data, but few people really understand how to collect it in a way that will stand up to scrutiny of your boss, your colleagues and....worst of all....any faculty members that you may need to convince. Fear not, help has arrived. In this session, Karlyn Borysenko will give you a crash course in everything you need to learn to conduct and communicate research about the wants, needs and behaviors of your audience that even the most stubborn faculty and administrators won’t be able to question. We’ll cover both quantitative and qualitative research topics and discuss a basic framework for how and when to use both, drawing from real-world higher ed marketing and web examples. You’ll leave the session with a core understanding of how to walk the walk AND talk the talk of research and data to drive your marketing and usability decisions.

PRESENTER

• Karlyn Borysenko, Marketing Manager, Eduventures

Transform the Trivial: Reasons to cut basic tech support from your “to do” list

Addressing the issues of an academic website is not always a matter of man-hours or system enhancements; sometimes all a site needs to thrive is a shift in philosophy. Over the past year, the McCombs web team created a leaner, easier-to-navigate site not by employing new technology, but by removing themselves from outdated roles. The changes in the website’s functionality and usability corresponded with several self-imposed shifts in the web team’s job description:

1. Remove web team’s role in basic CMS training
2. Place responsibility of creating website’s functionality and usability
3. Dramatically enhance their site’s user experience
4. Increase the web-savvy of students, faculty, and staff
5. Eliminate bottlenecks in workflow
6. Become a model for other schools within the UT system

We’ll also illustrate how others can achieve similar results simply by redefining what a “web team” does and doesn’t do.

PRESENTERS

• Jennifer Chance, Web Team Manager, University of Texas at Austin
• Mark Foster, Technology Coordinator, University of Texas at Austin

DIY Continuous Integration

You know what Continuous Integration is. You have heard it mentioned at every conference and at every meetup. It’s part automated testing, part automated deployment, part test-driven development, part every other DevOps catch-phrase. Now you are ready to get started implementing CI practices. This session has three goals:

1. Explain what continuous integration means relative to web development, using Drupal as a test case.
2. Introduce the tools available to implement CI now.
3. Demonstrate what a CI implementation looks like in practice. This session will explore what Continuous Integration is and is not with step by step examples and a DIY kit to get you exploring more.

PRESENTER

• Michelle Krejci, Developer, Promet Source

Get Started with Accessibility

Accessibility has been an issue for over a decade, and it remains a critical--yet often neglected--part of managing a website. Kevin Rydberg explains
of programs launched, tools used and plans going forward will be shared. Attendees should be able to gather insight on: strategic planning for social media; using social media, setting targets, and choosing the right platforms to increase social media success; management and resourcing challenges of managing effective Social Media programs and ideas on how to overcome them; and what to include in social media policy development.

PRESENTERS
• Kevin Bunt, Digital Marketing Production Manager, Sheridan College
• Victoria Bomben, Associate Director, Digital Marketing Strategy, Sheridan College

PST / Ballroom
A Marketing Tool Kit for Website Editors: Online Resources for Internal Folks
Providing visual resources for a decentralized website editor community can be a challenge. Mount Wachusett Community College tackled this challenge with an online marketing toolkit which provides a range of on-demand resources and knowledge to editors to create content for the web while staying within brand and style guidelines. This poster will present the process flow in the creation, implementation, and maintenance of such an online toolkit that can assist conference attendees in solving similar customer service issues for their website editors.

PRESENTER
• Sarah McMaster, Director of New Media, Mount Wachusett Community College

PST / Ballroom
Beyond Herding Cats: Community and Consensus Building thru a Web Redesign
Very often, even the best website redesigns are a source of stress, strife and conflict. At Cardinal Stritch University we had a recipe for disaster: a new president, new VPs and C-level management, four deans who had very specific and occasionally conflicting goals, poor relationships and reputations with other departments, faculty and staff thoroughly disgruntled by past re-design experiences, no governance to speak of, scope creep of exponential magnitude (the re-design became a complete re-branding and ended up encompassing four complete sites) and a web team of one. Contrary to expectations, however, we not only managed to complete the entire re-design of four websites and the re-branding of the university on time and on budget, but the resulting changes were enthusiastically adopted by our faculty, staff, students, alumni, and community. Additionally, the reputation of Web Communications was elevated throughout the university and bridges that had previously been burned were repaired. How could we pull off that coup d’etat in a landscape that was riven by dissent, disagreement and territorial in-fighting? Stop by and find out!

PRESENTER
• Catherine Scholz, Digital Project Manager, Core Creative

PST / Ballroom
Bridging the Continental Divide – Changing from a culture of competition to cooperation
A story of how two potential adversaries came together to join departments divided by a history of competition and conflict, compounded by the physical distance of an entire campus. In late 2012, it was announced that Admissions would be joining Marketing and Communications under the umbrella of the Office for Institutional Advancement and Enrollment Management. Each office was certain that the other was the redheaded stepchild. Enter Nicole, a new young go-getter in admissions, bubbly, happy and idealistic, and Amy, an eight year veteran in institutional advancement, passionate but cynical.
Nicole’s energy and work ethic was infectious and motivating. Together they decided to act as liaisons between the two feuding divisions. Meeting weekly via conference call (too lazy or busy to walk across campus) the two connected with a Hobsons CRM and began the implementation process. Over a three-month period they developed the CRM and began constructing a working communications plan. Slowly their relationship filtered to the rest of the team and a community of cooperation began to arise. Over the coming weeks the CRM was introduced to the team. The offices organized five full-day retreats dedicated to organizing contact filters and writing communications. The offices went from having no recruitment strategy to a fully functional communication plan. It all begins with one or two willing participants.

PRESENTERS
- Amy Michelin, New Media and Content Strategist, Farmingdale State College
- Nicole Dose, Admissions Associate, Farmingdale State College

PST / Ballroom
But I Don't Care About That Other Stuff: How InfoPackets Engage Prospective Students

As communications have become increasingly digitized, and costs for printing and mailing the college’s traditional viewbook have increased, Admissions offices are investigating new ways to provide prospective students with information that is timely, personalized, cost-effective, and easy to track. To try to meet this need, SUNY Geneseo Community College took its first step into custom digital publishing by developing an application to create custom viewbooks or “InfoPackets.” InfoPackets can be created by students, parent, or anyone that is interested in learning more about SUNY GCC. Users can select to include information about academic programs, athletic teams, housing, arts, etc. and create a customized InfoPacket that is tailored to their interests. The InfoPacket is sent to them as a PDF that can be printed and shared with family and friends, alleviating printing and mailing costs for the college. This InfoPacket program has been running for only nine months at SUNY GCC and over 1,100 InfoPackets have been created by prospective students. Over 50 percent of users not only supply their name and email, but also gave their mailing address and phone number in order to receive follow-up information from SUNY GCC. This program has allowed us to increase our recruitment database with qualified leads, as well as determine which areas of the college are of most interest to prospective students.

PRESENTERS
- Patrick Collette, Sr. Web Specialist, Genesee Community College
- Christie Hale, Communications and Recruitment Specialist, Genesee Community College
- Jaclyn Vetrano, Web and Social Media Coordinator, Genesee Community College

PST / Ballroom
Connect with the Crew! Using Social Media to Create an Integrated Communications Strategy

When it comes to campus life, students respond better to other students. At a large and decentralized institution such as the University of Toronto, communicating with students can be a challenge, especially when it comes to campus life. That’s why, in the last five years, Student Life at the St. George Campus has made communicating with students its first strategic priority. In 2012, building on our existing print, web and social media projects, we created the Student Life Community Crew. The Crew uses blogging, Twitter, Facebook and other social media to connect directly with both incoming and current students. This is more than a social media strategy. It is a seamless transition and engagement plan that begins from the moment they accept their offer through the entirety of their time at the university.

PRESENTERS
- Chris Garbutt, Senior Student Communications Officer, University of Toronto
- Tricia Kenderdine, Communications Coordinator, University of Toronto

PST / Ballroom
Deciphering Facebook Insights

Facebook regularly announces new “features” that promise to create a better, more engaging experience for their users (and usually just end up being more confusing for everyone). Despite these continuous updates there is still a fundamental set of data available in Facebook Insights that can help guide both your content decisions and where you should be devoting your resources. Tiffany Broadbent Beker, Web programmer and social media coordinator at the College of William & Mary, will share what she’s deciphered while managing the top-level W&M Facebook accounts and offer advice on: learning how Facebook’s EdgeRank algorithm works; determining
what type of content is most successful on your page; establishing whether you are reaching the audience(s) you intend; and discovering where and how your social media content is being found and shared.

**PRESENTER**
- Tiffany Broadbent Beker, Web Programmer & Social Media Coordinator, College of William & Mary

**PST / Ballroom**
**Decoding the Brain: Web Tips & Cerebral Science**

Are you primarily left brain or right brain? Do you find your more auditory or visual? Understanding the science associated with the brain can aid you when building Web pages to increase your viewer’s attention. This presentation focuses on areas of the brain that give logic to why some methods of delivery are better than others. Learn what areas of the brain control different segments: logic, memory, organization, emotion, and how each area plays a role in surfing the web. Understand how words can emphasize, support, and create urgency in a user’s emotions; thus calling them to action. Discover the science associated with the brain that increases information retention, and make interactive media more memorable. Answer the questions, “Do online users remember more when surfing the Web?” “Is there really a logic to positioning text and color in layouts?” and “Does adding hyperlinks in text provide content that is more valuable?” This poster focuses on the brain and the science discovered when building websites for online content.

**PRESENTER**
- Jeannine Papelino, Creative Director & Information Specialist, (business) IntreXDesign & Associates

**PST / Ballroom**
**Do it Once, Do it Well: A Tale of Governance, Strategy and Engineering**

This presentation will explore the strategies and challenges of delivering quality user experience and functionality across a university’s Web presence. The Web is being invented, still. As campus Web leaders, we can’t allow our efforts to stand still. Through shared governance, thoughtful strategies and quality engineering, we can continue to move our universities forward. UNL’s one-site approach to the Web, in which (nearly) all pages are built from the same codebase, provides unique advantages in content and service delivery. Today, the hard work of implementing a common codebase is complete. Governance and collaborative groups are in place and the old “template” discussion has shifted to a conversation about iterative improvement. Embracing the idea of “do it once and do it well,” UNL is documenting significant cost savings through a scaled approach, a consistent brand, mitigated risk, and a coherent user experience. The University of Nebraska-Lincoln’s recent entry into the Big Ten Conference has stimulated strategic thinking on campus.

**PRESENTER**
- Bob Crisler, Director, Internet and Interactive Media, University of Nebraska-Lincoln

**PST / Ballroom**
**Eating the Elephant: Web Accessibility for Your Entire Organization**

Does the idea of making 75 percent or more of your institution’s web site accessible seem like an impossible dream? How about 98 percent? Come learn how with bare-bones commitment of time and resources, Peter Mosinskis and Daniel Martinez at CSU Channel Islands were able to reach 98 percent compliance for the University’s website and sustain it for more than 6 years through an innovative approach. Attendees will learn how to select the right combination of training, tools and access rules to implement a program to jump-start and sustain your institution’s web accessibility efforts with minimal resources. Potential pitfalls and effective strategies to overcome politically-sensitive scenarios will be shared.

2012, the marketing and communications team at North Park started a permanent collection overhaul, beginning with their academic program pages. As a small, full-service marketing and web team for the university, they designed a custom approach to content development that made sense for their unique campus culture, and paired that with new design and functionality to create a program-centric web presence. Their most important —and challenging—task was figuring out what it took beyond money and time to get to the best solution for North Park to meet its communications and marketing goals. Learn from their experience working closely with faculty, administration, alumni, and creative teams (both internal and external) to re-deploy 35 percent of their website on an aggressive timeline—with plans for an almost complete site overhaul in the coming years.

**PRESENTERS**
- Megan Gilmore, Web Content Manager, North Park University
- Scott Orians, Online Systems Manager, North Park University

**PST / Ballroom**
**Does Your “Permanent Collection” Belong in a Museum?**

What do you consider your website’s “permanent collection”? The team at North Park University in Chicago will make the case that this information is the backbone of what you have to offer: your academic program information, your “about” section, and your faculty profiles. But when’s the last time you redeveloped your permanent collection to be a key element of your marketing strategy? In
Attendees will leave with a step-by-step road map for improving Web accessibility at their organization, one bite at a time.

**PRESENTER**
- Daniel Martinez, Web Supervisor, CSU Channel Islands

**PST / Ballroom**
Enhancing the Experience with Gamification

For several years, “The Road to Xavier” has served as an effective accepted-student portal, guiding students from the day they are accepted through their first week of classes. This year Xavier University enhanced the student experience by gamifying the entire site: all in-house. The early returns show a steep increase in user activity and deposits are up significantly. The game data also provides crucial information for how admission counselors know which students are on their “Hot List.” Kat Hollowell, senior Web designer, and Rob Liesland, senior Web developer, built the entire thing from the ground up, and can share their experience with the entire process, from the original concept to the nuts and bolts. Most importantly, there will be a discussion of what worked and what didn’t work.

**PRESENTER**
- Rob Liesland, Senior Web Developer, Xavier University

**PST / Ballroom**
FEEDing Your Program Pages With Existing, Relevant Content

Creating engaging and shareable content is great, but it’s only really useful if it’s found by your audience. While most news content created is housed in an online newsroom or similar blog-like format on your website, visitors will likely only find your stories if they visit your homepage or newsroom. To help distribute our content across the entire website we began tagging individual stories and feeding tagged stories to relevant academic department program pages, thus bringing the most relevant content directly to a visitor’s destination. In this poster session, I will show how the College of the Holy Cross Web Communications office implemented this relatively simple process (using WordPress, Drupal, RSS).

**PRESENTER**
- Christian Santillo, Director, Web Communications, College of the Holy Cross

**PST / Ballroom**
Getting Your Web Video Program Rolling: Pun Intended

In talking with people about Web video, the same questions kept coming up: what videos have been most successful? How do you decide what projects you are going to do? What is good equipment for a small/nonexistent budget? And my favorite: “making videos got dumped on me and I have no background in video. Have any tips?” As a matter of fact, yes! Presenter Alex Winkfield was hired as the first videographer at The College of Wooster, and for the past three years has built up its web video presence from the ground up. Winkfield has learned a lot of knowledge he would love to share with you.

**PRESENTER**
- Alex Winkfield, Videographer, The College of Wooster

**PST / Ballroom**
Implementing and Supporting Web Standards with Grace

SUNY Buffalo State recently launched new communication standards and policies, including a new suite of logos and a refined institutional moniker. Did we mention we are also in the process of moving to a new CMS? That’s a lot of change in a higher educational setting. Learn how one web team managed it all: developing the standards, getting them approved, rolling them out, promoting them, supporting them, effectively guiding myriad campus partners, and leading by example.

**PRESENTERS**
- Melissa Meehan, Director, Web Administration, SUNY Buffalo State
- Colleen Callahan, Associate Director, Web Community and Development, SUNY Buffalo State
- Mark Norris, Associate Director, Web Administration, SUNY Buffalo State

**PST / Ballroom**
In Case of Emergency: Providing consistent multi-media communication during a crisis

Far too often we are confronted with unfortunate events and tragedies at schools around the nation. This year a student was shot and killed at Coastal Carolina University; a gunman was spotted on Manchester Community College campus; Lone Star College in Texas had a shooting injuring three people and then a stabbing a couple months later. In March of 2013, UCF found itself in the midst of such a crisis. How do you prepare for something like this? We cannot rely on local “Late Breaking” TV news to distribute information and ensure the safety of our communities. Universities need to have an array of tools in place to notify people of what is going on -- we need to leverage all communication media including website alerts, mobile texting, email, etc. and we need to be ready to use them. Groves and Burt will discuss how they prepared for alerting the UCF community during an emergency and what happened when they actually had to use the systems we had in place. They will also discuss building a web infrastructure that ensures the maximum uptime during extreme spikes in web traffic. Make it your duty to help protect the safety of students, faculty, staff, and the community by keeping them up-to-date during a crisis.
The currency of higher ed is knowledge - a staggering amount of information that flows without end. Prospective students, alumni, and everyone else out there consume large amounts of content about colleges and universities through their mobile devices, often while listening to music or other audio on those same devices. Why not give these audiences your own home-grown audio content, providing entertainment or information that deepens the user experience and helps achieve a range of recruitment, diversity, and communications goals? Being at Berklee College of Music, the answer to that question was a no-brainer. Berklee’s podcast features students, alumni, faculty, and guest artists, showcasing musicians ranging from Grammy-winners to up-and-comers from every genre imaginable. It’s helped the school connect with and support all of its constituents, and presenter Rob Hochschild thinks producing a podcast can help you, too. What talented talkers and artists at your schools could you feature in a podcast? How do you get started? You’ll get an introduction to podcast tools and start thinking about how to manage a podcast episode.

In Your Ear: How to Create and Manage a Low-Overhead, High-Impact Podcast

Prospective students, alumni, and everyone else out there consume large amounts of content about colleges and universities through their mobile devices, often while listening to music or other audio on those same devices. Why not give these audiences your own home-grown audio content, providing entertainment or information that deepens the user experience and helps achieve a range of recruitment, diversity, and communications goals? Being at Berklee College of Music, the answer to that question was a no-brainer. Berklee’s podcast features students, alumni, faculty, and guest artists, showcasing musicians ranging from Grammy-winners to up-and-comers from every genre imaginable. It’s helped the school connect with and support all of its constituents, and presenter Rob Hochschild thinks producing a podcast can help you, too. What talented talkers and artists at your schools could you feature in a podcast? How do you get started? You’ll get an introduction to podcast tools and start thinking about how to manage a podcast episode.

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for training professors on Wordpress? It actually has informed Tostanoski’s day to day outlook greatly. His poster presents a series of ideas he’s had that shows how he’s adjusted to academia and what knowledge from his past employment he uses to enrich Texas State.

PRESENTERS
- Tom Tostanoski, USC-I, Texas State University

PST / Ballroom
Operation integration: how a unit wrangled wildly diverse content into one user-friendly resource

What do you get when you mix one main website, eight subdomains and a new communication strategy into a digital redesign, then top it off with a massive unit reorganization halfway through the project? A whole lot of crazy, yes, but ultimately a comprehensive plan for logical content integration now and for the future. Hollyce Balentine will discuss how she incorporated content such as campus facilities and grounds services, sustainability initiatives and event resources for departments into one smartly structured website for Michigan State University’s Infrastructure Planning and Facilities unit. Balentine will walk the audience through the process, challenges and solutions the Communications team worked on for over a year. Project phases included performing audits and analytics research, establishing the goal to be service-focused, wrangling subject-matter experts on board, gathering user feedback and planning for ongoing site governance. Just when the plan seemed in tip top shape, BAM! A new reporting structure! This reorganization meant adding five more departments (read: websites) to the digital strategy. In her presentation, Balentine will answer questions such as, “How do you know if your content is actually organized well?” and “How do I prevent stakeholders from breaking out pitchforks?” She proves that a well-planned content strategy can help you prepare for the most unexpected surprises.

PRESENTERS
- Hollyce Balentine, Digital Communications Manager, Michigan State University

PST / Ballroom
Portal and Content Management - Create it Once, Use it Twice, the Integrating & Targeting of Content

The Web Services team at Shippensburg University has tackled a problem facing many of today’s colleges and universities around content creation, management, and use within institutional portals. Over the course of the past year, Shippensburg has created a plan to leverage their existing content management system, Ektron Web Content Management System, and the provided web services, to more strategically manage their content within the Ellucian Luminis Portal 5, pushing audience specific content and even emergency notifications. Please join Shippensburg to learn about their strategic approach to targeted content management.

PRESENTERS
- Dustin Sier, Web Developer, Shippensburg University

PST / Ballroom
SEO & In-Bound Marketing for Higher Ed

Double, double toil and trouble; Fire burn, and cauldron bubble; Eye of newt, and toe of frog, Wool of bat, and tongue of dog -- In-bound marketing and SEO are oft considered the practice of magical arts. In fact, they’re just fancy labels for what many of us already know and do on a daily basis - but with different tools. What are the tools? How do you use them? And what good are these black arts really? How do you measure them? Come uncover the secrets of the dark arts as we explore what they really are and see some clever examples of how they’ve been used. Learn how to evaluate your website for it’s true position and authority with proven tools and measurable results. Learn how to develop a strategy for getting from where you are to where you want to be in a way that doesn’t overwhelm you and your staff. Potion ingredients and cauldron not included.

PRESENTERS
- Gregory Banse, Web Communications Manager, Norwich University

PST / Ballroom
Showing the Story: Creating Impactful Marketing Content Through Multimedia Projects

JoLynne Holloman Bremmer and Purnell T. Cropper currently work in University Relations at Arcadia University. In their roles, they are both responsible for sharing the stories of the students, faculty, and staff with both internal and external audiences on various channels. Through their experiences, the team has developed an effective method for telling stories through multimedia to develop a rich and engaging experience for viewers. While video production is often time consuming, it is possible to create a quality product in a reasonable amount of time. With careful planning, deliberate shooting, and strong interview questions, the process can be refined and streamlined to not only create work in a timely fashion, but also that allows it to be most engaging with an audience at a specific point in time. The content often is used on a variety of channels to be shared with both internal and external audiences. A strong vision and purpose allows for content to repurposed and repositioned depending on the call to action. Overall, visual storytelling allows for a new way to engage with campus audiences. Through this method, content production is streamlined, strong pieces are produced, and the university stories are shared in a new and exciting way.
The Augustana Web Guild is a student organization that provides an affordable Web presence to nonprofit organizations and small businesses, immersing students in hands-on web experience. Since it was founded in 1998, the Web Guild has provided many students with opportunities to learn more than just web design. Students work directly with clients and are responsible for project development, enabling them to build skills in project management, client interaction, and communication. Members also gain a fundamental knowledge of web usability, search engine optimization, and effective content strategy. Web Guild members also provide at least three training seminars to the Augustana campus each school year. Seminar topics have included site content, design, and an introduction to Photoshop and HTML, as well as more technical topics such as PHP, Ruby on Rails, and WordPress development. By producing quality web services for hundreds of local small businesses and non-profits, the Web Guild has provided significant community outreach for Augustana College. Additionally, the group, based on an entrepreneurial model, is self-funding and has created its own endowed scholarship while providing educational benefits across many different disciplines.

The decentralized nature of many university and colleges often results in clumsy, if not broken, processes throughout the student cycle. It’s not uncommon to hear from students that promises made by University Advancement aren’t followed through, that marketing messages radically change once students pass through the Admissions funnel, so on and so forth. This presentation aims to underscore the pitfalls of not building cohesiveness in terms of “user flow” between departments. Staff from Ryerson University’s Admissions Departments along with a member of Ryerson’s Student Life Department share their experiences in structuring a smooth “digital hand-off” of captive student attention, moving a large group of admitted students into the orientation loop, and planning beyond that.

Beekeeping 101 is a media-rich, fully asynchronous, online course for new beekeepers offered by Penn State University. This non-credit course, launched to the public in July 2012, is the result of a pilot project of transforming a traditional static PowerPoint-based course into an effective, engaging and convenient online educational experience. The course features info-graphics, videos, animations, virtual field experience, online office hours, discussion boards, self-assessments, and email communication. Media and marketing experts from Penn State Public Media along with beekeeping experts from Penn State Extension and the Department of Entomology developed and disseminated the course. The convenience and flexibility of the online format allowed for a nationwide promotion using modern online marketing techniques including Google Adwords and social media. Producer/Director Diane Espy and Instructional Designer Shawn Vashaw, will detail lessons learned on developing and marketing the Beekeeping 101 online course and its makeover into a fully asynchronous educational experience named as a Webby Honoree in 2013.

Web Reboot project combined implementation of a web CMS (Omniupdate) with a responsively redesigned web site for the University of Tennessee at Chattanooga. The project team consisted of a partnership between IT, University Relations, Center for Teaching, and the Library. This session will discuss project organization, team structure, forging campus partnerships, success factors, training plans, what we would do differently if we were doing this again, and generally lessons learned. Participants will take away an understanding of the project skills needed to successfully implement a CMS and to launch redesigned web site. Lessons learned from this project are applicable to ongoing maintenance of web sites as well as to software implementations projects of all kinds. Omniupdate was the first CMS implemented campus wide at UTC. The last web redesign was 5 years previous. UTC also uses Word Press for...
blogging and continued using it in combination with Omniupdate for the website. The project also included implementation of EMS Master Calendar for event publication on the website, building on an existing EMS Enterprise implementation. UTC uses web editors from each department to maintain the University website, so there were nearly 400 individuals to train and to lead through converting webpage contents to the new CMS.

PRESENTER
• Richard Gambrell, Director Strategic Systems, IT, University of Tennessee at Chattanooga

PST / Ballroom
You want me to migrate our website?
I found out in 2012 that the University of Louisville was upgrading from Plone 3 to Plone 4 and it would be my sole responsibility to migrate the website for the Office of Admissions, as well as our Orientation and Transfer & Adult Services websites. Wait, you want me to do what?? I am the Digital Media Coordinator for UofL and although managing these websites and making updates is part of my job, I am not an HTML guru and definitely not an IT Tier 1. This session will focus on how to determine a strategy for a website migration, redesign or re-launch. I would like to include how to come up with a realistic timeline, cataloging a list of your current subpages, determining a strategy for the new homepage based on your audience and analytics, and how to survive when you are NOT an HTML genius. The latter portion will include using and in some cases learning how to use things such as Firebug and more. I will show a before and after of our Admissions website.

PRESENTER
• Lindsay Wehr, Digital Media Coordinator, University of Louisville

3:45 - 5:15 PM
Refreshment Break

6:30 - 10:30 PM
Excursion at Asbury Hall

PRESENTER
• Tom Cochrane, On-Campus Recruitment/Online Community Coordinator, Grenfell Campus, Memorial University

PST / Ballroom
When the lights go out: Crisis communications and social media
The power is out across campus, across the city, and across much of the province. The school website is down. Phones in the school are down, including residence. It’s the middle of winter, and students in residence are starting to get cold. When most of the province of Newfoundland, Canada lost power in January 2013, social media via a smartphone became the only means of communication between the Grenfell Campus of Memorial University and its students, staff, faculty, and community. Tom Cochrane describes how Grenfell Campus used social media to stay in touch with students during an crisis situation, how social media outlets are integrated into the emergency communication plans of the university, and what to do when a smartphone becomes the only link between the school and students, staff, and faculty.

PRESENTER
• Lindsay Wehr, Digital Media Coordinator, University of Louisville

3:45 - 5:15 PM
Refreshment Break

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WEDNESDAY, OCTOBER 9
7:30 - 8:45 AM
Breakfast
8:30 - 8:45 AM
Red Stapler Announcement

9:00 - 9:45 AM
Best of Track Session

Scott Stratten
President of Un-Marketing


Formerly a music industry marketer, national sales training manager and a College Professor, Scott Stratten ran his “UnAgency” for a nearly a decade before solely focusing on speaking at events for companies like PepsiCo, Adobe, Red Cross, Hard Rock Café, Cirque du Soleil, Saks Fifth Avenue and Fidelity Investments when they need help guiding their way through the viral/social media and relationship marketing landscape.

He now has over 140,000 people follow his daily rantings on Twitter and was just named one of the top 5 social media influencers in the world on Forbes.com. It’s the only time he’s felt comfortable being compared to Ashton Kutcher, P Diddy and Justin Bieber.

His book “UnMarketing: Stop Marketing. Start Engaging” became a national best-seller before it was released and was also named one of the top business books of the year by 1-800-CEO READ and a top 10 book by Under30CEO.com.

His new book entitled “The Book Of Business Awesome: How Engaging Your Customers and Employees Can Make Your Business Thrive” is also a best-seller, breaking the rules of how companies are
truly marketed and grown through the current online/offline world.

11:30AM - 1:00 PM  
**Lunch**

1:00 - 4:30PM  
**Workshops**

**WRK 7 / Room 106A**  
**A Content-First Approach to Web Usability**

Usability is an abstract concept. What does it mean to have a usable website, and how do you plan for it? Most people think about usability as a design concern—that it involves outfitting their site with compelling graphics, prominent calls-to-action, legible fonts, and so on—but while design enhances usability, it can't provide a solution. Just like you can't effectively design a website without content, you can't design for usability without a content strategy. A content-first approach to usability will help you address users' needs with considerations for what information they seek, how they seek it, and how they use it—all while supporting your brand and institutional website goals. In this workshop, learn how elements of content strategy—including information architecture, content modeling, messaging and editorial style, taxonomy and metadata, and user research—allow us to plan, create, and maintain usable websites and rewarding user experiences. About the presenter: Rick Allen has worked in higher education for more than twelve years helping to shape web communications and content strategy. As co-founder of Meet Content, an online resource dedicated to content strategy in higher education, Allen works with higher ed organizations to create, publish, and govern effective web content.

**PRESENTER**  
- Rick Allen, Content Strategist, Meet Content

**WRK 9 / Room 101B**  
**Data-driven Interactives with D3.js**

Yes, you can deliver rich, interactive, highly designed experiences without Flash. NewCity developer John Williams walks you through some of the more interesting JavaScript-based charting libraries, then focuses on the most flexible of the lot: D3.js. A relatively recent addition, D3.js is the successor to Protoviz. It has broad browser support and can manipulate both HTML and SVG-based DOMs. Far more than just a charting library, D3.js brings the data-driven, highly-designable interactive capability to the native browser. Over the course of this tutorial, Williams will demonstrate actual public uses of D3.js, then walk you through the basic concepts and structures you need to know to get started with the library.

**PRESENTER**  
- John Williams, Systems Architect, NewCity

**WRK 10 / Room 101C**  
**Fix All The (Map) Data! Building an Interactive Campus Map**

Campus Mapping: so many data sources, competing services, and oh so many pieces of data to correct. We’ll first look at common systems (Google MapMaker, OpenStreetMap, and NavTeq MapReporter) with which errors about your campus physical plant can be corrected - and then work through the process of building an interactive campus map using Leaflet.js, a few plugins, and a combination of those data sources (fairly) easily for your own campus. Workshop will require at least a working knowledge of JavaScript. SUNY-ESF has been exploring various means of using external map data to offer a strong campus map for several years, and rapid changes to the physical plant of their Syracuse campus have required learning how to get changes made to services like Google Maps so that campus visitors are well-directed to campus.

**PRESENTER**  
- Aaron Knight, Web Developer, SUNY-ESF

**WRK 11 / Room 101A**  
**Inbound, Outbound, and All Around: Content Marketing**

This session will cover both the “inbound” and “outbound” components of a modern-day content marketing strategy—from SEO, content creation, social media, email marketing and landing pages to paid advertising, direct mail, cold calling, email lists and tradeshows. Hannon Hill CEO Kat Liendgens will discuss the value of being agile and adaptive and talk about the best ways to measure your success and continually improve your content, without losing your mind! This session is meant to help anyone with a marketing or communications-related position at a university feel both inspired and empowered to amplify their content!

**PRESENTER**  
- Kat Liendgens, CEO, Hannon Hill

**WRK 12 / Room 106B**  
**Is my .edu accessible?**

Learn how to test your web sites/applications for accessibility from Glenda (the @goodwitch) Sims. Whether you want to comply with 508, WCAG 2.0 A or WCAG 2.0 AA, Glenda will show you how to use automated tools and manual testing techniques. This hands-on accessibility testing workshop will focus on free tools and techniques that you can use today and share with your colleagues. And rather than just a demo, you will roll up your sleeves and practice testing sites of your choosing. Come with Firefox and FireBug installed on your laptop to get the most out of this workshop. Tools we will use during class include: WAVE Toolbar, Web Developer Toolbar, Juicy Studio Accessibility Toolbar, Firefox Accessibility Extension, HeadingsMap and Deque FireEyes. Testing techniques covered will be Alt, Forms, Multimedia, Semantics, Reading Order, Color Contrast, Keyboard Access and Dynamic Content

**PRESENTER**  
- Glenda Sims, Senior Accessibility Consultant, Deque
Be Brimming.

Sven Aas
Lead Web Applications Developer, Mount Holyoke College

Since 2006 Sven Aas has worked at Mount Holyoke College, where he is responsible for the development and support of a wide variety of web systems and solutions. He has 17 years of professional computer experience in web and application development, including positions at Rare Medium and HBO. He has a master’s in computer science from NYU, and a bachelor’s in astronomy from UMass Amherst.

Romana Amato
Web Strategist, Saint Xavier University

Romana Amato received her bachelor of arts in English and her master of arts in writing and publishing. She began her career at Saint Xavier University as their web content editor and has since become their web strategist. As web strategist, she researches and implements best practices in design and content to keep the website current; reviews and edits submitted content for optimal web consumption; and maintains the website’s voice, integrity and outreach to appropriate audiences.

Cornelia Bailey
Strategic Innovation Consultant, University of Chicago, IT Services

As an Strategic Innovation Consultant for University of Chicago’s IT Services (http://itservices.uchicago.edu), Cornelia Bailey helps navigate projects in which the outcome is not always well known. This requires her to observe how students, faculty and staff behave and to discern what they want. Much of Bailey’s current work focuses on mobile concerns.

Gregory Banse
Web Communications Manager, Norwich University

Gregory Banse is director of Web services for Norwich University in Vermont and principal of 7th Pixel, a web services and strategies firm in Montpelier, VT. He has been building and marketing websites since 1996, learned SEO, blackhat, and scraping before they were a part of the lexicon. Banse cut himself on more bleeding edge tools and services than he can remember and loves to learn something new and take it apart to see how it works. Banse loves building, testing, breaking, and rebuilding mousetraps. He is prone to fits of curiosity, what if scenarios, and endless discussions on techy topics. Banse loves to share ideas and explore possibilities on how tech and humans interact online. When he’s not behind a couple of screens, he’s out running, kayaking, or gardening. He’s also one of the moderators in the WordPress and eCommerce forums at WebMaster World (www.webmasterworld.com). You can find/connect with me on LinkedIn, Twitter, Google+.

Lougan Bishop
Social Media & Web Marketing Specialist, Belmont University

Lougan Bishop is the Social Media & Web Marketing Specialist for Belmont University’s Office of Marketing and Special Initiatives. In his role, Bishop is responsible for strategy and oversight of all aspects of Belmont’s social and new media presence. He is chair of the Social Media Administration Team, which oversees the university’s Twitter, Facebook and YouTube accounts and provides leadership in departmental marketing efforts using social media. Bishop also serves as the ex-facto advisor to the University.
Strategic Marketing Team in regards to social media.

Victoria Borysenko
Associate Director, Digital Marketing Strategy, Sheridan College

With hunger for knowledge and 21 years of experience in integrating strategies for multiple target audiences and channels, Borysenko is always searching for new and innovative ways to use digital media to make an impact. In her current role, she has the overall accountability for college-wide digital marketing strategy in support of institutional vision, strategic initiatives and growth.

Jenny Brandon
Web Designer, Michigan State, University Libraries

Jenny Brandon has been a web designer and librarian with Michigan State University Libraries for over five years. She has designed and developed web interfaces for blogs, wikis, exhibits, and various library sites. She is currently developing a theme/ interface for a Drupal implementation of the MSU Libraries web site. Previously she has presented and published on designing the LibGuides web interface, a vendor product available from Springshare.

Tiffany Broadbent Beker
Web Programmer & Social Media Coordinator, College of William & Mary

Tiffany Broadbent Beker is a Web Programmer with the Office of Creative Services and Social Media Coordinator for the College of William & Mary. Her duties range from developing for the university’s web presence to managing W&M’s Facebook page and leading W&M’s Social Media Users Group (SMUG).

Kevin Bunt
Digital Marketing Production Manager, Sheridan College

Kevin Bunt has a background in web strategy and development exceeding expectations in areas of relationship and revenue growth. He has worked for organizations in the U.S. and Canada including the Nature Conservancy of Canada and the City of Burlington. As Digital Marketing Manager at Sheridan College, Bunt leads a team of web specialists responsible for the college’s web marketing, governance and operations.

John “Buck” Buckwalter
Educational Technologist, Penn State World Campus

John Buckwalter has associate degrees in Graphic Design and Business Management. At World Campus, Buckwalter uses technical expertise and eye for design to create engaging learning objects for Online courses, or as he describes it “being paid to play.” In his free time, you can find him playing sports, relaxing with friends and family, or going for a run, bike ride, or trip down a ski hill.

Paul Callahan
Associate Director, Web Community and Development, SUNY Buffalo State

Colleen Callahan, associate director for web community and development at SUNY Buffalo State, is responsible for front-end development of websites and applications using established and emerging web standards and technologies. In addition, she engages the Buffalo State community through social media. She holds a master’s in new media relations chair.

Jenny Brandon
Marketing Manager, Eduventures

Karlyn Borysenko has been developing marketing strategies in higher ed for over a decade, having worked in admissions, development, and marketing. She is currently the marketing manager at the higher education research and consulting firm, Eduventures, where she is in charge of the company’s digital strategy. Borysenko holds a BS in Communication, an MBA and is currently pursuing a Ph.D. in Psychology.

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Richard Brungard
Academic Support Resource Coordinator, Penn State

Brungard is the Academic Support Resource Coordinator for Penn State World Campus. In this position he works with other student support units around the university to provide the same services to online World Campus Students. Previously, He was the Advising Coordinator for World Campus Advising and still advises a roster of students.

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Patrick Burt
Creative Director, UCF

Patrick Burt is the Creative Director for the University of Central Florida.

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and becoming a University of Texas staff member, Chance spent nearly a decade in software development and has worked for a number of high-profile employers—most notably, NASA.

**C. Daniel Chase**
**Lead Web Administrator, The University of Tennessee at Chattanooga**

Dan Chase has been involved with web development in higher education for over 15 years and has been speaking on the topic since 2002. Chase has been the one-man-shop, responsible for everything from Linux OS system administration to database and web server customization and programming. In his current role, Chase has stepped into integrating and leveraging vendor and local systems.

**Tom Cochrane**
**On-Campus Recruitment/Online Community Coordinator, Grenfell Campus, Memorial University**

Tom Cochrane has been working as the online community coordinator for Grenfell Campus, Memorial University since 2010. Building a social media presence for a small campus on a small island in a small province is no easy task. He is the go-to source for online marketing in Newfoundland, Canada, from live tweeting to live streaming, and Facebook ads to Google Adwords.

**Georgy Cohen**
**Co-founder, Meet Content**

Georgy Cohen is co-founder of Meet Content, a blog and resource that aims to empower higher education to create and sustain web content that works. She is also principal at Crosstown Digital Communications, a firm committed to helping educational institutions more effectively tell their stories online, and has worked at Suffolk University and Tufts University. Cohen is a frequent speaker, writer and consultant on topics relating to web content and digital communications.

**Ben Cole**
**Web Technology Specialist, Chapman University**

Ben Cole is the web technology specialist for Chapman University. In addition to six years of freelancing, Ben has held web UI development positions in the film and advertising industries. He considers himself a self-taught web guru who prefers simple, light-weight solutions to complex problems. Cole’s areas of expertise include WordPress customization, HTML5, CSS3, and Javascript/jQuery.

**Patrick Collette**
**Sr. Web Specialist, Genesee Community College**

Patrick Collette has been the Senior Web Specialist at SUNY GCC since 2003. One of the last web Jedis in the galaxy, he wears many hats including those of: Webmaster, Director of Web Services, Back-End and Front-End Developer, Designer, UI Specialist, and many more.
Bob Crisler
Director, Internet and Interactive Media, University of Nebraska-Lincoln

Bob Crisler leads the overall web development effort of the University of Nebraska-Lincoln as director of Internet and Interactive Media. He has been at UNL since 1992, first as a print designer, then, in 2000, its first full-time web developer. Crisler also leads the UNL Web Developer Network, a group of more than 300 web developers, and is interested in governance, access and baseball.

Heather Dawson
Instructional Designer, Penn State World Campus

Heather Dawson is an instructional designer Penn State. She also worked as a training coordinator at Sallie Mae designing training programs and training offshore employees in India, where she explored the beautiful country and tried to avoid monkeys. Dawson’s interests include collaborative technologies in distance education and instructional materials via a mobile platform.

David DeMello
Director of Web Strategy, Cornell University ILR School

David DeMello has worked on the web in Higher Education for 15 years. He has worn many hats and has worked as a programmer, database and systems administrator, web master, designer, user researcher, information architect, writer, strategic director, evangelist, educator and fixer. By day, almost all of that work has been for the ILR School at Cornell University.

Jo Dickson
Web Applications Programmer, University of Central Florida

Jo Dickson has been a Web applications programmer for the University of Central Florida’s Marketing Department since early 2012. She has several years’ experience in both web design and development, and has a passion for developing user-friendly interfaces from the ground up in standards-compliant markup.

Nicole Dose
Admissions Associate, Farmingdale State College

Dose has held weekly CollegeWeekLive sessions with prospective Farmingdale State College students, partnered in the implementation of CRM and worked on Farmingdale’s Open House and Accepted Student Day Committee. She coordinates photo shoots for website renovation and coordinates student affairs, transfer services and admissions events on campus for students and updated admissions correspondence letters with applicants.

Anne Edmondson
Director, Web Marketing, Regis University

Anne Edmondson is the director of Web Marketing at Regis University in Denver, CO. Edmondson has extensive experience in marketing communications, web development and design, web content development and IT.

Josh Ebert
Lead Documentation Specialist, University of Wisconsin - Milwaukee

Josh Ebert is the Lead Documentation Specialist at the College of Letters and Science (L&S) IT Office and an M.A. student in the English Department’s Professional and Technical Writing program. Ebert is the co-founder of the L&S Usability Testing Lab, and works closely with L&S administrators and IT staff to develop documentation and improve L&S business processes.

Diane Espy
Producer/Director and Project Manager, Penn State Public Media

Diane Espy is Penn State Public Media’s lead connection into partnerships with Penn State Extension and the College of Agricultural Sciences. She has been focusing on developing and creating educational media for the past 15 years and is the producer, co-director and project manager for Beekeeping 101.

Paul Fairbanks
Director of Web Communications, Gettysburg College

Paul Fairbanks has been working at Gettysburg College since the fall of 2008. In his role as Director of Web Communications, he works in web design and development, content strategy, photography, and video production. He loves the potential and possibility of the web.

Michael Fairchild
Web Programmer/Developer, University of Nebraska - Lincoln

While working at UNL, I have developed the UNLchat system, which is a custom live chat solution. Fairchild has also worked on the UNLedu Framework (a set of common HTML, CSS and JavaScript code), and several other web applications that are built to help faculty, staff, students and prospective students.
Larry Falck
Media Production & Web Design Coordinator, Francis Marion University
Larry Falck has nearly 18 years of experience in the television business. After working at a local television affiliate for six years, Falck returned to his alma mater in 2001 as part of the university’s A/V personnel. His duties now include web management for the university as well. He has two BA degrees; one in Theatre Arts - Performance, and one in Mass Communication - PR, both from Francis Marion. He also has an MBA from Francis Marion.

Don Faulkner
Chief Information Security Officer, University of Arkansas
Don Faulkner is CISO at the University of Arkansas where he is challenged daily to find elegant solutions to interesting problems ranging from identity and access management to cloud security to policy development. Before coming to higher education, he worked as a professional security consulting for over 15 years, with many clients in the Fortune 500 and the public sector. A proponent of open systems, he’s interested in emerging technologies dealing with how information flows between people and computers, and how individuals stay in control. Faulkner holds a B.S. in Computer Engineering from the University of Arkansas and a CISSP certification.

Jason Fish
Manager of Application Programming, Purdue University
Jason Fish is the manager of application programming at Purdue University where he is responsible for providing development in the areas of teaching and learning. His experience includes development, project management, and driving new and creative Web and mobile strategies. The work of his group has been featured by the New York Times, CNET, and The Chronicle of Higher Education.

Mark Foster
Technology Coordinator, University of Texas at Austin
Mark Foster is the Technology Coordinator for the McCombs Web Team. He is a graduate of the Savannah College of Art and Design and has been working at the University of Texas business school for 5 years. Foster has given presentations before a number of audiences—most recently the Texas State Senate.

Martha Gabriel
Professor, HSM Educacao
Martha Gabriel is PhD, researcher, leader and professor of the Marketing MBA at HSM Educacao. She is a best-selling author with five published books, is ranked among the Top 50 Marketing Bloggers by Kred and among the 100 Top Web-Savvy Professors 2012 by Best Online Universities. Gabriel is also an international keynote speaker, and has given three TEDx presentations. Find her at martha.com or on Twitter: @MarthaGabriel

Chad Galts
Director of Communications, School of Engineering, MIT
Chad Galts is the communications director for the School of Engineering at the Massachusetts Institute of Technology. He helps coordinate communications planning, resources, and strategy across the School’s academic departments, research laboratories, and centers and works on special projects and assignments.

Richard Gambrell
Director Strategic Systems, IT, University of Tennessee at Chattanooga
Richard Gambrell has a masters in Sociology from UC Davis and 30 years of experience in IT, including systems, networks, applications, databases, programming, Banner ERP, web development, and project management. His work life has included working for UC Davis, Xavier of Louisiana, University of Tennessee at Chattanooga, as well as time self-employed as a IT consultant.

Doug Gapinski
Strategist, mStoner
Doug Gapinski is a strategist at mStoner, a company that provides strategy and creative work to colleges and universities. At mStoner, he works with a team to complete web relaunches. Doug maintains a blog (http://responsive.ly) about multi-device design with Erik Runyon, manager of interactive development at the University of Notre Dame.

Chris Garbutt
Senior Student Communications Officer, University of Toronto
In his 10 years at the University of Toronto St. George Campus, Chris Garbutt has been a leader in developing innovative communications for students. He has managed the Life @ U of T Blog team for five years, and co-leads the Student Life Community Crew. He has also led an initiative to improve student communications across the university.

Jim Gardiner
Web Application Developer Lead, Active Data Exchange
Jim Gardiner has more than 10 years of web development experience. From 2003-2010, Gardiner managed the CMS at Northampton Community College in Bethlehem, PA serving over 35,000 students. Currently at Active Data Exchange he is on a team of developers building enterprise class calendar solutions. Gardiner has extensive knowledge in ASP.Net, C#, XML, XSLT, jQuery, and JSON programming.
Trumba Connect is making a name for itself in Higher Education

Trumba Corporation is a leading developer of innovative event calendar publishing technology that helps universities successfully promote events online.

Join the growing list of colleges and universities using Trumba to manage campus-wide events, promote events online, and keep students, faculty, administrators, alumni and the surrounding community informed and involved:

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www.trumba.com

Nathan Gerber
Director - Web Development Services, Utah Valley University

Nathan Gerber, Director of Web Development Services at Utah Valley University, specializes in building effective and productive web solutions for educational institutions. Since 1993, Gerber has helped many businesses and educational institutions create their web systems. As technologies evolve, he works with the UVU community to ensure its clients move in the right direction.

Stephanie Geyer
Assoc. VP, Web Strategy & Interactive Marketing, Noel-Levitz

Stephanie Geyer directs Web site development and e-communications projects for Noel-Levitz, consulting with campuses throughout North America. She leads the E-Expectations market research project and has presented at the AMA Symposium for the Marketing of Higher Education, EduWeb, and other national events. Previously, Geyer directed recruitment marketing programs for Wilkes University.

Mark Greenfield
Director of Web Services, University at Buffalo

Mark Greenfield is a highly regarded, influential member of the higher education web community. He is an award winning speaker who is known for his thoughtful vision of the future of the web and technology on college campuses. He is very active in the web community serving on numerous boards and committees.

Joel G Goodman
Principal, Bravery Transmedia

Joel G. Goodman is a jack-of-all-trades marketer, designer, and front-end developer at his creative media firm, Bravery Transmedia. He spent six years working in higher education web marketing at two institutions and holds a master of arts degree in Media Studies from The New School for Public Engagement. He lives in Austin, TX where the sun shines warmly and tacos never run out.

Megan Gilmore
Web Content Manager, North Park University

Megan Gilmore has been at North Park University for two years, making sure the sentences are sensible, the words are spelled correctly, and people can find what they’re looking for at northpark.edu.
Brandon Groves  
Programmer, UCF
Brandon Groves is a programmer with seven years experience developing user-centered, data-driven web and stand-alone applications for Lockheed Martin and the University of Central Florida. If there is a process that needs improving, Groves will fight to the end to improve it (or just write a script to automate it).

Julie Grundy  
Information Architect, Duke University
With an adventurous spirit and a background in public relations and web design, Julie Grundy now finds herself planning information architecture and UX for Duke Web Services (Duke University’s in-house web agency). Previously at Providence College and the Univ. of Georgia, Grundy continues to enjoy the balance between innovation and legacy systems that are innate to HE Web.

Curtiss Grymala  
University Webmaster, University of Mary, Washington
Curtiss Grymala, founder of Ten-321 Enterprises, is the university webmaster at the University of Mary Washington (UMW). At UMW, Grymala manages all custom development for the University’s unique implementation of WordPress as its CMS. Grymala has developed more than 50 custom WordPress plugins, released 10 public plugins and created more than 20 custom themes for various organizations.

Kel Hahn  
Associate Director of Communications, University of Kentucky, College of Engineering
Kel Hahn has worked in communications, marketing and publishing since 2000. His writing portfolio includes magazine articles, three ghost-written books, one co-authored book, two e-books and over 250 syndicated radio programs. At UK, Hahn is responsible for producing feature articles, internal communication pieces and all of the college’s social media.

Christie Hale  
Communications and Recruitment Specialist, Genesee Community College
Christie Hale is the communications and recruitment specialist at Genesee Community College.

Danny Harvey  
Web Applications Developer, University of Wisconsin - Milwaukee
Danny Harvey works as a web applications developer in the LSITO Web Development Office at UW-Milwaukee. His professional experience includes fourteen years as a Materials Engineer at the Naval Research Laboratory in Washington, D.C. and twelve years as a web and mobile app developer at Eastern Illinois University. Harvey provides technology support for business processes, research and assessment.

Meghan Hatalla  
Technical Training & Communications Specialist, Century College
Meghan Hatalla is a technical training specialist at Century College. She draws on her interdisciplinary background involving work in corporate, start-up and higher education to help frame her viewpoint, and is currently co-authoring a textbook on interactive portfolio elements and design. Hatalla received an MS in Technical Communication from Metropolitan State University in 2009.

Calvin Hendryx-Parker  
Chief Technology Officer, Six Feet Up, Inc.
Calvin Hendryx-Parker is the Chief Technology Officer at Six Feet Up and is responsible for developing new content management technology. For over 15 years Hendryx-Parker has been consulting with Higher Ed on tools and technologies, systems architecture and solutions that address information-sharing needs. His goal is to promote open source and create a knowledge-sharing culture.

Jasen Hengst  
Vice President, Augustana Web Guild
Jasen Hengst is in his senior year, majoring in Graphic Design with a minor in Spanish at Augustana College in Rock Island, IL. He has been a member of the Web Guild and designer in the EDGE Center at Augustana for 3 years. He has experience in website design, HTML/CSS, print design, and some video editing.

Kerri Hicks  
Manager, Web Communications, University of Rhode Island
Kerri Hicks has been a web developer for 19 years, and has spent 17 of those in higher ed. She's a usability, UX and HCI junkie, always striving to make user experiences as effective, enjoyable, and frictionless as possible. She's an early adopter of technologies, and swears she's iOS/Android agnostic.

I Drew Hill  
Web Director, Binghamton University
Drew Hill is Web director at Binghamton University and has been working in the web space since 1994. His award-winning higher ed web efforts span more than a decade. Find him on Twitter: @Drew1.
Rob
Hochschild
Associate Director for Editorial Services, Berklee College of Music

Rob Hochschild oversees or contributes to content strategy and development for multiple media, including web, print, video, podcast, blogs, and social media. Prior to joining Berklee in 1992, he worked as a broadcast and print journalist, editor, and PR executive. His radio work has appeared on NPR and commercial stations. Print publications include the Boston Globe and Downbeat.

Jolynne Holloman Bremmer
Web Content Editor/Producer, Arcadia University

Jolynne Holloman Bremmer has been on campus at Arcadia University for the past seven years. Beginning as an undergraduate student, she has returned to her alma mater as a video producer and web content editor. Working closely with her colleagues, she enjoys developing exciting video projects that share the stories of the faculty, staff and students at Arcadia.

Dave Housley
Manager of Web Strategy, Penn State Outreach Marketing

Dave Housley is the manager of web strategy for Penn State Outreach Marketing. He’s managed websites for Penn State’s World Campus, and several nonprofit and government organizations, including The World Wildlife Fund, The Peace Corps and the Appalachian Regional Commission.

Leonya Ivanov
Online Media and Web Coordinator, Grinnell College

Leonya Ivanov has been with Grinnell College’s Communications Office for 12 years as the Online Media and Web Coordinator. He has been involved all stages of analysis, design, development, implementation and marketing of numerous software and interactive projects in Russia, Australia, Germany, and the U.S. He is especially interested in automation and structuring of complex data streams.

Karine Joly
Executive Director, Higher Ed Experts

Karine Joly founded Higher Ed Experts, an online professional school for people working in universities and colleges. Joly oversees the development of the curriculum and teaches the 8-week online course on social media marketing for higher ed. She has authored and taught a few sessions of the capstone graduate course of the MBA in Social Media at Southern New Hampshire University. Joly blogs at Collegewebeditor.com, authors the Internet Technologies column of University Business and writes periodically for other publications (University Affairs, CASE Currents, etc.). She is often invited to speak at leading higher ed web conferences (HighEdWeb, CASE, American Marketing Association, UB Tech, eduWeb, CUPRAP, etc.).

Chris Judge
Videographer, Providence College

Chris Judge graduated from Providence College in 2005 and developed his love for video while working in Athletics as a graduate assistant and then full-time employee. In 2011, the PC Web Services team was developed and Judge was offered the position of videographer, which he currently holds. He continues to hone his videography, editing and storytelling skills.

Diana Keeling
Web Application Developer, Western Kentucky University

Diana Keeling joined Western Kentucky University as a Web Application Developer in 2009. Keeling was heavily involved in the selection, implementation, and continued maintenance of WKU’s ECMS, OU Campus. Keeling presented at the 2013 OmniUpdate User’s Conference and her favorite quote is, “Lack of planning on your part does not constitute an emergency on my part.”

Tricia Kenderdine
Communications Coordinator, University of Toronto

As key member of the Student Life communications team since 2007, Tricia Kenderdine has collaborated with staff and faculty to advance and encourage co-curricular involvement among students. She is responsible for a range of communications vehicles, both in print and online. Kenderdine serves as a resource to university staff on design, navigation, accessibility and messaging.
Hamza Khan
Digital Community Facilitator, Ryerson University

Hamza Khan is a digital marketing strategist based in Toronto. He delivers expertise in social media and digital marketing through his passion for helping brands become more human. Hamza currently leads social media strategy at Ryerson University, Canada’s leader in innovative, career-focused education.

Aaron Knight
Web Developer, SUNY-ESF

Aaron Knight has been a Web developer in the Office of Communications at the State University of New York College of Environmental Science and Forestry (now you see why we shorten that to SUNY-ESF) in Syracuse, NY for five years. Knight builds web-based internal and external information systems for the college.

Michelle Krejci
Developer, Promet Source

Michelle Krejci discovered Drupal in graduate school when searching for a solution for managing the workflow of her department’s academic journal. Excited by Drupal’s potential to aid and enhance many of academia’s processes and projects, Michelle decided that her first move after graduate school was to move from project owner to developer. Michelle has been working for Chicago’s Promet Source since then, responsible for auditing new clients, initiating new clients into Drupal-speak, and tackling the more technical issues that arise from the Support Desk. Michelle has been passionate about advocating for incorporating continuous integration practices into Drupal development to heed off problems that arise in support before they start.

Jessica Krywosa
Director of Interactive Content Strategy, Hamilton College

Jessica Krywosa (@jesskry) is a passionate and creative integrated marketing professional. Krywosa is currently the director of interactive content strategy at Hamilton College, digital brand strategist at Tidal Strategies and virtual advisor for MediaBistro’s Social Media Bootcamp. She holds a MA in Integrated Marketing Communication from Emerson College and a BA in Communications from Northeastern University.

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Andy Kucharski  
Founder & CEO, Promet Source  
Kucharski is the founder and CEO of Promet Source. He is an Open Source evangelist, contributor, and frequent speaker at Drupal events. Andy is also an active supporter of Chicago tech startups, and a strong advocate for the use of Drupal. Andy has more than 15 years of strategic and technical expertise in Higher Ed, government and non-profit associations.

Daniel Laird  
Media and Design Specialist, SUNY Oswego  
Dan Laird has been a technology professional at SUNY Oswego since 2007. His current position as media and design specialist has his hands in many different endeavors, including maintaining websites, developing various creations to fulfill both print and digital needs, and administering the Panopto Lecture Capture service on campus. He is currently working on his MA in Graphic Design.

Shahab Lashkari  
Product Manager, OmniUpdate, Inc.  
Shahab Lashkari enjoys all things technical. Currently he is working on his master’s degree in Computer Science at CSU Channel Islands, where he has taught courses in Web Development, Android Game Programming, and Human Computer Interaction. His experience as a programmer and an educator helps give Lashkari a unique perspective in his role as Product Manager at OmniUpdate.

David Lavigna  
Education Practice Manager, Active Data Exchange  
David Lavigna has over 10 years of experience providing software solutions in Higher Education, Corporate, and Publishing industries. In his role as education practice manager at Active Data Exchange, Lavigna focuses on developing and maintaining key relationships with both clients and education technology service providers nationally.

Sheri Lehman  
Interactive Marketing Specialist, Chapman University  
Sheri Lehman is a forever student passionate about social media, leadership, and education. She is Chapman University’s interactive marketing specialist, managing the social media copy and content for the university, TEDxChapmanU, and the Big Orange Book Festival. She is the co-author of the university’s first social media policy and guidelines, and frequently presents to staff and undergraduate courses. Lehman is simultaneously pursuing her master’s degree in Leadership Development, with an individual emphasis in education and communications. Connect with her at www.sherilehman.com.

Kat Liendgens  
CEO, Hannon Hill  
As Chief Executive Officer of Hannon Hill, Kat Liendgens is responsible for the strategic direction of the company to ensure that Hannon Hill is a great place to work, continues to provide outstanding customer service and products, and thrives as a thought leader in the industry. Hannon Hill is the maker of Cascade Server CMS and Spectate Content Marketing Software.

Rob Liesland  
Senior Web Developer, Xavier University  
Rob Liesland, Senior Web Developer, began his career at Xavier University as a programmer/analyst and moved to web development in 2007. He specializes in web application development, aided by his intimate knowledge of Xavier’s administrative systems.

Annette Liskey  
IT Coordinator, James Madison University  
From an Associate’s degree in Computer Science to a Bachelor of Arts in English, Annette Liskey has learned to appreciate the technical, the creative, and the blend of both aspects found within the specialty jobs executed by student employees at TAD. Liskey is the current IT coordinator for TAD and acts as gatekeeper of project orders by advising and working with the student employees.

Allison Manley  
Owner/Designer, Rogue Element Inc  
Allison Manley has over 20 years experience doing award-winning brand strategy and design for both interactive and print projects. Her organizational skills have been described by clients as “downright scary” and her great management skills keep budgets and schedules tightly on track. Manley works
Corie Martin  
**Director, Creative Web Services, Western Kentucky University**

Corie Martin, WKU director of Creative Web Services, oversees Web content, marketing, interactive media and strategic partnerships. Martin published features for LINK and presented at HEWEB11/12, CASE and OUC12/13. Martin has received awards for social media and online innovation and believes in catching bees with honey. Martin is pursuing a doctorate in Postsecondary Ed Leadership.

Daniel Martinez  
**Web Supervisor, CSU Channel Islands**

Daniel Martinez, M.P.A. is the web supervisor at CSU Channel Islands (CI). In addition to his role as University webmaster, Martinez leads CI’s web accessibility evaluation and training programs. Prior to CI, he was the Associate Director of Web Services at Texas A&M International University. He has over 17 years of experience in university web site design and administration.

Mary Beth Martini-Lyons  
**Coordinator, Web Design & Administrative Services, Cornell University Library**

Mary Beth Martini-Lyons is Coordinator of Web Design at Cornell University Library. She is co-chair of the Usability Working Group; a member of the Cornell mobile web strategic planning committee, and co-lead of the Library Discovery & Access Initiative, a multi-year project centered on redesigning and improving end user experience of search and access to library services and resources.

Nikki Massaro Kauffman  
**Interface Designer, Penn State World Campus**

Nikki Massaro Kauffman has degrees in both computer science and education and over 14 years experience in education and technology. As a programmer, interface designer, and educator, her passion optimizing the Web to reach the as many learners as possible. Nikki enjoys working with learners, balancing individual needs and scalability, and writing about herself in the third person.

Aaron Maturen  
**Web Developer, SVSU**

Aaron Maturen is a web developer for Saginaw Valley State University with a passion for learning. He has dabbled in many different languages, but is known for being a Python and Javascript connoisseur. You’ll often find him reading the source of fun javascript libraries or the ECMAScript spec. Maturen has also been labeled the “database guy” to many, and is known to “make databases cry.”

Sarah McMaster  
**Director of New Media, Mount Wachusett Community College**

Sarah McMaster, Director of New Media for Mount Wachusett Community College, has over 7 years of hands-on experience with tactical and strategic use of the web for student engagement, community relations, and inbound marketing purposes. She is currently project manager for the college’s public-facing website and oversees college-wide digital asset management.

Seth Meranda  
**User Experience Architect, University of Nebraska-Lincoln**

Seth Meranda develops web strategy and UX/UI for the University of Nebraska-Lincoln. Meranda coordinates a web analytics strategy to further the goals of the colleges and departments in accordance with institution-wide recruitment, retention, research and reputation goals. Seth works with institutions across the country on web analytics strategies as an Associate Consultant for Noel-Levitz.

Melissa Meehan  
**Director, Web Administration, SUNY Buffalo State**

As director of web administration at SUNY Buffalo State, Melissa Meehan has the privilege of leading the very talented team that is responsible for all aspects of the college’s official award-winning site. Before joining Buffalo State in 1999, Meehan was part of the corporate communications teams at Minitab Inc. and Northrop Grumman-Amherst Systems Inc.

Lance Merker  
**President and CEO, OmniUpdate, Inc.**

Lance Merker is the President and CEO of OmniUpdate, Inc., located in Camarillo, CA. Under his leadership, OmniUpdate has become the leading web content management system (CMS) and digital marketing solutions provider for higher education. The company’s flagship CMS product, OU Campus® is used to manage more than 700 college and university websites worldwide. Mr. Merker is a regular guest speaker on the subject of web CMS solutions, as well as digital and social media marketing at industry conferences nationwide. He has more than 20 years of experience in the software industry.

Amy Michelin  
**New Media and Content Strategist, Farmingdale State College**

Amy Michelin brings close to eight years experience in higher ed communications, marketing and new media. Her contributions include the development of a social media presence, intimate involvement in a full website redevelopment and redesign, the vision for a new image cam-
campaign, and analysis of metrics to assist in directing marketing decisions. Her peers recognize her for her passion.

**Michael Miller**
Web Administrator, Malone University

Michael Miller is the Web Administrator at Malone University in Canton, Ohio. In a previous life he was an archaeologist, but eventually found himself wanting a job that didn't involve getting chased by people with guns. His areas of interest include web accessibility, Wordpress, web analytics and evangelizing others on the benefits of not building your web pages in PowerPoint.

**Jim Muir**
Senior Mobile Developer, The Ohio State University

Jim Muir is a mobile developer for The Ohio State University in the Office of the CIO. He joined as a student for University Libraries and was then hired full-time as a web developer. After six years, he left the libraries to become a member of the OSU Mobile team within the OCIO. He dabbles in all sorts of tech, such as iOS, Android, BlackBerry, Grails, Rails, PHP, Node.js, responsive web, and HTML5.

**John S. Murphy**
Social Media Specialist, Brown University

John S. Murphy (@Murphy-BrownU) is the social media specialist at Brown University where he focuses on leveraging social media and digital marketing strategies to optimize visibility, reach and engagement via early adoption, analytics and creativity. He recently received an Honorable Mention from PR News' Social Media Icon Awards for the “Scene by you at Brown” Instagram campaign. As an undergrad at the University of Colorado at Boulder in 2007, before Facebook ‘Pages’ were officially launched, he founded a social media consulting agency creating and managing Facebook presences for SMBs. He then began work as the Social Media Strategist at a large NGO where he coordinated social media strategy on a global scale. Murphy holds a BA in Anthropology and English from CU Boulder and is currently studying Advertising Design at the Rhode Island School of Design.
Gabriel Nagmay
Web Analyst, Portland Community College

Serving 100,000+ students a year, Portland Community College is the largest institution of higher education in the state of Oregon. As a web analyst for the college, Nagmay works with a small, but very dedicated team who is charged with providing web services for the entire PCC community.

John Nollin
Director of Operations, Promet Source

John Nollin is a web development specialist focusing on open source technologies in the Chicagoland area. He is a passionate entrepreneur and traveler who enjoys new experiences, tough challenges, and the accomplishment that comes from both. Currently, Nollin works as the director of operations for Promet Solutions Inc., a Chicago based open source web and mobile development company. Promet focuses on open source technologies to build complex websites and web applications. Promet has developed solutions for Fortune 100 companies, start-ups &non-profits. Nollin and Promet have utilized Drupal to build a broad variety of websites, web applications, and Mobile Applications. As the director of operations Nollin oversees all development projects ensuring quality, timeline, budget, and client satisfaction. He has helped Promet expand internationally by opening an office and recruiting team members located in the Philippines.

Mark Norris
Associate Director, Web Administration, SUNY Buffalo State

Mark Norris is the associate director of web administration at SUNY Buffalo State. Norris maintains the content of the main Buffalo State website and supporting subsites, oversees design and content for all new sites, and edits the college’s News and Events site. Since coming to Buffalo State in 2006, Norris has been involved in many award-winning projects.

Tonya Oaks Smith
Director of Communications, UALR William H. Bowen School of Law

Tonya Oaks Smith (@marleysmom) has spent most of her adult life smoothing frayed edges, herding wet and hungry cats, breaking down silos and perfecting the #facepalm -- all while dancing backwards and in heels with a big smile on her face. A former reporter who sold her soul and then redeemed it by moving to communication for a public university, Smith is a fan of the words “y’all” and “malheureusement” -- not necessarily in that order, and prefers the em-dash to commas. She's currently the director of communications for the UALR William H. Bowen School of Law. In this role, she manages the communications, marketing and public relations strategies of the law school in accordance with its mission, objectives, directives and policies. In 2010, she completed her master's degree in applied communication studies.

Dave Olsen
Professional Technologist, West Virginia University

Dave Olsen has been a developer and project manager with the University Relations - Web unit at West Virginia University (WVU) for the last eleven years. Over that time he has worked on and led projects that range from developing a university-wide CMS to creating award-winning marketing websites. For the last four years he has also worked on implementing mobile solutions for the University.

Scott Orians
Online Systems Manager, North Park University

Scott Orians has been the Online Systems Manager at North Park for two and a half years.

Lori Packer
Web Editor University of Rochester

Lori Packer is responsible for the design, maintenance, and content strategy for several central University websites, including the University’s homepage and news site. Packer is also part of the design and editorial team for Futurity.org. Before coming to higher ed, Packer was the lead U.S. editor for MSN Search -- Microsoft’s pre-Bing search engine -- and received a master’s degree in communications from the University of Washington. She is currently working toward her MSLIS from the iSchool at Syracuse University. She has served on the HighEdWeb organizing committee since 2003. She is a Phillies fan, a beer snob, and an insomniac, and she blogs sporadically at Goddessofclarity.com

Jeannine Papelino
Creative Director & Information Specialist (business), IntreXDesign & Associates

Jeannine Papelino, is the creative director and information management specialist, who founded the design firm, IntreXDesign & Associates in 2000. She has over a decade of experience working for a fortune 500 company, freelancing in New York City, and specializing in higher education. Today, she designs promotional material for Higher Education in both print and electronic marketing material.

Jason Pitoniak
Technical Team Lead, Rochester Institute of Technology

As team lead for RIT’s Enterprise Web Applications group, there’s rarely a dull moment in Jason Pitoniak’s day. Whether documenting requirements for a big new project or trying to figure out why file uploads suddenly stopped working, Pitoniak is always on the go. A programmer since about age
10, Pitoniak has been involved with nearly every aspect of web development for the past 15 years. When not sitting in front of a computer, Pitoniak can often be found hiking, camping, or mountain biking.

**Tom Pixton**
Communications Specialist, Massachusetts Institute of Technology

Tom Pixton has worked in higher education for decades. Since 1999, he has worked at MIT as a project manager, a buyer of creative services, and more recently as a UX/IA specialist.

**Ma’ayan Plaut**
Social Media Coordinator, Oberlin College

Ma’ayan Plaut is the Social Media Coordinator at her alma mater, Oberlin College, where she manages Oberlin’s social spaces and projects. She serves as a cheerleader, consultant, and strategist for anyone interested in exploring social media on campus. Time not spent thinking about Oberlin is occupied with photography, food, writing, and all things social.

**Tracy Playle**
Director and Communications Strategist, Pickle Jar Communications

Tracy Playle is founder and Director of Pickle Jar Communications and HE Comms. She spends her life travelling the world and her home country - the UK - advising education organizations on content strategy and digital communications. Prior to developing Pickle Jar in 2007 she was Head of Research-TV at the University of Warwick - a top 10 UK university, where she worked for 6 years.

**Jason Pontius**
President and Founder, White Whale

Jason Pontius is the president and founder of White Whale Web Services, an eight-person Oakland-based firm specializing in web design and development, strategic marketing and content wrangling for colleges and universities. He also leads the team of geeks that power LiveWhale, our higher-education-focused CMS, and LiveWhale Calendar. Pontius has been designing and building websites since 1997, when he began exploring the field of interactive design as a complement to his graduate study in linguistics and Slavic languages at the University of Chicago (where he holds a master’s degree). He lives in Alameda, a short bike ride from the office, with his wife and children.

**Jennifer Pope**
Web Designer, Rutgers University-Camden

Jennifer Pope is the web designer for the Faculty of Arts and Sciences at Rutgers University-Camden. She began her journey into the higher ed web world after obtaining her Masters in Library and Information Science in 2010, concentrating in Competitive Intelligence/Knowledge Management. Pope has presented at HighEdWeb New England.

**Jason Proctor**
Senior Web Applications Developer, Mount Holyoke College

Jason Proctor has been working to make the web a better place for 19 years. He clearly still has a lot of work to do. Since 2007, he has been writing, maintaining, and supporting web applications (including several flavors of CMS) at Mount Holyoke College.

**Kareem Rahaman**
Web Marketing Specialist, Ryerson University

Kareem Rahaman is currently the Web Marketing Specialist for Undergraduate Admissions and Recruitment at Ryerson University. He has held various roles around social and digital media within the institution and owns his own digital marketing agency, Splash Effect.

**Samantha Read**
Senior Liaison Officer, Communications, Ryerson University

Samantha Read is currently the Senior Liaison Officer, Communications, for Undergraduate Admissions and Recruitment at Ryerson University. Read has worked at Ryerson for seven years in both student recruitment and communications roles and has a Bachelor of Journalism degree.

**Alana Riley**
Associate Director of Web Design & Social Media, Providence College

Alana Riley assists clients with accessibility initiatives and other aspects of managing large websites. Rydberg
has over 11 years of experience in multimedia and web design and development, with nine of those years in higher education and research environments. Kevin has worked within a variety of content management systems.

**Cindy Sabato, APR**
Coordinator, Marketing & Advertising, University of Rhode Island

Cindy Sabato has been championing K-12 and higher education for 20 years, first in public relations and crisis communication and now marketing and social media. She’s led her organizations’ communication with news media, faculty/staff, and parents through such high-profile crises as threats of gang violence on an inner-city high school campus, discovery of a 5th grader’s hit list, controversies on uniforms and behavior, and budget cuts in the tens of millions. More recently, at the University of Rhode Island, she led social media communication during Winter Storm Nemo and the gun scare that is the topic of this presentation.

**George Sackett**
District Coordinator, Web Communications, St. Louis Community College

George Sackett has been with St. Louis Community College managing their website for six years, coralling the original STLCC websites into a single cohesive site. Prior to STLCC, he was instrumental in building and maintaining the initial website for the Maryland Department of Natural Resources. Sackett is a freshman member of the conference planning committee.

**Christian Santillo**
Director, Web Communications, College of the Holy Cross

Christian R. Santillo is the associate director, office of public affairs / director of web communications at the College of the Holy Cross in Worcester, Massachusetts.

**Catherine Scholz**
Digital Project Manager, Core Creative

Catherine Scholz has been in the web development industry for over 13 years. She started at Cardinal Stritch University in ’09 and, after a year, decided to shake things up a bit. The end result was a re-designed website, a re-branded university, a Web Communications department, and a positive working relationship with all the departments at the university. After four happy years at Stritch, she moved out of higher ed and is now digital project manager for Core Creative.

**Andrew Shearouse**
President, Augustana Web Guild

Andy Shearouse is a junior at Augustana College, majoring in Business and Computer Science with a minor in Mathematics. He is in his third year with the Web Guild, where he works as the main project manager, is an occasional site designer, and is a frequent site developer.

**Dustin Sier**
Web Developer, Shippensburg University

Dustin Sier is Web developer at Shippensburg University since 2010, where he maintains code for the public facing website as well as any configuration or portlet code for the Ellucian Luminis installation.

**Sara Simcox**
Assistant Director of Research and Planning, Penn State University

Sara Simcox is the Asst Director of Research and Planning for Penn State University. As part of the unit responsible for enhancing the University’s brand image and guiding the strategic direction of marketing initiatives, she conducts market research that guides marketing strategies across the University. Previously, Simcox worked at Opinion Research Corporation of Princeton, New Jersey.

**Glenda Sims**
Senior Accessibility Consultant, Deque

Glenda Sims is a senior accessibility consultant at Deque sharing her expertise and passion for the open web with government, education and companies that range from small business to Fortune 500. She spent over a decade as the lead accessibility expert at the University of Texas at Austin. She co-authored the book “InterACT with Web Standards: A holistic approach to Web Design.”

**Gary Sipe**
Director of Web Services, Stetson University

Gary Sipe leads the entire Stetson University web presence. This includes all aspects of the web, such as: governance, infrastructure, development, content, marketing and social media. The web has been under Sipe’s stewardship since 2002 and in that time has it has won multiple web-related awards. One can best describe his approach to the web as both analytical and very progressive.

**Robin Smail**
Renegade Element, UX Lead, Firebrand Tribe

What is there to say about @Robin2go? She is loud. She is a chewy center of enthusiasm, wrapped in a shiny candy coating of laughter. She has an uncanny ability to build community around her just by walking into a room. She’s notorious in higher ed, as inescapable as her red hair, favors authenticity and transparency over political correctness, and can tie any lesson to a Firefly quote.
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**Andrew Smyk**  
Program Coordinator - Interactive Multimedia, Sheridan College  
Andrew Smyk is the program coordinator for the Interactive Multimedia program at Sheridan College. He has worked on a college-wide academic strategy initiative for increasing interdisciplinary and interprofessional learning experiences for students. Smyk is an educator & user experience designer with a focus on mobile design, a coffee aficionado, avid cyclist and HTML5 Evangelist.

**Jeremy Streich**  
Web Applications Developer, UW-Milwaukee  
Jeremy Streich earned his degree in Computer Science from UW-Milwaukee in 2007. He began developing websites and applications for the University shortly thereafter. He has worked for the both the Center of International Education and College of Letters and Science. Streich has long been an advocate of usability, accessibility and analytics in web development and design.

**Donna Talarico**  
Integrated Marketing Manager, Elizabethtown College  
Donna Talarico is the integrated marketing manager at Elizabethtown College. Before working in higher education, she worked for a leading eCommerce developer/Internet marketing company and as a radio promotions director. She also is the founder and publisher of Hippocampus Magazine, an online monthly literary magazine dedicated to creative nonfiction.

**Lacy Tite**  
Director of Web Communications, Vanderbilt University  
As Director of University Web Communications at Vanderbilt, Lacy’s (@lacytite) office is responsible for providing web and application development services, consulting on strategic initiatives, and managing Vanderbilt’s social media presences. Her favorite side projects are working on web stuff with Justice and Mercy International and Link: The Journal of Higher Education Web Professionals.
Tom Tostanoski
USC-I, Texas State University
Tom Tostanoski describes himself as a “technical support rockstar,” having provided support for RailEurope, Time Warner Cable, Apple, AT&T Wi-Fi Services, and clients of IBM and Unisys. He’s now supporting educational software at rapidly growing Texas State University. In addition to the Magnolia-based Gato CMS and WordPress, he supports a pair of video products as well.

Douglas Tschopp
Entrepreneurial Center Director, Augustana College
Doug Tschopp is the Entrepreneurial Center director at Augustana College in Illinois. He is a full-time administrator who teaches public relations and advises student organizations focused on Web and advertising. His long history with this conference includes pioneering a track focused on content and design, and he is now in his 11th year as the conference’s program chair.

Magen Tracy
Asst. Director for Online Marketing and Social Media, Berklee College of Music
Magen Tracy is the Asst. Director for Online Marketing and Social Media at Berklee College of Music. She worked previously in marketing/promotions at Live Nation New England, and holds degrees from Brown University and Emerson College (MMA). Tracy is a regular speaker on social media and gender issues, and is an active musician in the Boston area and volunteer for Girls Rock Camp Boston.

Shawn Vashaw
Instructional Designer, Penn State Public Media
Shawn Vashaw is an award-winning instructional designer in the final stages of finishing his Ph.D. He has a background in film, video, and live theatrical production.

Jaclyn Vetrano
Web and Social Media Coordinator, Genesee Community College
Jaclyn Vetrano is the Web and social media coordinator at Genesee Community College. She is a SUNY Geneseo alumna and Buffalo native. Vetrano enjoys appropriate placement of hashtags, mobile-friendly content and the color yellow.

Zac Vineyard
Director of Web Development, Northwest Nazarene University
Zac Vineyard is the Director of Web Development for Northwest Nazarene University and has been building websites for ten years. He specializes in front-end web design, content management, and application development. He loves PHP. He lives in Meridian, Idaho, with his wife and twin girls. You can follow him on Twitter @zvineyard.

Alex Winkfield
Videographer, The College of Wooster
Alex Winkfield has been working in higher education since 2010 as the videographer for The College of Wooster. He is also a hack cyclist, lover of a good IPA, new dad, and most impressively, has an extremely attractive wife.

Rob Withers
Head of Access Services, Miami University
Rob Withers is Head of Access Services for the Miami University Libraries. He has presented at conferences including the American Library Association, HighEdWebDev, the Brick and Click Annual Symposium, and LOEX.

John Williams
Systems Architect, NewCity
John Williams is a web developer with seventeen years of professional experience on public-facing web sites for organizations both large and small.

2013 Higher Education Web Professionals Conference
Mallory Wood
Director of Marketing, mStoner

Mallory Wood brings five years of marketing, digital, and undergraduate enrollment experience to mStoner. At Saint Michael’s College, Mallory worked in the Office of Admission and the Office of Marketing and Communications. Mallory developed St. Mike’s social media strategy, produced web video, and worked with student ambassadors to engage future students on Facebook, YouTube, Twitter, and other social channels. Mallory currently manages mStoner’s marketing and business development activities and oversees EDUniverse.org and HigherEdLive.com. Mallory has presented at a number of conferences including HighEdWeb, Penn State Web Conference, NEACAC, and SUNYCUAD and has been a guest and a guest host on HigherEdLive.

Jason Woodward
Co-founder / CTO, RecoVend, Inc.

Jason Woodward has been a professional Web developer since 1996. In 1998, for 4 years he built the software running EMusic.com. Then, for 10 years he built Web content management and administrative Web applications for Cornell University. He left in 2011 to pursue his own ventures, eventually co-founding RecoVend and BetaMatch. He holds a BS and M.Eng in computer science from Cornell University.

J. Gordon Wright
Director of New Media, Erikson Institute

With more than 15 years experience in web communications -- jumping between the worlds of academia and rock’n roll -- J. Gordon Wright brings a practical and strategic approach to improving online efforts in higher ed. At Erikson he led a complete overhaul of the school’s website with WordPress, a move which has enabled him to turn his focus to making the site’s content and design more awesome.

Jennifer Younker
Executive Director of Marketing and Communications, Saint Xavier University

Jennifer Younker received her Bachelor of Arts and Master of Arts in communication and training from Governors State University. She began her career at Saint Xavier University in 2006 and was promoted to executive director of marketing and communications in 2010. As executive director, she is responsible for implementation of an integrated communication and marketing strategy.

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