

NCICU'S 2022 COMMUNICATIONS & MARKETING CONFERENCE

TUESDAY, JANUARY 11

- 1:30 p.m.** **WELCOME, SPONSOR RECOGNITION
UPDATE FROM NCICU**
Dr. A. Hope Williams, President, NCICU
- 2:10 p.m.** *Communications and Development groups transition to separate
conference agendas*
- 2:15 p.m.** **A SEAT AT THE TABLE**
A panel discussion about the importance of the chief communications officer having a place on the President's Cabinet or Senior Leadership Team to hear the conversation around critical issues impacting the institution and to have a voice to provide the public relations perspective.
Panelists: State Alexander, Executive Assistant to the President & VP of C Communications & Public Relations, Livingstone College, Richard McDevitt, VP for Marketing, Gardner-Webb University, Kristi Eaves-McLennan, VP for Marketing & Communications, Meredith College. Moderator: Sandy Briscar, Director of Communications, NCICU
- 3 p.m.** **BREAK**
- 3:10 p.m.** **COMMUNICATING WITH STUDENTS - HOW DO WE KEEP THEM ENGAGED?**
Panel will discuss personal outreach, social media, and campus apps
Sherri Belfield, Director, University Communications and Marketing, Johnson C. Smith University; Dr. Melanie Hulbert, VP for Student Affairs, Lees McRae College; and Dr. Catherine Hurd, VP of Enrollment Management and Student Experience, Bennett College; moderated by Gabrielle Allison, Methodist University.
- 3:40 p.m.** **MAINTAINING THE BRAND**
How do you maintain the campus brand, balancing established brand guidelines with requests from other departments and student groups that want to have their own graphics?
Keren Rivas, Interim VP for University Communications, and assistant VP for Publications, and Garry Graham, Design Director, Elon University; introduction by Kimberly Harrington, Livingstone College.
- 4:15 p.m.** *Adjourn for the day*

WEDNESDAY, JANUARY 12

9 A.M. WELCOME

9:05 a.m. STUDENT CENTERED WEB DESIGN

We all know how important our website is in telling our institution's story. This presentation will focus on key findings from website competitive analysis of the user experience, information architecture, site performance, brand expressions, and more. The presentation will focus on student pathways and creating dynamic websites that meet the needs and interests of today's students.

Ryan Morabito, Research and Design

10 a.m. NEW TRENDS IN SOCIAL MEDIA

Our presenters will start with a focus on best practices for TikTok and follow that up with basic best practices for creating accessible social media content.

Alexa Heinrich, Digital Marketer, St. Petersburg College, and *Mary Bates*, Associate Director of Public Relations, Warren Wilson College; introduction by *Jay Pfeifer*, Davidson College

10:30 A.M. LESSONS LEARNED FROM CREATING SUCCESSFUL PODCASTS

In recent years, podcasting has gone mainstream. With podcast-only audio hits like Serial, more people are talking about podcasts, and making them. The pandemic has actually made it even easier to make a podcast. The presenters will share examples of successful podcasts in higher education (including their own!) and will share strategies for how to shape your idea. You'll leave with a good sense of what you need to do to launch your project. Carol and Alison are co-producers of the award-winning podcast "Ways & Means" from the Sanford School of Public Policy at Duke University.

Carol Jackson, Digital Communications Strategist Sanford School of Public Policy at Duke University; *Alison Jones*, Managing Editor, Dewitt Wallace Center for Media & Democracy, Duke University; introduction by *Kathy Daughety*, Barton College

11 a.m. CLOSING DISCUSSION

This is your opportunity to discuss topics not covered in the meeting, share your challenges and great ideas .

NCICU wishes to thank the planning committee members for their contributions to the meeting agenda:

Gabrielle Allison, Methodist University
Kathy Daughety, Barton College
Kimberly Harrington, Livingstone College
Jay Pfeifer, Davidson College
Angie Rice-Figueroa, Davidson College
Rolando Rivas, Belmont Abbey College
Mike Thornhill, Mars Hill University

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