

NORTH CAROLINA
INDEPENDENT
COLLEGES & UNIVERSITIES

COMMUNICATIONS & MARKETING ANNUAL MEETING

Tuesday, January 10, 2022, 9 a.m.-3 p.m.

LaRose Student Commons, 112 E. Lebanon Ave., Elon University

9-9:30 A.M. REGISTRATION - LaRose Student Commons

9:30 A.M. WELCOME

Dr. A. Hope Williams | President, NCICU

Mike Haskins | Vice President for Communications and Marketing, Elon University

9:45-10:30 A.M. TIK TOK – Introduction by Jill Kay

How to launch an account, TikTok from a student perspective; advertising on TikTok, what makes a good TikTok video

Véronique George | Interim Chief Marketing and Communications Officer, Salem College

Lauryn Polo | Social Media Manager, Elon University

Sydni Brown | Student at Elon University

10:30-11:15 A.M. BREAKOUT PRESENTATIONS: *Instructions by Owen Covington*

CAMPUS VIDEO AND PHOTOGRAPHY – WHAT’S NEW, TIPS & TECHNIQUES

REMAIN IN LA ROSE STUDENT COMMONS

Introduction by Jill Kay

Mike Shaw | Associate Director, Social Media Video, Wake Forest University

Megan Mendenhall | Multimedia Producer, Digital & Brand Strategy, Duke University

GRAPHIC DESIGN – WHAT APPEALS TO AUDIENCES TODAY?

ALAMANCE BUILDING, ROOM 315

Introduction by Kim Bailey

Jason Fowler | Assistant Professor of Graphic Design, Chowan University

NEWS FOCUSED NEWSLETTER

MOONEY BUILDING, ROOM 202

Owen Covington | Assistant Vice President for Strategic Communications and Media Relations, Elon University

11:15 A.M.-12 NOON BREAKOUT PRESENTATIONS:

HOW TO REACH WHO YOU WANT TO REACH - Introduction by Cheryl Walker

MOONEY BUILDING, ROOM 202

Betsy Chapman | Director of Parent Communications, Wake Forest University

Bradley Taylor | Senior Director of Alumni Engagement, High Point University

THE ALUMNI MAGAZINE - Introduction by Owen Covington

ALAMANCE BUILDING, ROOM 315

Billy Liggett | Director of News & Publications, Campbell University

12 NOON-1:30 P.M.

**BUFFET LUNCH
NCICU UPDATES**

Dr. A. Hope Williams | President, NCICU

NOW WHAT?

Three years since the start of the pandemic: what has changed, national trends, Amazon effect, and channel madness

Dana Cruikshank | Vice President, Business Development, VisionPoint Marketing

Kiana Bradford | Business Associate and Writer, VisionPoint Marketing

1:30-2:15 P.M.

ROUNDTABLE DISCUSSIONS

DOING MORE WITH LESS

Budgets have not increased, but we are expected to produce more and more. How do you manage? Participants are encouraged to share free/useful resources.

Kim Sherman Bailey | Assistant Vice President for Advancement and Director of University Relations and Communications, Chowan University, discussion leader

SOCIAL MEDIA MANAGEMENT

Tools social media managers use to manage accounts on their campuses including those created by students, faculty, departments, and clubs.

Demarcus Williams | Associate Vice President of Global Marketing & Communications, Saint Augustine's University, discussion leader

2:15-3 P.M.

WHEN AND HOW TO WEIGH IN ON PUBLIC CONTROVERSIES

Introduction by Sandy Briscar

Richard McDevitt | Vice President for Marketing, Gardner-Webb University

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

Jodi Bailey

*Director of Marketing & Communications,
Catawba College*

Kim Sherman Bailey

*Assistant Vice President for Advancement; Director of University Relations and Communications
Chowan University*

Owen Covington

*Assistant Vice President for Strategic Communications and Media Relations
Elon University*

Rhonda Jessup

*Director of Public Relations
University of Mount Olive*

Jill Kay

*Social Media Manager
Wingate University*

Cat Niekro

*Vice President for Institutional Advancement and Marketing
Lenoir Rhyne University*

Cheryl Walker

*Executive Director, Strategic Communications
Wake Forest University*