THE WEB IS FULL OF STORIES.

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Palantir is a full-service web design, development, and strategy firm that uses open source technologies to help enable people to learn and share information in new and compelling ways.

With one of the most experienced Drupal development teams in the world, and an estimated 26% of all .edu websites using Drupal, Palantir is uniquely positioned to serve the needs of higher education institutions.

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ON BEHALF OF THE #HEWEB15 CONFERENCE AND PROGRAM COMMITTEES, WELCOME TO THE HIGHEDWEB 2015 ANNUAL CONFERENCE IN MILWAUKEE, WISCONSIN. YOU HAVE CHOSEN TO ATTEND THE CONFERENCE CREATED BY AND FOR HIGHER EDUCATION WEB PROFESSIONALS, AND WE’RE HAPPY TO HAVE YOU WITH US.

STRONG PRESENTATIONS
We have two great keynotes, renowned scientist Bill Nye and back-by-popular demand (un)marketer Scott Stratten. We have 70+ sessions on topics from programming to marketing to management to usability and design. And we have dozens of innovative projects on display at our great poster session. You’re sure to find something to match your interests! Remember, life begins at the end of your comfort zone: attend a couple of sessions outside your core discipline to maximize your conference experience.

EPIC PEOPLE
We also invite you to join the community that is HighEdWeb, a community that values open access to knowledge and resources, supports each other’s successes and fosters a culture of service.

Don’t miss Sunday’s Welcome Reception at the main conference hotel, Hilton Milwaukee Downtown. And Tuesday’s Big Social Event at the Harley-Davidson Museum® will be an amazing experience for all. Please make sure to attend both of these events as some of the best ideas, partnerships and friendships come from these informal interactions and networking.

MANY THANKS
Thank you for choosing to attend our Annual Conference. And thank you to all the people that helped make this year’s conference a success, including the conference committee, program committee, presenters, volunteers and sponsors. None of this would be possible without you!

Tom Wojciechowski
HighEdWeb 2015
Annual Conference Chair
Wishes. French hens. Cheese curds, polka and the Bronze Fonz. Good things DO come in threes, and HighEdWeb proves that as our Annual Conference returns for the third time to the fantastic city of Milwaukee, Wisconsin!

I’m so proud of how HighEdWeb has evolved since our first MKE visit in 2009. And what an evolution -- from the establishment of local, high-quality, super-affordable professional development via our Regional Conferences, to the growth of our Annual Conference, which with seven tracks, 70+ presentations, and incredible speakers like 2015’s Bill Nye and Scott Stratten, continues to prove itself THE conference by and for higher ed web professionals; from the creation of HighEdWeb Academies, which have expanded into intensive master-classes on Leadership, Technical and Integrated Marketing, to our growing Association Membership program and our incredible online journal LiNK (whose gorgeous print counterpart you’re holding in your hands right now).

Of course, no matter how we grow, HighEdWeb will always remain focused on the three GREAT things central to our mission: “Striving to advance web professionals, technologies and standards in higher education.” Because in the end, HighEdWeb is here to serve you, a growing, thriving community of professionals, working in every single area of higher ed (and beyond). You ARE HighEdWeb. Your work, knowledge and dedication make it possible for our students and institutions to succeed. You have built this community, and we’re so very honored to work with you to advance our shared profession.

So let’s go. Let’s put that mission into practice. Let’s push to play polka. Have a great HighEdWeb 2015!

Colleen Brennan-Barry
President, Higher Education Web Professionals Association
ABOUT HIGHEDWEB

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

BOARD MEMBERS

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CODE OF CONDUCT

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.
HighEdWeb Academies are high-energy, focused learning experiences that help Web pros like you get ahead in their careers. Offered before the Annual Conference, each Academy guides 25 attendees on a deep dive for one-and-a-half days.

More than 150 alumni have already taken advantage of this opportunity to gain momentum, network with like-minded professionals, be on the cutting-edge and make lifetime connections.

Our program chairs offer a glimpse into this year’s Academies below. Don’t miss your chance to attend in 2016.

**INTEGRATED MARKETING ACADEMY**
integratedmarketing.highedweb.org/ #hewebim

Participants made connections with colleagues facing the same challenges and big initiatives, and had an opportunity to bring their questions about strategy and project execution to the table. Academy presenters offered solutions-oriented exercises on identifying and communicating an institution’s brand, effective market research, mapping and connecting with audiences, and digital marketing leadership.

**CHAIR**
Melissa Van De Werhorst - @melissavandew
Marketing and communications manager
University of California Santa Barbara

**TECHNICAL ACADEMY**
technical.highedweb.org/ #hewebtech

Working on the Web is complicated. There seems to be a new, ‘This is the bestest!’ tool released every day, and best practices seem to change almost as quickly. Designed to help front-end and back-end developers in higher education, the Tech Academy combined an intimate setting with hands-on workshops given by some of the best in the industry.

**CHAIR**
Dave Olsen - @dmolsen
Programmer/project manager
West Virginia University

**LEADERSHIP ACADEMY**
leadership.highedweb.org/ #heweblead

The Leadership Academy was an excellent opportunity for those looking to move into Web leadership roles, as well as those who are seasoned Web leaders. In addition to traditional leadership programming, it offered insights into common digital-specific struggles and solutions. Our graduates learned to go beyond the scope of being a Web leader and reach toward becoming a valued institutional leader.

**CO-CHAIR**
Matt Herzberger - @mherzber
Executive consultant for Web strategy and interactive marketing services, Ruffalo Noel Levitz

**TRACK CODES & HASHTAGS**

Each track has a code and, each session in that track, a number: e.g., MPD8. To tweet about a specific session, add a hashtag to the track’s code and number: e.g., #MPD8.

- Applications, Integration and Mobile ...................... #AIM
- Management & Professional Development ............ #MPD
- Marketing, Content and Social Strategy .............. #MCS
- Development, Programming & Architecture .......... #DPA
- Technology in Education .................................. #TIE
- Usability, Accessibility and Design ...................... #UAD
- Poster Sessions ........................................... #PST
- Workshops .................................................. #WRK
- Sponsors ..................................................... #COR

**CONVENTION CENTER WIFI**
SSID: HighEdWeb Annual Conference
Password: highedweb2015

**CM Keiner, Flickr**

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**CHAIR**
Dave Olsen - @dmolsen
Programmer/project manager
West Virginia University
EVENTS

Because what good is four days with 650 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.

WELCOME RECEPTION
Sunday, 6-9 pm
CRYSTAL BALLROOM, HILTON FIFTH FLOOR
Kick off the 2015 conference with games, music, hors d’oeuvres and socializing.

HIGHEDWEB AFTERDARK
Monday, 8-11 pm
MILLER TIME PUB, HILTON MILWAUKEE DOWNTOWN
Cap off your first full-day of conference fun with HighEdWeb AfterDark at Miller Time Pub in the Hilton Milwaukee. Sponsored by mStoner / Higher Ed Live.

BIG SOCIAL EVENT
Tuesday, 6:30-10:30 pm
HARLEY-DAVIDSON MUSEUM®
We’re taking over the Museum at the crosroads of 6th and Canal Streets and looking for adventure in whatever comes our way. Celebrate live music and a piece of Americana with your fellow attendees.
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 professionals working in higher ed. Since our launch in 2011 under the leadership of founding publisher Laura Kenyon, we’ve tackled topics as diverse as mobile integration, the latest in social media, successful project management and “girls under trees.”

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- Jackie Vetrano, Editor
  Merit Pages
- Lacy Paschal, Art Director
  Vanderbilt University
- Jeff Stevens, Art Director
  UF Health

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

Interested in blogging sessions for LINK? Direct message @lacydev for information on how to sign up.
5 Tips for Getting the Most out of the Conference

BY CHARISE ADAMS

You’re here! Now what? With so many sessions to choose from and interesting people to meet, you may feel a bit overwhelmed. Maximize your experience with these tips:

Pace yourself. If you go to a session that gets you really thinking about a problem you’ve been tackling at your institution, take the time to really deconstruct that and organize your thoughts - even if it means skipping the next session. Follow up with the presenter and see if you can talk to them after the day ends. A lot of what you take back comes from those conversations.

Jeff Stevens,
UF Health
ASSISTANT WEB MANAGER

Come to the conference with a couple of questions you are looking for help with or problems to solve. Ask others during dinner or activities; those times are the most helpful and beneficial for meeting people or learning new things.

Jeremy Rex
OmniUpdate
Regional Director

Attend a diverse array of sessions. The lessons you learn aren’t just for you - they can be useful for someone back home.

Ron Bronson
Stensland van Bers Kent & Partners
Digital Product Director, Social Media Strategy Consultant and Speaker

Twitter is the lifeline of these conferences. Keeping a steady search of #heweb15 will give you awesome people to follow, a channel to ask basic questions, and access to some non-conference activities (there’s often a #karaokeplane, which was a #karaokeplan typo that just stuck). Long after the conference wraps, you can still reference the Twitter feed.

Tim Nekritz
SUNY Oswego
Director of Digital Communication

Whether you’re a veteran or a newbie, sit with a new group of people at every meal to break the ice and meet new colleagues.

Karine Joly
Higher Ed Experts
Executive Director

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OmniUpdate
Regional Director
6 QUESTIONS WITH SCOTT STRATTON

Scott Stratten (sometimes better known as @unmarketing) totally rocked when he spoke at HighEdWeb 2013 in Buffalo. He returns for HighEdWeb 2015 in Milwaukee with a keynote talk at 10:30 a.m. Wednesday, Oct. 7, and will be joined by his wife and UnPodcast partner Alison Kramer. Link Chief Editor Tim Nekritz recently had the opportunity to ask him six questions... and learned he likes us, he really likes us!
YOU’VE CLEARLY STRUCK A CHORD WITH UNMARKETING AND ALL THE WORK THAT FOLLOWED. WHAT LED YOU DOWN THIS PATH IN THE FIRST PLACE?

It was really out of frustration with hypocritical marketing. People were marketing in the ways they themselves hated being marketed to – putting yourself on the “DO NOT CALL” list, but trying to get better at cold calls. Forcing ads in places where people were doing everything to try to avoid advertising. I knew there was a better way. A way that people who hated being “that marketer” could market and connect naturally. To go with their grain. UnMarketing is all about putting yourself in front of your target market/community with content and connections, so when they have a need for your product/service, they choose you.

WHEN YOU SPOKE AT HIGHEDEWEB IN BUFFALO, TO SAY THAT YOU WERE A BIG HIT WOULD BE AN UNDERSTATEMENT. WHY DO YOU THINK YOUR 2013 TALK PARTICULARLY RESONATED WITH A GROUP OF WEB NERDS AND GEEKS LIKE US?

To this day, the audience in Buffalo that day ranks at the top of my best audiences, ever. I think it resonated first because I am a geek. I logged onto the Internet in 1995 and haven’t logged off. I still have an affinity for my Commodore 64 (Summer Games FTW!) and love technology. But I also understand what it’s like to be in the trenches. To be told to do something because someone higher-up saw a cool thing online or on TV and said “WE NEED A VINE STRATEGY!” without any thought of point, execution, or reason.

THE BEST STORIES TO ME ARE THE KINDNESS ONES NO ONE TALKS ABOUT BECAUSE NO ONE KNOWS, EXCEPT THE RECIPIENT OF IT.

Lastly, I have a huge passion for education. I was a college professor, winning the student community award the same year I nearly lost my job a half dozen times because I didn’t like the system. Learning should be a right for every person on earth. The further pursuit of education for students is something that gets me going. HighEdWeb are my people. And we bond on the hatred of QR codes.

ONE THING THAT HAS TAKEN OFF SINCE WE LAST SAW YOU IS THE UNPODCAST WITH YOUR WIFE, ALISON. WHAT HAS IT BEEN LIKE TO DEVELOP THIS NEW VENTURE?

The best. That’s the only way I can put it. Every month we rent a studio and record the episodes and it’s like Christmas for me, but monthly. Alison is my muse, and, lucky for me, also my wife. To have the person that sparks your creative fire be with you every day, and to create a show together, is the greatest thing in the world.

YOU HAVE MANY STORIES ABOUT BUSINESSES THAT DO AWESOME (AND OTHER) THINGS, BUT DO YOU HAVE A PARTICULAR FAVORITE YOU DON’T TELL US OFTEN?

The best stories to me are the kindness ones no one talks about because no one knows, except the recipient of it. I can talk about the Ritz Carlton Joshie story all day, but our lives are made up of every day little occurrences. Catching an employee in the act of good, paying for a coffee for the person who lost their wallet, giving a slice of pizza to a homeless person without putting it on Instagram. Do good for the sake of doing good, not “Likes.”

WHAT’S THE NEXT BIG PROJECT (OR PROJECTS) FROM YOU WE CAN LOOK FORWARD TO?

HighEdWeb15, obviously.

AND FINALLY, IT’S CLEAR YOU’RE SETTING OUT TO MAKE THE WORLD A BETTER PLACE, ONE LESS QR AT A TIME. WHAT DO YOU THINK A TRULY AWESOME WORLD WOULD LOOK LIKE?

One where we put our phones down and talk to each other. They have a time and place, but that isn’t every second and everywhere. Talk with your kids, listen to your significant other tell a story about their day, be present.
Taking the Cake
HOW 7 SECONDS ON SOCIAL MEDIA CAN BRING MORE ATTENTION THAN ANY ADVERTISING CAMPAIGN

This year is an important one in the history of St. Louis College of Pharmacy as we celebrate our sesquicentennial, marking 150 years since the founding of the College. The year also marks the 250th birthday of St. Louis. One of the big events to celebrate the city’s birthday is the distribution of 250 four-foot-tall fiberglass cakes across the entire region. The location of 200 cakes was determined by the nonprofit group stl250. The remaining 50 cake locations were chosen by popular vote. The only way the College would receive a cake would be to place highly in that vote.

As a pioneer in the profession of pharmacy, and regional asset with a long history of having a positive impact on St. Louis, it seemed appropriate to have a cake on campus. However, we were up some serious headwinds. The voting began in early December, right as finals were starting, and continued while our students were on winter break. The Marketing & Communications department started looking for a memorable way to spread the word about voting often while avoiding flooding e-mail inboxes, which rarely works on our campus. We anticipated the competition for votes would be stiff, and assumed we would need to have our more than 1,300 students and 200 faculty and staff vote for the College multiple times.

For students to vote, and vote often, we had to engage with authentic content that did not take a lot of time to either create or consume. You can see the result at https://youtu.be/jYBiGXgb0fU.

Six months prior, the students behind the memorable cake dropping video created a funny, memorable Vine video, which has unfortunately since been deleted.
SO HOW DID WE DO IT?

Know the students on your campus

We have the advantage of being a small, closely-knit group of faculty, staff, and students. Most of the students know each other. Because most students are here for six or seven years, the faculty and staff get to know them too.

Students at the college take their studies very seriously, as they’re in the midst of a rigorous curriculum. Those challenging classes, and long hours spent in pharmacies across the region, can sometimes lead to a perception on campus that students aren’t having fun and not having a typical college experience like their friends at other institutions. Even though pharmacy is a very much left-brained task, there are still plenty of right-brained creative expressions happening. Don’t buy into the prevailing wisdom of the typical student on your campus.

Involve everyone on campus

Knowing we’d need to have most of our votes logged in the early parts of the voting period (while students were on campus), the Marketing & Communications office undertook a video blitz. We weren’t going for high production values. Many of the videos were done in one or two takes. The cake falling off the parking garage video was done on the first attempt. The goal of the video blitz was to involve as many faculty and staff as possible to build enthusiasm on the administration side. By including a high number of faculty, we reasoned there would be a good chance of a student’s ‘favorite’ being featured and then shared. Look for tools to help bridge the gap between the students and the administration and faculty. In some cases point-and-shoot videos are better suited for your needs than the slickly edited pieces from your video production department.

Be an early adopter

The timing was perfect: 250 years for St. Louis, 150 years for St. Louis College of Pharmacy. We learned about the cakes less than a month before the voting was to begin, leaving us little time to work. As we researched more about the cakes, and the stl250 organization, we learned it was a very small operation. Knowing they were starting from nothing on social media, we tagged them in many social media posts. Thanks in part to that interaction, plus the high number of early votes, the local NBC news station included the College in its story about the cake voting. That story was seen by more than 100,000 viewers that night and countless more online. Go all in. You’ll reap the benefits of your sincere enthusiasm.

Ancillary benefits

Cake hunting has become a serious activity in St. Louis over the past year, especially during the summer. There are dozens of blogs chronicling attempts to visit all 250 cakes. The College has been tagged numerous times on Twitter with pictures of cake hunters at our cake. Our campus sits tucked next to one of the world’s preeminent medical and healthcare complexes. The cake brought countless people to campus, improving our visibility in a critical year in our history.

How could we improve?

Better call to action

In our zeal to post the videos on our social media sites, we did not take the time to learn how to optimize them for voting. We put a link to the vote in the video description, but likely underestimated how many would play the video on a mobile device which make it difficult to see the descriptions. In hindsight, including a custom, easy to remember, URL in the video could have increased the vote numbers.

Where’s the value add for finding the cake

We did not anticipate the enthusiasm the public had for finding and documenting their cake journeys. Our cake has significant marketing messaging, but there always is a chance to do more. We may have missed an opportunity to post additional signage pointing visitors to our front door to ask for a tour or to talk about the opportunities for graduates.

Despite some obstacles, and thanks to one seven-second video, we did become known as the college with the cake.
### SATURDAY, OCT. 3

<table>
<thead>
<tr>
<th>1:00 PM – 5:00 PM</th>
<th>Academies</th>
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<tbody>
<tr>
<td>Leadership Academy Location?</td>
<td>Wright Ballroom A, Hilton fourth floor</td>
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<tr>
<td>Integrated Marketing Academy Location?</td>
<td>Wright Ballroom C, Hilton fourth floor</td>
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<tr>
<td>Technical Academy Location?</td>
<td>Wright Ballroom B, Hilton fourth floor</td>
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2:30 - 2:45 PM  Refreshment break for Academy attendees - Wright Ballroom foyer, Hilton fourth floor

### SUNDAY, OCT. 4

<table>
<thead>
<tr>
<th>7:30 AM – 8:00 AM</th>
<th>Breakfast for Academy attendees - Wright Ballroom foyer, Hilton fourth floor</th>
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<tr>
<td>8:00 AM – 4:00 PM</td>
<td>Academies</td>
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<td>Leadership Academy Location?</td>
<td>Integrated Marketing Academy Location?</td>
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<td>Technical Academy Location?</td>
<td>Integrated Marketing Academy Location?</td>
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11:00 AM - 5:30 PM  Conference checkin - First floor foyer, convention center

12:00 - 1:00 PM  Lunch for Academy attendees, pre-conference workshop attendees and presenters - Crystal Ballroom, Hilton fifth floor

1:00 – 4:30 PM  Workshops

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<thead>
<tr>
<th>103B</th>
<th>Words, Words, Words, How to Write Sizzling Content That Gets Read and Gets Action</th>
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<td>Storytelling with On-Brand News Content</td>
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<td>Managing a Large Site With WordPress</td>
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<td>#WRK3</td>
<td>Developing and Maintaining Web Content: An Idea Generating Workshop</td>
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<td>Responsible Responsive</td>
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<td>102C</td>
<td>#WRK5</td>
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2:30 - 3:00 PM  Refreshment break - Ballroom A, Wisconsin Center

5:00 - 6:00 PM  Conference welcome and orientation session - Empire Ballroom, Hilton second floor

6:00 - 9:00 PM  Welcome Reception - Crystal Ballroom, Hilton fifth floor
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<tr>
<td>7:00 - 3:00 PM</td>
<td>Conference check-in and information - First floor foyer, Wisconsin Center</td>
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<tr>
<td>7:30 - 8:30 AM</td>
<td>Breakfast - Ballroom C/D, Wisconsin Center</td>
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<tr>
<td>8:30 - 9:15 AM</td>
<td>Searching for Direction: Using a Search-Based Homepage to Direct Users #AIM1</td>
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<td>A Fresh Perspective on Responsive Web Design #DPA1</td>
</tr>
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<td></td>
<td>Your Email Is Bad, and You Should Feel Bad, Too #MCS1</td>
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<tr>
<td></td>
<td>Be Kind, For Everyone You Meet Is Fighting a Hard Battle #MPD1</td>
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<td>Create a Batman, Not a Robin - How to Get the Most of Your Student Staff #TIE1</td>
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<td>Your Website Is a Window, Not a Billboard #UAD1</td>
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<td></td>
<td>The Wizard of Optimization #COR1</td>
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<td>9:00 AM - 5:00 PM</td>
<td>Sponsors Exhibits Open - Ballroom A, Wisconsin Center</td>
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<tr>
<td>9:30 - 10:15 AM</td>
<td>Open-source Web Accessibility Evaluation Tools #AIM2</td>
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<td>Demystifying Responsive Email #DPA2</td>
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<td></td>
<td>I Shouldn't Need a Doctorate to Read Your Website #MCS2</td>
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<td></td>
<td>How to Boil the Ocean #MPD2</td>
</tr>
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<td></td>
<td>Creating the Competitive Edge: Making Student Learning Experiences Valuable for the Job Market #TIE2</td>
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<td>Universal Interaction Design: Making It Click for Everyone, Everywhere #UAD2</td>
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<td></td>
<td>Web Redesign 101 - Redesign Done Right, the First Time #COR2</td>
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<tr>
<td>10:15 - 10:45 AM</td>
<td>Refreshment break - Ballroom A, Wisconsin Center</td>
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<tr>
<td>10:45 - 11:30 AM</td>
<td>Data “Silo” SMACdown: Enter the EIP #AIM3</td>
</tr>
<tr>
<td></td>
<td>Stop Reinventing the Wheel: Build Responsive Websites Using Bootstrap #DPA3</td>
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<tr>
<td></td>
<td>How to Use Data to Drive Content #MCS3</td>
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<td></td>
<td>It Takes A Campus To Raise A (Web Professionals) Community #MPD3</td>
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<td></td>
<td>Social Storytelling, Student Orientation, and a New Way to Knowledge #TIE3</td>
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<td></td>
<td>Doing Accessibility Right the First Time - or Maybe the Second #UAD3</td>
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<tr>
<td></td>
<td>Getting to the Good Stuff or Why Less is STILL More #COR3</td>
</tr>
<tr>
<td>11:45 AM - 12:30 PM</td>
<td>Building Word-Press to Scale #AIM4</td>
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<tr>
<td></td>
<td>Let’s Get Sassy: Responsive Design with Foundation and Sass #DPA4</td>
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<td></td>
<td>Bare Bones Content Strategy: Simple Ideas for Sustainable Change on the Web #MCS4</td>
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<td>Playing Politics, Level Up! Managing Up, Down, and Sideways in the Human Workplace #MPD4</td>
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<td>Fostering A Culture of Collaboration and Learning Among Social Media Managers #TIE4</td>
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<tr>
<td></td>
<td>Data-Driven Design and Digital Marketing Strategy #UAD4</td>
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<tr>
<td></td>
<td>The Most Important Page on Your Website #COR4</td>
</tr>
<tr>
<td>12:30 - 1:45 PM</td>
<td>Lunch, Sponsored by OmniUpdate - Ballroom C/D, Wisconsin Center</td>
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<tr>
<td>1:45 - 2:45 PM</td>
<td>General Session: Bill Nye - Ballroom C/D, Wisconsin Center</td>
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</tbody>
</table>
## MONDAY, OCT. 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 3:00 – 3:45 PM| Slacking Off at Work  
#AIM5  
Information Architecture: The Steps to a Smooth Redesign  
#DPA5  
Learning to Live with the Anonymous User  
#MCS5  
How I Get My Geek on in a Cost-Cutting Atmosphere  
#MPD5  
Check Yo Self-ie: Connecting with Students Through Engaging, Meaningful Social Media Campaigns  
#TIE5  
Lessons Learned on the Road to Accessibility  
#UAD5  
Powering video content with your DAM & CMS  
#COR5 |
| 3:45 – 4:15 PM| Refreshment Break - Ballroom A, Wisconsin Center |
| 4:15 – 5:00 PM| Tree Testing for the Win: How to Improve the UX of Your IA with Tree Testing  
#AIM6  
jQuery has Coding Standards? Now You Tell Me...  
#DPA6  
The Web Culture Shift  
#MCS6  
Metropolis and Gotham, A Tale of Two Cities: Two Different Approaches to Enterprise Site Development  
#MPD6  
From MySpace to Mobile: How Ten Years of E-Expectations Research Informs Future Digital Strategies  
#TIE6  
Redefining Content with Infographics  
#UAD6  
Pics Or It Didn’t Happen: Why Photos are Key to Building Your Brand and Generating Revenue  
#COR6 |
| 5:00 – 8:00 PM| Dinner on Your Own |
| 8:00 – 11:00 PM| HighEdWeb After Dark - Miller Time Pub, Hilton Milwaukee Downtown  
Sponsored by mStoner / Higher Ed Live |

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**SCHEDULE AT A GLANCE**

#AIM - 102B  
#DPA - 102D  
#MCS - 103C  
#MPD - 102C  
#TIE - 103B  
#UAD - 101B  
#COR - 101C

---

**THE C2 GROUP**

**Sponsor Track**

COR1  
Monday at 8:30 AM

---

**Follow your Yellow Brick Road to enhancing user experience**

---

**THE C2 GROUP**

C2EXPERIENCE.COM

---

**The Wizard of Optimization**

---

**Sometimes the Web Gets Ugly. We Can Help.**

---

**NEWCITY**

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**NWCTY.COM**
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
<th>#TAG</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM - 1:45 PM</td>
<td>Conference Check-In and Information - First Floor Foyer, Wisconsin Center</td>
<td>First Floor Foyer, Wisconsin Center</td>
<td>AIM7</td>
</tr>
<tr>
<td>7:30 - 8:30 AM</td>
<td>Breakfast - Ballroom C/D, Wisconsin Center</td>
<td>Ballroom C/D, Wisconsin Center</td>
<td>DPA7</td>
</tr>
<tr>
<td>8:30 - 9:15 AM</td>
<td>Finding Your Way</td>
<td>#AIM7</td>
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<tr>
<td></td>
<td>Make the Web Faster: Web Performance Best Practices You Should Be Using Today</td>
<td>#DPA8</td>
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<td>Tragedy, Pitchforks and Twitter: Managing Campus Crises on Social Media</td>
<td>#MCS7</td>
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<td>Secret Agent Man: How to Work with an Outside Partner</td>
<td>#MPD7</td>
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<td>The .edu Manifesto: A Call to Action for Higher Ed to Get Digital Right</td>
<td>#TIE7</td>
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<td>Project Kickoffs that Work</td>
<td>#COR7</td>
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<tr>
<td>9:00 AM - 5:00 PM</td>
<td>Sponsor Exhibits Open - Ballroom A, Wisconsin Center</td>
<td>Ballroom A, Wisconsin Center</td>
<td>AIM8</td>
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<tr>
<td>9:30 - 10:15 AM</td>
<td>Little Yellow Boxes: Search is the Content King-Maker</td>
<td>#DPA8</td>
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<td>Measuring In-Person Recruitment Effectiveness With Social Media</td>
<td>#MCS8</td>
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<td></td>
<td>Come Together, Right Now</td>
<td>#MPD8</td>
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<td></td>
<td>The Next Generation: Post-Millennials.. the iGeneration</td>
<td>#TIE8</td>
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<td>Looking Good, Looking Forward: Tips and Tricks to Give Your Content a Visual Makeover</td>
<td>#COR8</td>
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<tr>
<td>10:15 - 10:45 AM</td>
<td>Refreshment Break - Ballroom A, Wisconsin Center</td>
<td>Ballroom A, Wisconsin Center</td>
<td>AIM9</td>
</tr>
<tr>
<td>10:45 - 11:30 AM</td>
<td>Building an Organized, Automated, and Sustainable Workflow Using Bower, Grunt, and Git</td>
<td>#DPA9</td>
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<td></td>
<td>As Easy as Herding Squirrels: Managing Social Media on Your Campus</td>
<td>#MCS9</td>
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<td>The Blues Is #1: Lessons from the Blues Masters on Weathering the Storms of Change</td>
<td>#MPD9</td>
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<td></td>
<td>Personalizing the New-Student Onboarding Experience</td>
<td>#TIE9</td>
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<td></td>
<td>Accessibility 101</td>
<td>#UAD9</td>
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</tr>
<tr>
<td>11:45 - 12:30 PM</td>
<td>Techies and Writers Unite! Ohio State's New Content Aggregator Serves Coders, Marketers, Users</td>
<td>#DPA10</td>
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<td></td>
<td>Drupal 8: The Crash Course</td>
<td>#MCS10</td>
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<td>Big Project, Small Staff, Tight Deadlines: How to Create the Perfect Storm for Instl Web Migration</td>
<td>#MPD10</td>
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<tr>
<td></td>
<td>Why a Beautiful Campus but a Digital Wasteland?</td>
<td>#TIE10</td>
<td></td>
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<tr>
<td>12:30 - 1:45 PM</td>
<td>Lunch sponsored by Hannon Hill - Ballroom C/D, Wisconsin Center</td>
<td>Ballroom C/D, Wisconsin Center</td>
<td>COR10</td>
</tr>
</tbody>
</table>
**TUESDAY, OCT. 6**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 – 2:45 PM</td>
<td>Refried Bean Counters: A Tasty Mashup of Accounting, Management, and Data for the Big Web Project  #AIM11</td>
</tr>
<tr>
<td></td>
<td>Web-Based Digital Signage System  #DPA11</td>
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<td>What a Tumblr Learned Measuring His Periscope? The Future of Social Media and Higher Ed  #MCS11</td>
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<td></td>
<td>Improving the Situation  #MPD11</td>
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<td></td>
<td>Building a Modern Course Catalog Search  #TIE11</td>
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<td></td>
<td>I Believe I Can See the Future: More Than the Typical Analytics Routine  #UAD11</td>
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<td></td>
<td>Popping the Higher Ed Digital Bubble -- What Higher Ed Needs to Learn from Corporate Websites  #COR11</td>
</tr>
<tr>
<td>3:00 – 3:45 PM</td>
<td>Is a Taco a Sandwich? (And Other Hard Questions)  #AIM12</td>
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<tr>
<td></td>
<td>The Ultimate Time Saver: Building a Responsive Pattern Library  #DPA12</td>
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<td></td>
<td>Snapchat: More Than Selfies  #MCS12</td>
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<td></td>
<td>How Life Lessons from Jane Austen Helped a One-person Comm. Team         #MPD12</td>
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<td></td>
<td>Building a DIY Student Portal from Scratch  #TIE12</td>
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<tr>
<td></td>
<td>Web Strategy: An Effective Way to Say No to “Click Here”  #UAD12</td>
</tr>
<tr>
<td>3:45 – 5:00 PM</td>
<td>Poster Sessions and Refreshment Break - Ballroom A, Wisconsin Center</td>
</tr>
<tr>
<td>6:30 – 10:30 PM</td>
<td>HighEdWeb Big Social Event - Harley-Davidson Museum</td>
</tr>
</tbody>
</table>

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**SCHEDULE AT A GLANCE**

#AIM - 102B  #DPA - 102D  #MCS - 103C  #MPD - 102C  #TIE - 103B  #UAD - 101B  #COR - 101C

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We power the visual content for colleges & universities of all sizes

Join us Monday, Oct. 5 at 3:00 for our session: Powering video content with your DAM & CMS

The proven leader of Digital Asset Management in the cloud. Learn more at widen.com

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Tuesday, October 6th • 2:00 - 2:45PM

POPPING THE HIGHER ED DIGITAL BUBBLE

What Higher Ed Must Learn from Corporate Websites

Jason Smith  www.oho.com
### SCHEDULE AT A GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:30 - 8:30 AM</td>
<td>Breakfast - Ballroom C/D, Wisconsin Center</td>
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<tr>
<td>8:30 - 8:45 AM</td>
<td>Red Stapler (Best of Track) Announcement - Ballroom C/D, Wisconsin Center</td>
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<tr>
<td>9:00 - 1:00 PM</td>
<td>Sponsor Exhibits Open - Ballroom A, Wisconsin Center</td>
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<tr>
<td>9:00 - 9:45 AM</td>
<td>Best Track Presentation #AIM #DPA #MCS #MPD #TIE #UAD</td>
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</tr>
<tr>
<td>9:00 - 9:45 AM</td>
<td>Best Track Presentation #AIM #DPA #MCS #MPD #TIE #UAD</td>
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<tr>
<td>9:45 - 10:00 AM</td>
<td>Refreshment Break - Ballroom A, Wisconsin Center</td>
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<tr>
<td>10:00 - 10:30 AM</td>
<td>Awards and recognitions including Best of Conference Award - ? ?</td>
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<tr>
<td>10:30 - 11:30 AM</td>
<td>General Session: Scott Stratten - Ballroom C/D, Wisconsin Center</td>
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<tr>
<td>11:30 AM - 1:00 PM</td>
<td>Lunch - Ballroom C/D, Wisconsin Center</td>
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<tr>
<td>9:45 - 10:00 AM</td>
<td>The Content Strategist's Guide to Design: Holistic Thinking for Better Content #WRK7 103C</td>
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<td></td>
<td>Navigating Social Media in Higher Education #WRK8 102C</td>
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<td>Effective Content Planning #WRK9 101B</td>
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<td>Livin' the Dream: Negotiating Your Dream Job in Higher Ed #WRK10 102B</td>
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<td>Moving Toward Organizational Maturity in Digital Accessibility #WRK11 102D</td>
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<td></td>
<td>Supercharge Your Insight with Universal Analytics and Google Tag Manager #WRK12 103B</td>
<td></td>
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<tr>
<td>2:30 - 3:00 PM</td>
<td>Refreshment Break - Ballroom A, Wisconsin Center</td>
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</tbody>
</table>
**SCHEDULE**

**SATURDAY  OCT. 3**

*1:00 - 5:00 PM*

**Leadership Academy**

**Integrated Marketing Academy**

**Technical Academy**

*2:30 - 2:45 PM*

**Refreshment break for Academy attendees**

**SUNDAY  OCT. 4**

*7:30 - 8:00 AM*

**Breakfast for Academy attendees**

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

**#WRK1**

**Words. Words. Words. How to Write Sizzling Content That Gets Read and Gets Action**

**DONNA TALARICO**

We talk about content A LOT at HighEdWeb. But what about the actual words? This workshop -- or can we call it a wordshop? -- is all about finessing your wordsmith skills, no matter what the medium. In this practical, interactive workshop, we’ll cover, among other things:

Why brevity rules – how you can make that academic report of a webpage into a lively, user-gearred paragraph. And how you can turn that stuffy paragraph into a compelling sentence.

How repurposing works – repurposing content is key to efficient web/marketing operations, especially when you’re short staffed. But repurposing does not mean slapping up a PDF of a magazine onto a web page. You’ll leave this workshop with tips on how to effectively tweak existing content to fit various mediums. If you want, bring a piece of writing you want to make better, or an outline for a current project.

How to add sizzle to your sentences – OK. So you weren’t an English major. You might not recall the terms, but you know when a headline is catchy or a story is compelling—we’ll look at the actual language and explore why that writing sounds so darn good. We will explore some tried and true literary elements and journalistic techniques that make content pop—repetition, alliteration, those sorts of things. Finally, we’ll talk about those sensory details that connect people to content.
In all, this workshop will help you, no matter what your skill level, become a better writer and self-editor for any medium. It will be part lecture, part discussion and part break-out group work, including inspirational “in-class” assignments (such as paging through magazines for content examples), and a chance to share your work with others. With each exercise/lesson, Donna will share a case study example so you can see the concept in action.

#WRK2 102D
Storytelling with On-Brand News Content
RICK ALLEN
MeetContent

News content plays a big role in higher ed marketing and communications. It takes center stage on our website homepages and many top landing pages -- not to mention our email newsletters, alumni magazines, and social channels. We rely on it to maintain a timely, engaging web presence. Above all, we rely on news content to help tell our story. But, does our news content tell the story we want to tell?

News articles are snapshots of a larger, complex picture. To tell a meaningful story -- conveying the culture and values of our institution -- messaging and communication goals must first lead the way. News content needs purpose and vision to support our brand. Simple, cookie-cutter stories that appear to rehash old news, like a press-release-turned-featured-news-story, rarely answer our users' complex questions, like: “Why should I care about your school?”

Join this workshop and learn how to:

• Define messaging and communication goals to give news content purpose and vision.
• Identify relevant news topics and create on-brand news content -- as well as make use of existing content by giving it new meaning.
• Develop a multi-channel, on-brand editorial calendar for multiple authors to tell a clear and consistent story across your institution.

#WRK4 102B
Developing and Maintaining Web Content: An Idea Generating Workshop
DOUG TSCHOPP
Augustana College

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.

#WRK2 103C
Managing a Large Site With WordPress
CURTISS GRYMALA
University of Mary Washington

LACY PASCHAL
Vanderbilt University

WordPress has come a long way in the past few years toward supporting large and complex websites, but that doesn’t mean everything is simple or perfect when using it for a large organization. In this workshop, we’ll review some of the tips and tricks we’ve used to keep our sites running smoothly, along with some pitfalls we’ve faced along the way.

This workshop is meant to be extremely interactive, and will go where the attendees take it. If you’re facing specific issues or have specific questions about getting a large site moved into WordPress or keeping a large WordPress site running efficiently, we’ll be working with you to answer those questions for the benefit of all attendees.

We intend to discuss some technical aspects about getting a large site set up and running as smoothly as possible with WordPress, but we’ll also tackle a lot of general tips and pitfalls related to running large, unwieldy sites.

#WRK5 102C
Responsible Responsive
PETER ANGLEA
Bob Jones University

So, you’ve got a responsive website? Great job. Unfortunately, it’s looking a little flabby. Y’know… slow and overweight. In fact, the average size of higher education web pages is getting bigger and bigger all the time, even as more and more traffic shifts from desktop/broadband to mobile. Let’s tackle this problem.

In this workshop, we’re going to cover facets of responsive web design relating to speed, performance, and optimization. What does it mean to develop “mobile first” and what does that look like? How can I make my website load faster on mobile devices? Why should I spend time doing performance testing? And what’s the deal with responsive images?
This workshop assumes that you have a working knowledge of HTML, CSS, and responsive web design. We’ll cover simple steps that you can take right now to boost your website’s performance as well as technical tips and tricks for those with savvier skill sets.

**2:30 - 3:00 PM**

**Refreshment break**

**BALLROOM A, WISCONSIN CENTER**

**5:00 - 6:00 PM**

**Conference welcome and orientation session**

**EMPIRE BALLROOM**

**HILTON SECOND FLOOR**

**6:00 - 9:00 PM**

**Welcome Reception**

**CRYSTAL BALLROOM**

**HILTON FIFTH FLOOR**

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**MONDAY OCT. 5**

**7:00 A.M. - 3:00 P.M.**

Conference check-in / Info.

**FIRST FLOOR FOYER, WISCONSIN CTR.**

**7:30 - 8:30 A.M.**

**Breakfast**

**BALLROOM C/D, WISCONSIN CENTER**

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

**#A1M1**

**Searching for Direction: Using a Search-Based Homepage to Direct Users**

**ROB LIESLAND**

Director for Web Services

**GREG McMULLEN**

Web Developer

Xavier University

In the spring of 2015 Xavier University moved to a search-based homepage, with the goal of more efficiently getting users to their desired content. We’ll review the basics of the implementation, how the data is managed, and, most importantly, what we have learned from the actual usage. Do the users even use the search? Does it consistently deliver the results they are looking for? Is this the future?

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**#DPA1**

**A Fresh Perspective on Responsive Web Design**

**JOSH PALMERI**

Front End Web Developer

Stony Brook University (SUNY)

Responsive web design has been quite the trend in web development since Ethan Marcotte introduced the term in 2010. As people of the web, we have used the term so frequently in recent years... but do we understand what it really means to implement RWD effectively and sensibly? Using real-world examples from award-winning projects completed at SUNY Stony Brook, Josh will offer a fresh look at RWD, along with valuable tips, tools, and techniques to execute a successful RWD initiative. The session will offer a new way of approaching the design and development process when "going responsive," and you’ll walk away with the tools necessary to help you do RWD successfully!

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**#MCS1**

**Your Email Is Bad, and You Should Feel Bad, Too**

**JENS LARSON**

Manager of Student Communication Strategies

Eastern Washington University

Admit it: your institution sends millions of emails each year, and you have no idea what they look like. Are they mobile friendly? Are they easy to read? Do they get results? Gasp in horror and start building your to-do list as you see the results.
of a secret shopping experiment that involved 300 institutions, 2,000 emails, and the mother of all Excel spreadsheets. Using real emails from real universities, you’ll dive into email marketing, explore how it connects to your content, mobile and web strategies, and walk away with checklists and guides that you can use to make immediate improvements at your institution.

Be Kind, For Everyone You Meet Is Fighting a Hard Battle

JOHN WAGNER
Senior Systems Programmer
Princeton University

We all have times when our real life impacts our work life, when what is happening to us, or in our families, or to our close friends makes doing the daily grind especially hard. Or we may be fine, but we see our colleagues struggling. We know that we’re supposed to be supportive. But what should we do?

A directed discussion of being a supportive boss or colleague when those around you are in the middle of burdening occurrences in their lives.

Create a Batman, Not a Robin - How to Get the Most of Your Student Staff

KAREEM RAHAMAN
Senior Digital Communications Officer
Ryerson University

We generally hire student staff for lower level tasks, along with positions that need student to student interactions to succeed. However, how many of us are hiring with the sole purpose of creating the best possible job candidate after graduation? I will go into the step-by-step plan and framework that goes into how I build my student staff program to churn out job-ready Batmans ready to take on Gotham.

Your Website Is a Window, Not a Billboard

MELISSA DIX
Associate Director of Communications & Marketing
Beloit College

When Beloit College retooled its recruitment materials and positioning, the approach hinged on the college’s ability to showcase the accelerated pulse of what seemed, from the outside, to be a small and sleepy campus. Under the theme “Liberal Arts Amplified”, the communications and web team set out to illustrate this energy on the website and elsewhere, and found along the way that in this case, less was more (and more was more). Borrowing from new approaches (in HTML5) and best practices, we built a new site that serves to highlight campus life, offerings, and students, and to do so in a way that is more authentic, more powerful, and less time consuming than preparing video package after video package.

Along the way, we found that we could easily and cheaply replicate this approach across campus, through retargeting, and even on livestreaming holding slides -- and do all that with a ¼ time videographer and a half dozen student workers.

This session will provide an overview of how we implemented video across our site (the plan, process, and implementation) and what we’ve seen and heard as a result. We’ve discovered that while a picture might be worth a thousand words, a video is worth a million.

The Wizard of Optimization

SETH GALLIGAN
NICHOLAS FULLER
DAVID TARNOW
The C2 Group

Optimization – making incremental changes to websites and applications – is a low-effort,
high-impact practice. Being able to track how a site or app is used enables marketers and technologists to make meaningful changes that can dramatically influence outcomes. Before considering a site redesign, hit the Yellow Brick Road to Optimization with The C2 Group. We’ll discuss how some small, yet significant practices can yield big gains in your conversion activities.

**9:00 A.M. - 5:00 PM**

**Sponsor exhibits open**

**BALLROOM A, WISCONSIN CENTER**

**9:30 - 10:15 AM**

**AIM2**

**Open-source Web Accessibility Evaluation Tools**

JON GUNDERSON  
Coordinator of IT Accessibility  
University of Illinois

The Functional Accessibility Evaluator (FAE) 2.0 and AInspector Sidebar are open-source tools to evaluate and inspect compliance with the requirements of the W3C Web Content Accessibility Guideline (WCAG) 2.0. WCAG 2.0 is an international standard and part of the Section 508 refresh for information technology. Open-source tools can be freely used and customized for individual needs.

**102B**

**Demystifying Responsive Email**

PETER ANGLEA  
Web Developer  
Bob Jones University

I won’t sugarcoat it. Creating responsive email isn’t easy. In fact it’s hard. Like, harder-than-coding-for-IE6 hard. But everyone is saying how valuable email marketing is. Furthermore, having responsive email designs is just as important as having as having a responsive website when you consider that more than 50 percent of emails are opened on a mobile device. Multiply that by the millions of emails your institution delivers annually, and that adds up to a big problem. Or a big opportunity, depending on how you look at it. In this session, we’ll roll up our sleeves and cover the best practices in responsive email. Like responsive web design, mastering responsive emails involves changes in how we write, design, and code. It’s a dirty job, but somebody’s gotta do it.

**102D**

**How to Boil the Ocean**

CHRIS AMELUNG  
Executive Director, Digital Communications  
TED ELSAS  
Senior Director, Digital Communications  
Washington University in St. Louis

Can anyone go to a meeting without someone saying, “We need a website for this” -- whatever this might be? Do you struggle with defining and adhering to a set of priorities, and find yourself saying “Yes” to every request, even if you don’t know how you’ll ever get it all done? Are you expected to custom build every website no matter how big or small? Does it feel more realistic to boil the ocean than tame your portfolio of work?

The Digital Communication team at Washington University in St. Louis is facing all of those challenges, and more. But through a fortunate mix of planning, timing, and good old fashioned luck, we have defined a clear set of priorities and are
Creating the Competitive Edge: Making Student Learning Experiences Valuable for the Job Market

CONNY LIEGL
Lead Designer
California Polytechnic State University

As a student supervisor of a team of six at Kennedy Library, I am challenged not just with providing services to clients and stakeholders, but also carry a moral responsibility for my employed students. Students are essential to my daily work, and indispensable for many large-scale, high-visibility projects. It is important to identify individual students’ needs and goals, as well to recognize current stressors and worries.

It is essential to me to provide student assistants with valuable experiences that directly apply to their interests and their future job tasks.

To mentor effectively also means to collaborate broadly with colleagues from different disciplines and other colleges in hands-on partnerships. Class assignments, senior projects, and staff collaborations provide opportunities for students to experiment, explore, and broaden their skill sets. To ensure the library project demands are in alignment with students’ future job requirements, and to support each student individually, regular check-ins are mandatory. My entire student team meets regularly once a week over lunch, and assigns upcoming projects, reviews tasks and developments and invites constructive feedback for designs and approaches. We also discuss future dreams, possible career options, and potential areas of improvement. Students’ performance is evaluated on a regular basis.

I will highlight library projects, faculty collaborations, and successful partnerships with examples from Outstanding Student Employees of the Year, Hackathon competitors, and successful graduates.

Universal Interaction Design: Making It Click for Everyone, Everywhere

NIKKI MASSARO KAUFFMAN
Multimedia Specialist IV / User Experience Designer, Penn State University

SONYA WOODS
Accessibility Consultant
Penn State University

Your sites may use responsive templates. You may have tested your content with the plugins like Fangs and FireEyes, or even with JAWS. But have you tested your interactions to work with keyboard navigation? On tablets? For visitors with low vision? For visitors with low vision, using keyboard navigation? For visitors with hearing impairments who use tablets? For visitors who want to print what they read? For visitors stationed overseas?

In our session we will talk about what we learned from integrating accessibility testing and interaction design, from types of testing to interaction best practices to overall design and development processes.
approach to the web and how to build a site that is sustainable moving forward. There will also be an emphasis on user-centered design and how to balance user goals with business goals. Everyone wants a user-friendly site, and we will explore how to involve users in all phases of the redesign process, as well as how iterative testing throughout the project will save time and resources. Whether you are redesigning your website in-house or working with an agency, this webinar will provide you with a redesign framework that will streamline the process and position your higher education site for success.

**10:15 - 10:45 AM**

**Refreshment break**

**BALLROOM A, WISCONSIN CENTER**

**10:45 - 11:30 AM**

**#AIM3**

**Stop Reinventing the Wheel: Build Responsive Websites Using Bootstrap**

**Gaurav Gupta**

IT Analyst

Virginia Commonwealth University

Web development has become increasingly complex, with the advent of smartphones, tablets, and multiple browsers with varying capabilities. Bootstrap makes the process faster by providing pre-written HTML, CSS, and Javascript that has been thoroughly tested and debugged. Learn how to get started with this framework, and build a responsive web page. Explore commonly used components such as buttons, tabs, tooltips, pop-ups, and third-party plugins. See examples of beautiful websites built on Bootstrap.

**#DPA3**

**How to Use Data to Drive Content**

**Matt Hames**

Digital Content Strategist

Colgate University

When you have a great idea for content, there are two things you can do. The first is to use your experience of creating great content to create the content. The second is to use data to determine what works the best, and how to make it better. Maybe your tweets get more attention in the afternoon. Maybe half of the people who watch your videos leave halfway through. This presentation will suggest you still go with what your gut says will work; it will simply show you how to use data to back up your gut.

**#MPD3**

**It Takes A Campus To Raise A (Web Professionals) Community**

**Rachel Carden**

Web Developer

The University of Alabama

Every year, you look forward to the big HighEdWeb conference. You count down the
days until October and then, high on that wonderful feeling of community, networking, and professional development, you return to your campus, ready to kick-start all of your new ideas. But the fun doesn’t have to stop just because you left Milwaukee. Conferences are a wonderful outlet for igniting your creative and collaborative juices, but you don’t have to be limited by your budget, and one or two annual trips, to engage with -- and find inspiration from -- your peers. You can have your own mini-conference every month by starting your own web professionals community right on your own campus.

In this presentation, Rachel Carden will share how she started a web professionals community at The University of Alabama that went from a ten-member group that met every couple months at the campus coffee shop to a seventy-plus member community that meets every month to hear from presenters and discuss topics ranging from social media to crisis communication. All with no budget. This year her community, WebTide, also hosted and organized the HighEdWeb Alabama regional conference. Rachel will share what she did right, what she did wrong, and what she learned along the way, as well as tips and resources to start your own community and to help it flourish.

Social Storytelling, Student Orientation, and a New Way to Knowledge

JENNIFER MONTMINY
Communications Strategy Specialist

KATIE MOTYCKI
Associate Director, New Student Orientation
Penn State

Each year, new-student orientation is a blur of new people, new places, and (lots and lots) of new information that is overwhelming at best. This makes delivering content that is both educational and entertaining a perennial challenge for orientation planners, which is where social media comes in. By now we’re all using social media to market our institutions, but what about using it to engage and teach our incoming students? At Penn State, incoming students learn about technology resources at the university by following Jordan, an imaginary student, on his social media journey through the technology resources, failures, and (ultimately) successes during his first year at Penn State.

Complete with corny humor and silly gifs, the presentation makes potentially dry content relatable and memorable, and gives students both a physical and digital way to engage with Jordan through in-person questions and a hashtag challenge in the backchannel. In this session, Montminy and Motycki will discuss how you can use social media, storytelling, and student presenters to increase student engagement, interest, and retention during orientation sessions. They will walk attendees through the strategy behind this approach, how it was executed, and the positive (and lasting) impact this session had at the university.

Doing Accessibility Right the First Time -- or Maybe the Second

SARAH ANDERSON
Director of Interactive Communications

DONNA DRALUS
Online Media and Web Coordinator
Grinnell College

Sometimes it takes a horrible event (like a disastrous website launch) to get all the resources in place to finally do things right. Hear how Grinnell College royally messed up, but then took the opportunity to rebuild an accessible site from the ground up. Whether you have a “pretty accessible” site or are starting from scratch, learn how to get internal buy-in (without manufacturing a disaster), secure internal and external resources, and manage the project from start to finish.
Getting to the Good Stuff or Why Less is STILL More

JOEL DIXON
Senior Solutions Consultant
Hannon Hill

Digital marketing and content management have really transitioned from the stage of HOW to maintain/update fresh content on the site to WHAT content to maintain. We fundamentally need to focus on asking the question, “Even if we CAN do it, SHOULD we do it?” Should we be on all social media channels? Should we be placing this image/video/text on the homepage, web page, etc.? Or is less really still more?

The areas of content strategy, content creation, content management, and content marketing truly are so interrelated, and each one is necessary for effective web management, but none works best in a silo.

This session is meant to encourage direct action in how you consider the marketing efforts you pursue, the content you develop, and the channels (social and otherwise) where you focus your marketing.

Building WordPress to Scale

JORDAN THOMPSON
Web Developer
Illinois State University

Stories.Illinoisstate.edu is a WordPress site that centralizes Illinois State University news. Since its inception, it grew steadily as additional departments and units also started contributing to the content. Eventually, the infrastructure supporting the site was unable to handle the traffic it was receiving, causing poor response time and crashing. To rectify the issues, its infrastructure was completely recreated using Amazon Web Services, Nginx, PHP-FPM, and other technologies. The infrastructure was built to be redundant and automatically scalable under load using functionality built into Amazon Web Services and extensions to WordPress. This presentation will walk through the process of improving performance, and explore what room there is for further developments.

Let’s Get Sassy: Responsive Design with Foundation and Sass

ALI GRAY
Web Designer
Portland Community College

By now, we all know the importance of giving our users a consistent and engaging experience on any device they choose. We’ve listened to presentations and read articles about the best ways to handle content strategy, calls to action, and site navigation for mobile. Now, we’re ready to tackle a responsive design for our website. The question is, how do we actually build this responsive website? By using a front-end HTML framework and CSS preprocessor, of course! With our busy schedules, we no longer have the time to build a website from scratch, especially one that will work on every screen size imaginable. Writing plain CSS with lines and lines of duplicated code is not only time-consuming, it’s difficult to maintain and update.

In this presentation, using examples, we will take a look at the hows and whys of using Zurb’s Foundation framework to quickly build a responsive website layout, and at using Sass (Syntactically Awesome Style Sheets) to make writing and updating CSS not only quick and easy, but enjoyable.

Bare Bones Content Strategy: Simple Ideas for Sustainable Change on the Web

RICK ALLEN
Content Strategist
Meet Content

As content professionals, we strive for clear, concise communication on the web. We cut clutter, hone our message, and plan for purposeful content. “Simple” is understandable and useful. “Complex” is confusing and time-consuming. To sustain positive change on the web in our organization we must extend this mindset to all of our content work.

Ongoing content strategy requires cultural support for governance with buy-in from the top and bottom of our org chart. This means clearly communicating value for stakeholders and providing useful tools and training for content contributors. Web content is complex. It’s our job to simplify it — for everyone.

Join this session and learn how to:
• Focus on what matters to hone your content strategy and create a sustainable governance plan
• Get internal stakeholders to care by clearly communicating the value of content strategy
• Develop content guides and tools that simplify content workflow, governance, and training

CONTENT STRATEGY

#MPD4

Playing Politics, Level Up!
Managing Up, Down, and Sideways in the Human Workplace

KARLYN BORYSENKO
Principal
Zen Workplace

Last year, one-third of HighEdWeb attendees packed into a session about playing politics. This year, I’ll take that talk to the next level. I’ll start with a brief review of the principles I discussed last year to get everyone on the same page, and then apply the framework directly to real world situations. What do you do when your boss just doesn’t get it? How do you handle that admissions director who thinks they are a web expert, or that guy who thinks he’s your boss? What do you do when the right answer is clear as day to you, but you need to rally internal support for it? And the faculty. Oh yes, the faculty. I’ll cover all this and more, and teach attendees how to manage their bosses, their peers, and their subordinates more effectively. As with last year, if you attend the presentation you can get a complimentary custom DiSC Profile to help you navigate the human aspects of your job ($50 value!).

COLLABORATING | DIRECTORS AND MANAGERS

#TIE4

Fostering A Culture of Collaboration and Learning Among Social Media Managers

CHRIS BARROWS
Social Media and Mobile Products Coordinator
New York University

Only a few years ago, New York University lacked a central team to oversee its social media presence, and there was very little sense of community among social media managers in various departments across the university. Through the creation of a new position and a Social Media Ambassadors group, the university has dramatically refocused its efforts in the social media realm -- and achieved some striking results. Two actions played a key role in these successes.

First, the New York University Social Media Ambassadors group was formed in 2012, and now counts as members more than 175 community managers from across NYU. From online meetings and knowledge sharing through the use of Google Groups to in-person meetings twice a semester -- featuring presentations from representatives of industry giants such as Facebook, Twitter and Instagram -- the group has created a professional development opportunity for NYU’s community managers to share and learn.

Secondly, social media training was implemented through the use of NYU’s iLearn program, as well as one-on-one and group consultations with school and department employees. The opportunity to learn, share, and lead has led to an increased interest and sense of community in social media across the university’s global campus.

This presentation will provide guidance on creating community of learning and leading, tips for forming a collaborative university group of your own, and lessons learned over the course of the past two and a half years.

COLLABORATING | SOCIAL

#UAD4

Data-Driven Design and Digital Marketing Strategy

ZACH RICHARD
Marketing Analyst
University of Notre Dame

Thanks to software like Google Analytics, New Relic, Crazy Egg, and others, data about your digital marketing efforts is available in excess. How can you display the information in a way that gives you leverage to act on the relevant data points? How do we use this data to make better design and strategic marketing decisions down the road? In this session we’ll discuss successful case studies from the University of Notre Dame on how to take SEO, usability, and goal conversion data and make design decisions, set up A/B experiments, and improve search results to maximize the effectiveness of websites and applications.

MARKETING | DATA | MEASURING | TESTING
The Most Important Page of Your Website

JASON PONTIUS
White Whale

Nothing on your website is as important as your calendar. Calendars aren’t just about when and where events are happening. They’re the single best marketing and storytelling opportunity on your entire site. The best illustration of the personality of your school is what’s happening on campus. If there are interesting and diverse events on the calendar, visitors will think of your school as an interesting and diverse place. And if not— if your calendar is a clunky, broken-looking page with only a handful of internal events in plain text— well, you can finish that sentence yourself. Jason runs the team that makes LiveWhale Calendar, an event calendaring solution in use at colleges and universities around the world. In this presentation he’ll talk about what makes great calendars great, and how to get the most mileage out of your campus events, no matter what calendaring system you use.

12:30 - 1:45 PM
Lunch
SPONSORED BY OMNIUPDATE
BALLROOM C/D, WISCONSIN CENTER

1:45 - 2:45 PM
General Session: Bill Nye
BALLROOM C/D, WISCONSIN CENTER

Join Georgia Regents University and VisionPoint Marketing for an in-depth explanation of IA and a review of the steps needed to properly structure your website. Attendees will learn about the sitemap and page schematics that facilitate a smooth implementation of a redesigned website.

#AIM5
3:00 - 3:45 PM
Slacking Off at Work

LACY PASCHAL
Director of Web Communications
Vanderbilt University

SLACK. It’s no longer a bad word at work. Slack is the communication platform that will change how your team works. In this session we’ll explore how Vanderbilt University implemented Slack in their Web Communications office, integrated it with their help desk, project management system, code repositories, and how it completely changed the culture of the office. (Oh, and there may be some incoming Slack messages from some of our friends in Milwaukee … and some at home!)

#DPA5
3:00 - 3:45 PM
Information Architecture: The Steps to a Smooth Redesign

CECELIA THOMAS
Communications & Marketing Web Manager
Georgia Regents University

DIANE KUEHN
President and CEO
VisionPoint Marketing

The foundation of a successful website from a user’s perspective is rarely the technology nor the design. The information architecture (IA) is the base upon which a website is built, and yet IA is often overlooked during a web redesign project.

#MCS5
3:00 - 3:45 PM
Learning to Live with the Anonymous User

JASON FISH
Director, Informatics
Purdue University

Yik Yak, Fade, Secret, Erodr, Cloaq, Whisper, Jah -- just to name a few. If you haven’t had to deal with issues arising from one of these anonymous social apps, consider yourself lucky. However, if we look through the negativity and shocking posts that stems from allowing “anonymous” usage, is there something we can learn?

• What is it about these apps that have students coming back for more?
• When is the right time for the institution to step in and do something?
• Where should the line be?
• How can we leverage the platforms for good?
• Why can’t we use the same addictive techniques?

During this presentation, we will explore the dark back room that is the anonymous social app and discover that it doesn’t have to be a place of filth. Attendees will walk away with a better understanding of how to manage anonymous social apps on their campus, how to use the power
of anonymous for good, and how to handle issues when they do arise.

How I Get My Geek on in a Cost-Cutting Atmosphere

MAREN WALZ
Web Coordinator
University of Wisconsin-La Crosse

I work in Higher Ed, in Wisconsin. We’ve been in the news and we’ve been under the microscope, and we know we’re not alone. “Slashing budgets.” “Cutting to the bone.” It’s dramatic language for dramatic times, and we are all feeling the pain.

I’m on a team that serves the campus community through a decentralized web editing model. We have an uncommon vantage point: We are familiar with the whole campus’ web content, and with that we see a broad cross-section of processes, workflows…and problems.

Well, I geek on continuous quality improvement (CQI), and lately this has been particularly handy. I’ll share some CQI concepts and tools that anyone can use to identify opportunities for improvement (and cost-savings) on campus.

- Recognize waste in the system (redundancies, variation, common frustrations, etc.)
- Gather and study data about work processes and systems
- Make information-based decisions for solutions
- Show real results

Even if you don’t geek on CQI like I do, you can help simplify and streamline day-to-day tasks of colleagues, and you can measure and communicate about how you are easing the burdens of shrinking budgets and growing workloads to strengthen the work of your institution.

Check Yo Self(ie): Connecting with Students Through Engaging, Meaningful Social Media Campaigns

KRISTOFER KAROL
Manager, Social Media
Indiana University-Purdue University Indianapolis

Gone are the days when we could get away with sending out a tweet to a news release or posting a mugshot of an award-winning faculty member on our Facebook page. Leadership demands results and, when it comes to students, we need to think outside the box to engage them and build our brands (and ambassadors). Learn how Indiana University-Purdue University Indianapolis went from a social media graveyard to a thriving online community thanks to creative campaigns such as “50 Things to Do Before You Graduate,” “Positive Post-It Day,” and an April Fools’ Day prank that saw cats roaming the campus.

Lessons Learned on the Road to Accessibility

CHRISTIAN VINTEN-JOHANSEN
Manager, IT Accessibility Team
Penn State

In the fall of 2010, the National Federation of the Blind filed a complaint against Penn State. So began a broad initiative shaped by the unique strengths of the institution and the choices we made in triage. From training to triage to organizational change, these are some of the important lessons learned in our journey toward delivering an accessible learning and working environment.

We will discuss:

- A general roadmap your institution can follow to get started.
- Understanding your strengths and weaknesses, and what impact they have on an individualized implementation plan.
- Top-down and bottom-up approaches to reaching your goals.
- Measuring progress and maturity of IT accessibility in your institution.

ACCESSIBILITY
Powering video content with your DAM & CMS

KATHY WILSON
Senior Business Systems Analyst
Athletic Department
University of Michigan

JAKE ATHEY
Director of Marketing
Widen

This session focuses on the making of the new University of Michigan Athletics recruiting website, ThisIsMichigan.com, using Wordpress CMS and Widen digital asset management (DAM).

Join University of Michigan and Widen for a discussion on the impact your DAM can have within your website. Attendees will learn the steps University of Michigan took to lay the groundwork for a successful launch of a recruiting website encompassing all 29 sports, while leveraging their DAM system in the process.

3:45 - 4:15 PM

Refreshment break

BALLROOM A, WISCONSIN CENTER

4:15 - 5:00 PM

Tree Testing for the Win: How to Improve the UX of Your IA with Tree Testing

ALAN O’NEILL
UX Marketer
Optimal Workshop

“Getting to the right page within a website or intranet is the inevitable prerequisite to getting anything done.” Jakob Nielsen

People visit our websites to get stuff done. If they can find what they’re looking for quickly and easily, everybody wins. But if our labels are ambiguous, or the hierarchy of our information is illogical and confusing, we risk not following through on the very product or service we are offering. Tree testing (getting people to complete tasks on a text-only version of your website) can tell you exactly where and why people get lost. This engaging presentation will turn your tree-testing skills into a winning formula.

**#AIM6**

The Web Culture Shift

ALAINA WIENS
Marketing Director
Flint & Genesee Chamber of Commerce

A successful web content strategy requires support from people all across an organization -- people with a wide range of experience and comfort levels when it comes to web work. To get our people invested in web content and thinking strategically, we first need to change the culture and thinking surrounding “web” in our institutions. This session will offer practical advice for influencing culture change on your campus, and convincing your people that they have a part in the “web” after all.

**#MCS6**

JQuery has Coding Standards? Now You Tell Me...

RJ BRUNEEL
Web Applications Developer
University of Central Florida

Over the past several years, we’ve all been taking advantage of jQuery to fast-track development and quickly add features and interactivity to our websites. It’s a quick and easy tool to produce interactive, efficient, and cross-platform-compatible JavaScript code. What is less known are the formal coding standards and documented best practices that, when used correctly, can save you time and headaches when managing page load time and code updates. With an increased need for sites to load quickly and perform well on a wide variety of networks and devices (Wi-Fi, mobile, etc.), an understanding of how to properly code jQuery is essential for maintaining clean and quality code.

I will explain how to get the most out of jQuery by demonstrating how to code to the standard and take advantage of chaining, caching, detachment, and design patterns, avoiding the overuse of anonymous functions.

**#DPA6**
Metropolis and Gotham, A Tale of Two Cities: Two Different Approaches to Enterprise Site Development

JEFF STEVENS
Assistant Web Manager
University of Florida Health

In the last five years, UF Health’s web services team has launched two enterprise-wide web projects, supporting six colleges, six hospitals, and twenty thousand staff and students. Our Metropolis was an external web presence supporting more than six hundred websites, built in the light of day as a positive affirmation of our future as an organization. Our Gotham was a new intranet, built on social networking and web best practices, constructed internally and away from the light but nonetheless as important. This talk will focus on the strategies used in building both, a web team that can support both, and the lessons learned in the process -- building and guiding consensus, overcoming the rogues gallery of barriers that pop up, and managing expectations.

From MySpace to Mobile: How Ten Years of E-Expectations Research Informs Future Digital Strategies

STEPHANIE GEYER
Vice President, Web Strategy and Interactive Marketing Services, Ruffalo Noel Levitz

LANCE MERKER
President and CEO
OmniUpdate

Since 2005, the E-Expectations research project has tracked the online preferences of college-bound high school juniors and seniors. The e-recruitment and technology landscape has changed considerably in that time. Facebook and YouTube were just beginning to go public, Twitter had not yet launched, and the iPhone was still two years away. Over that time, how have the expectations of prospective college students changed? How will they continue to evolve? This session will examine ten years of E-Expectations research data, and will discuss how the identified trends might apply to the future development of websites, mobile, social media, and email. The presenters will also discuss how campuses can create an effective mix of online recruitment strategies that will both engage students and be manageable for those overseeing campus technologies. Participants will leave this session with a better understanding of how to increase the quality and consistency of their online content across multiple channels.

Redefining Content with Infographics

JENNIFER RIEHLE MCFARLAND
Dynamic Interactions Architect
NC State University

There are a million reasons to use infographics. Studies have shown over and over how fascinated we are by graphics and images, and how averse we are to text. Infographics are -- when done right -- entertaining, informative, and enticing.

So why don’t we see them more in higher ed? Well, they can be difficult to create. It’s hard to know where to start. And they take a heck of a lot longer to design than it takes to write a paragraph or two. In an industry that’s often short on staff, how do we find a way to take advantage of the infographic in higher education?

This session aims to educate on infographics in and for educational institutions. We’ll start with a background on infographics and why they’re so compelling. We’ll look at all the different kind of infographics out there. We’ll then consider when it’s appropriate to create infographics, and talk about some of the ways it can be done -- whether that’s using a simple, free tool, or opening InDesign or Illustrator and getting your hands dirty. Finally, we’ll look at examples of when infographics do and don’t work, and the range of outcomes, both good and bad.
Pics Or It Didn’t Happen: Why Photos are Key to Building Your Brand and Generating Revenue

MARTIN VLOET
University Solutions Manager, Libris

Photography is becoming the language we speak every day - from the personal to the professional. The smartphone and social media revolutions have created an exploding need for organizations of all sizes to communicate visually. Institutions of higher learning have an incredible opportunity to share their stories through photos - from shots of the winning football team to selfies of your students. In this session, we’ll show you how to harness the power of your images to build your brand and generate revenue.

5:00 - 8:00 PM
Dinner on your own

8:00 - 11:00 PM
HighEdWeb After Dark

Make the Web Faster: Web Performance Best Practices You Should Be Using Today

SHAHAB LASHKARI
Director of Product Development
OmniUpdate, Inc.

Should that script tag go in the head or at the bottom of the body? Do you really need to be using CSS sprites? What triggers a browser reflow and why should you care? How does the new HTTP/2 spec play into all of this? In this session, Shahab will run through the most common mistakes that lead to slower page loads and poor browser performance. You’ll learn how the browser actually processes your code, which tools you can use to test your own sites, and what you should be doing to improve page performance immediately. Let’s make the (higher ed) web faster!

Finding Your Way

AARON KNIGHT
Senior Programmer/Analyst
SUNY College of Environmental Science and Forestry

Wayfinding and map data: so many (conflicting) data sources out there, so little time. And so much potential for losing your future students before you can even make the pitch. We’ll look at ways to correct your campus data in major mapping systems, and then look at some fairly easy-to-build and inexpensive options for building mobile-friendly interactive maps for your campus.

Tragedy, Pitchforks and Twitter: Managing Campus Crises on Social Media

AMY GRACE WELLS
Content Strategist
University of South Carolina

It was a tough spring at University of South Carolina. With a campus shooting, blackout, and a student incident that went viral, in addition to weather-related updates, the social team has...
been busy... busy learning lessons on how to manage mobs, keep parents calm, and provide timely communications in complicated situations. Being strategic and staying on brand can happen in times of crisis.

In this session you’ll learn:

• How to work with executive leadership to get messages out without the paralysis of crafting the “perfect” message.
• How to manage a mob and keep a cool head.
• How to move forward and get back to normal after the worst case scenario.

Secret Agent Man: How to Work with an Outside Partner

JP RAİNS
Strategy Director
Soshal

Most institutions have a roster of external vendors and partners, but how can you make the most out of this relationship? JP Rains will share his insight as a client for five years at Laurentian University, and as a Strategy Director at Soshal for the past 16 months. This session will help you understand what type of information your external partners need from you, and how you can get the most value out of your work together. Whether you are entry level or senior level, this session will improve your ability to work with external partners. This isn’t about procurement, this is about end results -- this is the session your agency and vendors don’t want you to attend.

Sections covered in the talk:

• Proposals and contracts
• Joint strategy
• Project management
• Delivery

The .edu Manifesto: A Call to Action for Higher Ed to Get Digital Right

MARK GREENFIELD
Director of Web Services
University at Buffalo

The importance of a college website cannot be understated. It is mission critical. Imagine what would happen if your website disappeared tomorrow. Could your campus still function? And as we move from a physical campus to a digital campus, the stakes will be even higher. Despite this landscape, most college websites remain mediocre at best, underfunded, and mismanaged.

Part rant, part history lesson, part hope for the future, the .edu Manifesto is a call to action for higher ed to get the web and digital right. Mark will make the case on why the web matters (more than you think) and how to harness the full potential of digital.

Carousels, Dropdowns, and Modal Dialogs: Accessibility and Common Web Widgets

TERRILL THOMPSON
Technology Accessibility Specialist
University of Washington

This interactive session will explore web accessibility by examining three common web widgets: A carousel, a dropdown menu, and a modal dialog. We will ask: Is this widget accessible to all users? Is there any group of users who might find it difficult or impossible to use? How can it be tested? How can it be improved? What are our options as designers and developers for ensuring our web widgets are fully accessible to all students, employees, and visitors?

Project Kickoffs that Work

ALLISON MANLEY
Project Manager, Palantir

This session will walk you through some of Palantir’s top tools and tips for client experience-building through awesome kickoff strategies. Successes and takeaways on recent projects will also be discussed. So, you’ve got your sticky notes, colored markers, and enough stakeholders to fill a room; but, how do you make the most use of your time face-to-face with your client when you start a project to ensure a great client experience? We’ve all been in those kickoff
meetings at the beginning of a project — the room is tense, half the people are checking their phones, and your time with the key stakeholders is limited. What do you do? In this session, Allison will walk you through some of our thinking about building great client experience through awesome onsites. We’ll share some real world tips and tools, and also discuss successes and takeaways on recent projects, large and small.

**Light up the Web! An Intro to Building Apps with Firebase and Angular**

**RYAN CHRISTIE**  
Web Operations Manager  
Illinois State University

AngularJS is a super-powered front-end framework developed by Google. Firebase is an almost magical realtime app platform that recently joined the Google team. Combined, they are an unstoppable force of awesome. Join me and learn how quickly you can go from nothing to delighting your clients and users while hearing a chorus of oohs and ahhs.

**Measuring In-Person Recruitment Effectiveness With Social Media**

**SAMANTHA READ**  
Manager, Communications  
Kareem Rahaman  
Senior Digital Communications Officer  
Ryerson University

Our Undergraduate Admissions and Recruitment department, like all institutions, has multiple interaction points with students before they make the all-important choice of where to attend school in September. We see many students multiple times throughout the fall and winter recruitment seasons and at on-campus events before they accept their offers. So how can we measure the effectiveness of our efforts and get a sense of the sentiment of our prospective students and applicants? Through extensive use of event- and cycle-specific hashtags and enterprise tools, we tag and match students throughout the recruitment and admissions cycle with the ultimate goal – a tweet that they will be a #futureram. We will discuss this pilot project, which has transitioned us away from typical feedback routes such as event surveys, and has allowed us to correlate tweet sentiment and virtual touch points with admission decisions.

**Come Together, Right Now**

**MATT RYAN**  
Associate Director of Web Communications and Development  
Carleton College

**TABITA GREEN**  
Director of Web Content  
Luther College

**MELISSA DIX**  
Web and New Media Director  
Beloit College

**CAROLYN ZINN**  
Associate Director of Web Services  
Kalamazoo College

Collectively, we in higher ed pour a lot of resources into reinventing wheels and solving problems others have solved elsewhere. There have been many efforts across higher ed to remedy this by pooling resources, but often this...
has foundered because the only thing slower and more painful than committee-based decision making within your institution is committee-based decision making involving multiple institutions!

The schools that are part of this presentation have worked together on an open-source project for several years. We’ll share things we’ve learned about intercollegiate cooperation, how can we build structures that effectively help us support each other, and point out models for shared projects in higher ed.

Looking Good, Looking Forward: Tips and Tricks to Give Your Content a Visual Makeover

DANIELLE POUPOPRE
Communications & Marketing Specialist for Student Affairs
John Jay College of Criminal Justice (CUNY)

We live in a visual world. With the growing popularity of apps such as Instagram and Snapchat -- and with Facebook and Twitter becoming increasingly more image-driven -- it is essential that higher ed marketers and social media managers be able to engage student audiences through dynamic imagery. Information that used to be presented in text-heavy flyers and emails is now forced to compete for our students’ attention alongside Grumpy Cat memes and ten-second Vines. If you’re not a graphic designer nor professional photographer, this new landscape can seem pretty scary! But here’s the good news: By following a few simple tips, anyone can create beautiful, aesthetically pleasing, and effective visual content. This presentation will guide you through the process of visual content creation, including tips and tricks for planning your image strategy, taking the perfect photo with just a smartphone, editing and adding text, applying basic design principles, and implementing your new and improved material into existing communications channels.

The Next Generation: Post-Millennials...the iGeneration

DOUGLAS TSCOHOP
Entrepreneurial Center Director
Augustana College

Now that the millennial generation has not only gone to college, but entered the workforce, what’s next on the horizon? Is the next generation about technology? The green movement? Self-serving? Career-driven? How do they define success? What traits does this generation have, and what impact will they have on the work you do? The presentation will review current research on the iGeneration and late millennials.

Storytelling + Experiences: Ingredients of a Successful Redesign

PIERO TINTORI
TERMINALFOUR
MIKE SCHULZ
mStoner, Inc.

It was time for Loyola Marymount to rethink LMU.edu—to design a digital experience that underscores the university’s unique academic quality, location, and Jesuit foundation and showcases its gorgeous campus. Another important goal for the site included creating a better framework for storytelling through images, video, and text. A team from campus worked with mStoner, Inc., and TERMINALFOUR to rebuild LMU.edu from the ground up and develop a roadmap to extend the brand new interface through the LMU domain. Learn about some of the challenges, the strategy, and solutions to arriving at the university’s new responsive design.

10:15 - 10:45 AM
Refreshment break
BALLROOM A, WISCONSIN CENTER

2015 ANNUAL CONFERENCE / MILWAUKEE WISCONSIN
Schlemiel, Schlemazel, Digital Signage Incorporated!

MARK BENNETT
Senior Application Developer

MARK FULLENKAMP
Director of Web Services
University of Iowa CLAS Web Services

When faced with the challenge of creating an easier-to-use and cheaper option for digital signage, the CLAS Web Services Group from the University of Iowa overcame the obstacles, by changing the system itself. Learn how and why the University of Iowa developed a digital signage solution that you can implement using the Drupal CMS; one that is responsive and accessible to all users. See how the process started, the challenges we had to overcome, the release of a new version of the product, and where we go in the future.

We’re gonna make your dreams come true! Doin’ it our way!

Building an Organized, Automated, and Sustainable Workflow Using Bower, Grunt, and Github

WILL JONES
Senior Web Developer
IT Technical Specialist IV
University of Alabama Libraries

Web projects are getting more complex. With a few open source tools, you can wrangle this complexity. Github will make it easy to organize your web projects into modular repositories. Bower can manage your modules and third party dependencies. Grunt ties it all together, compiling and optimizing, with one command.

The Blues Is #1: Lessons from the Blues Masters on Weathering the Storms of Change

JESSE LAVERY
Director of Web Communications
Allegheny College

“I done seen better days, but I’m putting up with these.” Rabbit Brown sang those words in the early 1900s, but many of us in higher ed could say the same today.

Our schools are going through changes that can give you the blues, if you let ’em. For most of us, we don’t have a voice in those changes -- we have to pick up the pieces of budget cuts, staffing shortfalls, and leadership turnover, all without succumbing to the fear and pessimism they can bring.

I’ve had my own share of unexpected changes in my higher ed career so far: five years, one school, four different organizational structures, five different offices, and nine different bosses. (Yes, really.)

I’ll share lessons from my troubled past and teach you how to combine modern systems and tools
Personalizing the New-Student Onboarding Experience

MARK MAZELIN
Director of Web Development

JOSHUA ERLANDSON
Web Designer/Developer
Cedarville University

Incoming students are the lifeblood of every higher education institution. Yet once the new student has applied and been admitted to our university, we so often nearly drown them with things that they must do, forms they must fill out, and website after website they need to visit before they begin their classes in an upcoming term.

At Cedarville University, we tried to address this issue with the creation of a personalized admitted student portal that launched in January 2015 for the fall freshman class. Once a student’s application for admission was processed and the student was admitted to the university, they were invited to join this new portal.

This portal was the re-creation of a static list of tasks that we wanted the incoming student to perform. One big problem with the static list was that students would complete the task, but then have no indication that it was completed. They would return to the website and find the same old tasks glaring at them. Mocking them.

Come see how we are working to improve the incoming student onboarding and engagement processes. We’ll discuss the problems we were trying to solve, how tasks and announcements are released, the creation of a private Facebook group where students could meet (and how we limited access to it), and how parts of the task list is integrated with other campus systems to provide automatic completion notifications. We’ll even include some pretty graphs and charts for the statistics we collected along the way (and shared with counselors for follow up!), touch on the related communications plan, and give a peek at where we plan to go in the next iteration.

#TIE9 103B

Accessibility 101

STEPHEN FORNAL
Web Developer
Tarrant County College

In the higher education web design environment, accessibility is paramount. The web team at Tarrant County College endeavored to greatly improve their accessibility by conducting extensive research, and by meeting with disabled users to experience firsthand how they access web content.

In this session, Stephen will discuss their testing and research processes, the results, and best practices garnered from this initiative. Learn about a diverse collection of techniques and quick fixes that you can implement on your website immediately.

Find out how to improve accessibility in your existing site, how to guide decisions in a redesign, and most importantly, how to guarantee equality of access for all students on your campus.

#UAD9 101B

Selling UX: Lessons from the Firing Line

DAVID POTEET
New City

Ever had to fight for the budget to do real audience research? Convince someone of the value of usability testing? Explain how your research informed the design you created? We took a huge gamble in 2005 when we sold Virginia Tech on the idea of doing mental models to inform their redesign. Since that initial foray, we’ve been selling the value of a user-centered, research-informed approach to web design – not just in a proposal or pitch, but throughout the process. In this workshop I’ll share NewCity’s best tips for making the case for user experience (UX). What You’ll Learn: - How to explain the importance of research in the strategy process to your stakeholders - How stories make UX meaningful - How involving people in the UX process builds inside champions - How to not geek out when sharing UX methods or findings with the uninitiated (i.e. unwashed masses) - Things you should be doing to prove the impact of UX in your organization (but this won’t be an in-depth analytics course).

#COR9 101C
Techies and Writers Unite! Ohio State’s New Content Aggregator Serves Coders, Marketers, Users

JAMES BURGOON
Director, Interactive Communications, University Advancement Communications

KRISTEN CONVERY
Director, Multimedia Content

MIKE BUTSKO
Web Developer

COREY HINSHAW
Web Developer

The Ohio State University

Ohio State’s manifesto: Simplify the university’s bureaucratic structure and put users first! At a complex place, writers post web content; social media managers tweet; web geeks ponder digital strategy. Enter Media Magnet, a uniform content aggregation system and a joint venture between Interactive and Editorial. See how we’ve applied this system on osu.edu and beyond.

Drupal 8: The Crash Course

LARRY GARFIELD
Senior Architect
Palantir.net

One of the most widely-used and mature content management systems on the planet, Drupal runs more than one in fifty websites in the world. However, it has always been something of an odd duck, with an architecture and design very different than anything else in PHP.

Enter Drupal 8: Almost a complete rewrite under the hood, Drupal 8 is a modern, PHP 5.4-boasting, REST-capable, object-oriented powerhouse. Now leveraging third party components from no fewer than nine different projects, Drupal 8 aims to be the premiere content management platform for PHP.

But how do you use all this new-fangled stuff? This session will provide a walkthrough of Drupal’s key systems and APIs, intended to give developers a taste of what building with Drupal 8 will be like.

Prior familiarity with Drupal 7 is helpful but will not be assumed.

Open Lab: Providing a New Model of Training, Support, and Sanity

MICHELLE TARBY
LeMoyne College

So much of what we do is focused around finding ways to work smarter, saving as much of our time and resources to do the good things our institutions need to move forward. One of the biggest problems I find is dealing with training and the associated day-to-day support calls. I had fallen into a trap – instead of showing someone how to do something, I found myself offering to just add that image, update that content, and post that new application. And training, forget it. There just seemed to be no time, both for me as the trainer and for our content contributors as trainees. Something had to give. What rose out of this need was open lab – an idea new to our campus. Twice a month, faculty, staff and students stop by to ask questions, talk shop, try new things, fire up a lab machine to experiment - each session is completely unique and unscripted.

Attendees will learn: How to build an open lab program on your campus; what to expect from your sessions; how to prepare for labs; how to market the program to your campus; and traps to avoid.

Building Internal Communities to Support Your Content Strategy

GEORGY COHEN
Associate Creative Director, Content Strategy
OHO Interactive

In many organizations, especially decentralized ones as you often find in higher education, content owners and editors often operate independently, disconnected from best practices, organizational standards and style, or peers who face similar challenges in creating and managing content. In some cases, content is only a small and intermittent part of these individuals’ jobs.
To make our content strategy come to life, we need to make it accessible and relatable to the people we rely upon to execute it. And that means making those people accessible and relatable to each other. By organizing internal content communities within our organizations, we can better communicate the value of content strategy, and provide much-needed support to content owners and editors.

Attendees will learn:

• The value of organizing an internal content community
• Strategies for launching and facilitating a content community
• Best practices for making the community successful for both its members and the organization

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• Strategies for launching and facilitating a content community
• Best practices for making the community successful for both its members and the organization

### Big Project, Small Staff, Tight Deadlines: How to Create the Perfect Storm for Inst’l Web Migration

**JAY MASSEY**

Web Services Director

University of West Florida

How we migrated a 50,000-page, static, Dreamweaver-maintained website into a 6,000 page, responsive web design, accessible, searchable, content management system with only a two-person web unit. Tackling a seemingly insurmountable task when you have limited resources necessitates a confident strategy, diligent communication, involved leadership, and a bit of luck.

### Why a Beautiful Campus but a Digital Wasteland?

**BRIAN HAWKINS**

Communications Officer

Indiana University

Every college has access to shovels, soil, seeds, and trimmers, yet why are some campuses places of beauty for education while others are not? It’s not the tools, it is an expression of values, leadership, and discipline that enable physical campus beauty over the decades. It’s time to do the same in the digital environment. A content-management system, a few web developers, and varied ideas don’t make digital beauty (or effectiveness). It’s time to bring the discipline from physical beauty to the digital campus.

### Refried Bean Counters: A Tasty Mashup of Accounting, Management, and Data for the Big Web Project

**JASON WOODWARD**

Principal

State & Plain

Bland old canned planning tools giving you indigestion? We’ll show you how Cornell SHA used the ingredients we had on-hand, along with some old fashioned double-entry accounting and project management recipes, to whip up a tasty rendition of that old staple: the Big Web Project. Sure, it ain’t Le Cordon Bleu, but it satisfies. We’ll talk about how we applied the well-worn principles of double-entry accounting
to managing the Big Web Project. We’ll show how dashboards, queryable mashups, and data extractions from existing tools and vendor deliverables helped us plan, keep on track, check progress, spot inconsistencies, and minimize missed content often discovered too late in the project. We’ll explain how we used these to fit into and support the existing workflows of the Information Architect, Content Strategist, and Web Programmer. There’s no panacea here, but like any good side dish it doesn’t leave you hungry. This is not a tech talk, but we’ll mention technologies like WordPress, Drupal, Google Analytics, AngularJS, RDF, OWL and Stardog. OK maybe it’s a little bit of a tech talk. Like a little bit of grated cheese on top.

Web-Based Digital Signage System

NIC WINN
IT Analyst II
University of Tennessee Health Science Center

The University of Tennessee Health Science Center has experience with Cisco DMS, a digital signage system that uses screens, media players, a media server, and proprietary software. However, they found a way to create their own DMS using only the existing screens and network, while swapping out the media players for Raspberry Pis. Attend this session to learn how a browser on a single-board computer, such as a Raspberry Pi, can be set to access tailored content for its location. Nic will show how to set up responsive web pages that contain common assets and unique content, and how to use the pages for horizontal or vertical screens of varying sizes. Attend to find out how to migrate signage into the web, so your displayed content is accessible, interactive, and easy to update.

What a Tumblr Learned Meerkating His Periscope? The Future of Social Media and Higher Ed

RON BRONSON
Consultant
Stensland van Bers Kent & Partners

Everybody wants to capture all the eyeballs. But how do you make people pay attention in a world with increasing amounts of distractions. In this talk, Ron Bronson reflects on a career of building online communities from the days of AOL to Tumblr, Twitter and beyond to show you how to apply the lessons of what works to your own institution’s social media strategy regardless of the platform.

Improv the Situation

LARRY FALCK
Media Production & Web Design Coordinator
Francis Marion University

No, that’s not a typo. Improv, or improvisation, has made the leap from the stage and TV to the workplace. Actually, it’s always been there — rarely is anything in our life rehearsed. Larry has been a member of Ten Piece Bucket, an improvisational comedy troupe in Florence, South Carolina, for five years, and has been active in theater for more than twenty. His presentation will lay out the basic guidelines of improvisation and show you how to apply them to your workplace. Beginning at “yes, and,” he’ll also ponder whether the rules of improv can be directly applied to the workplace, or if some tweaking is needed. Be prepared to participate, there may be some demonstrations!

Building a Modern Course Catalog Search

JIM MUIR
Senior Mobile Developer
SCOTT MASCIO
Web Application Developer
The Ohio State University

Have you ever wanted to replace the out-of-the-box course catalog search from your student information system? At Ohio State, we worked to export the data and build a modern search interface that prioritizes user experience above all. Taking concepts and ideas from Google and Amazon for the search interface, we were able to create an experience that users love. This talk will explore working with several groups around campus as well as the technical details of how we exported the courses from our student information system, indexed them with Elasticsearch, built a REST API to expose them, and created an accessible, responsive, and easy to use Angular.js web application to present everything. We’ll also talk about how the same REST API endpoint powers Ohio State’s native iOS and Android mobile applications, while
still empowering the desktop and mobile web users with more advanced functionality. Finally, we’ll wrap up with challenges we faced and how we waged through the political battle of accomplishing the successful replacement of the out-of-the-box search interface.

#UAD11
I Believe I Can See the Future: More Than the Typical Analytics Routine

JOSHUA DODSON
Director of SEO
Southern New Hampshire University

Getting the metrics is not the hard part. Guessing at what it might mean will get you nowhere fast. Turning numbers into action is what makes the difference between a strong, contributing member of the team and a weak link. By using some simple methods of data analysis, you can go from generating a report to providing real value to your organization. This presentation will discuss examples from higher education and explain how statistical significance is not as daunting as it can sound. We will explore methods such as statistically significant A/B testing, intervention analysis, and time-series forecasting. You will be able to immediately apply techniques to improve your analysis and add value to your institution, and you will learn how this kind of analysis is used to make positive changes within higher education marketing and enrollment.

#COR11
Popping the Higher Ed Digital Bubble -- What Higher Ed Needs to Learn from Corporate Websites

JASON SMITH
Managing Director
OHO Interactive

In multiple surveys, more than eighty percent of prospective students rank the website as the number one tool for research when selecting a school. Despite a desire to focus on prospects, most higher education websites are unable to power enrollments. Instead, marketing groups are slowed by internal politics, a lack of actionable data, and long funding cycles. Drawing on examples from both successful higher education and corporate clients, this session will provide a new framework for defining investment in your school’s website. We’ll highlight how marketing groups can:

- Make the case for ongoing investment in digital
- Define clear business goals
- Measure and make decisions based on data, not opinion
- Leverage analytics to take control
- Comprehensive look at social, search, paid search, ads, email

The session will translate corporate practices into a higher education context to provide you with actionable next steps. In addition, we’ll present an overall framework for socializing the evolution of websites -- and the required staffing and budget -- to invest in digital. (All of these concepts are not tied to a specific vendor or software solution.)

#AIM12
Is a Taco a Sandwich? (And Other Hard Questions)

JACOB DEGEAL
Creative Operations Manager
Web & Interactive Communications
Illinois State

For the past year and half, this simple innocent question has challenged friendships, hijacked whiteboards, and sparked heated happy-hour debates within our office. We were even able to tickle the fancy of Chris Hardwick during last year’s HighEdWeb keynote address. So why has this question become such an obsession to us? Because it’s not just about tacos. It’s about organization. Balance. As professionals in higher education, we work in systemic chaos every day -- from political posturing and institutional wrangling, to technology workarounds and daily droning maintenance. At Illinois State University, a recent redesign of our central news hub proved that this chaos could be tempered, dare we say controlled. It meant tackling the tricky balance of institutional marketing with distributed content creation. I will cover some of the tactics used to organize people, departments, and egos (both large and small) and how it lead to not only political victories, but new competitive ways to market the university.

#15019 101B
STUDENTS / FRONT-END
I Believe I Can See the Future: More Than the Typical Analytics Routine

JOSHUA DODSON
Director of SEO
Southern New Hampshire University

Getting the metrics is not the hard part. Guessing at what it might mean will get you nowhere fast. Turning numbers into action is what makes the difference between a strong, contributing member of the team and a weak link. By using some simple methods of data analysis, you can go from generating a report to providing real value to your organization. This presentation will discuss examples from higher education and explain how statistical significance is not as daunting as it can sound. We will explore methods such as statistically significant A/B testing, intervention analysis, and time-series forecasting. You will be able to immediately apply techniques to improve your analysis and add value to your institution, and you will learn how this kind of analysis is used to make positive changes within higher education marketing and enrollment.

#15012 101C
Popping the Higher Ed Digital Bubble -- What Higher Ed Needs to Learn from Corporate Websites

JASON SMITH
Managing Director
OHO Interactive

In multiple surveys, more than eighty percent of prospective students rank the website as the number one tool for research when selecting a school. Despite a desire to focus on prospects, most higher education websites are unable to power enrollments. Instead, marketing groups are slowed by internal politics, a lack of actionable data, and long funding cycles. Drawing on examples from both successful higher education and corporate clients, this session will provide a new framework for defining investment in your school’s website. We’ll highlight how marketing groups can:

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#15032 102B
3:00 - 3:45 PM
DIRECTORS AND MANAGERS
MARKETING
REDESIGNS / MARKETING
COLLABORATING
Is a Taco a Sandwich? (And Other Hard Questions)

JACOB DEGEAL
Creative Operations Manager
Web & Interactive Communications
Illinois State

For the past year and half, this simple innocent question has challenged friendships, hijacked whiteboards, and sparked heated happy-hour debates within our office. We were even able to tickle the fancy of Chris Hardwick during last year’s HighEdWeb keynote address. So why has this question become such an obsession to us? Because it’s not just about tacos. It’s about organization. Balance. As professionals in higher education, we work in systemic chaos every day -- from political posturing and institutional wrangling, to technology workarounds and daily droning maintenance. At Illinois State University, a recent redesign of our central news hub proved that this chaos could be tempered, dare we say controlled. It meant tackling the tricky balance of institutional marketing with distributed content creation. I will cover some of the tactics used to organize people, departments, and egos (both large and small) and how it lead to not only political victories, but new competitive ways to market the university.
**The Ultimate Time Saver: Building a Responsive Pattern Library**

JENNY SLAUGHTER  
Web Developer  
NewCity

Take a look under the hood at three pattern libraries developed using popular responsive frameworks. Learn how designers and developers can work together to identify reusable layout components, and turn these into flexible building blocks. Of course, the hard part is teaching people to use the patterns the way they were intended. We'll share some successful examples of this, too.

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**Snapchat: More Than Selfies**

TONY DOBIES  
Social Media Strategist  
CANDACE NELSON  
Senior Writer  
West Virginia University

Snapchat can be more than selfies. In fact, it can be a key recruiting and relationship-building tool for your university. We’ll take a look at Snapchat campaigns from West Virginia University and examples from other universities from around the country that are using the app successfully. For those already using Snapchat at their university, we’ll also talk about different strategies for overcoming some of the limitations of the app and discuss the future of the app in higher ed.

In this session, you will learn:

- Why you should be on Snapchat
- How to use Snapchat as a University
- Examples of successful Snapchat campaigns at universities
- The future of Snapchat and how it could affect higher ed

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**How Life Lessons from Jane Austen Helped a One-person Communications Team**

LISA CATTO  
Public relations specialist  
Western Oregon University

It is a truth universally acknowledged that a single-person communications team must be in want of efficiency tips and commiseration. And coffee. Lots of coffee. In an era of declining budgets and expanding duties, many of us alone manage significant portions of the communications efforts at our campuses. While there is value to the flexibility of being responsible for everything yourself, it can be highly stressful and may lead to inefficient multitasking, losing track of tasks, or even worse, burnout.

When I get stressed out, I often turn to Jane Austen and her brilliant stories and characters. I’ve found that her classic stories provide valuable life advice that is applicable to those bearing the burden of being a one (wo)man team. Pulling from my experience as the campus-wide media relations and social media expert for a mid-sized public university, I share suggestions for how to work smart, how to get support from others and how to...gasp...say “no” on occasion. Regency attire heartily encouraged.

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**Building a DIY Student Portal from Scratch**

GARY KUHLMANN  
Webmaster  
KEITH WARBURG  
Social Media and Web Content Manager  
BOBBY LACEY  
Web Designer  
ASHLEY WILLIAMS  
Assistant Webmaster  
Valdosta State University

No one wants to remember another password. So why do your faculty, staff and students have to keep a list of passwords, IDs, and usernames for your campus email, classroom, and registration services? You may not have tens of thousands of dollars to put down on a service portal to gather everything; the Web Team at Valdosta State definitely didn’t in 2012 when they launched MyVSU. By creating partnerships across divisions with design, IT, communications and others, they developed a dynamic portal, maintained by the entire campus.

Developing your own service portal in-house not only saves your institution expensive setup and service fees, but also allows the talented people
you have on campus to flex their creative muscles and deliver exactly what your constituents need. By providing a single sign-on, customizable portal for all of your campus services, you can serve your students, faculty, and staff, while gaining a captive audience for targeted institutional communications.

The VSU Web Team will discuss the challenges and opportunities that arose during the implementation of the portal, as well as share the developments and evolution of the portal. Attendees will be able to ask questions about the portal, the design process, and the data warehouse project in order to help streamline web services on their campuses.

Web Strategery: An Effective Way to Say No to “Click Here”

TODD BARBER
Director, Web Services
University of Tennessee Health Science Center

Websites can quickly get out of control with input, advice, suggestions, and directives coming from every direction. During our recent redesign, we decided to align our site with the university’s mission and strategic plan. Keeping these two items at the forefront of the redesign process allowed us to make key decisions that would have been difficult otherwise. We started with a single strategy and we quickly saw the shortcomings of trying to be too generic. We ended with an overall web strategy that has a four-pronged approach to emerging technology, architecture, content, and design. Each strategy (including the overall) has three or four goals associated with it, and represents many of the common issues faced as we build and maintain websites. For our web group, it allows us to continually keep our focus on what is important, and if needed, change a goal based on the ever-changing web world. For our campus community, the strategies are presented in a simple way and have been documented (which makes them “official”), so that they can easily be shared and taught.

3:45 - 5:00 PM

Refreshment Break
BALLROOM A, WISCONSIN CENTER

3:45 - 5:00 PM

Posters
BALLROOM A, WISCONSIN CENTER

#ChompTheVote: How A Hashtag Campaign Quieted an Alumni Uprising and Gave Birth to an Alligator

JESSE LAVERY
Director of Web Communications
SEAN O’CONNOR
Associate Director of Web Communications
Allegheny College

When an old mascot costume needs replaced, you just order a new one, right? Not so fast! Especially when news of those changes leaks to alumni and they start a Change.org petition. Our poster is the story of how a hashtag (and related online voting campaign) turned an ugly alumni relations incident into a positive project with great social media engagement, satisfying results, and happy alumni.

Academic Technology - A Collaborative Campus Approach

KATHY PALM
Baccalaureate Program Coordinator & Advisor, School of Nursing
MEGAN GILMORE
Web Content Manager
North Park University

Four years ago, North Park University empowered a collaboration between faculty, staff, and administrators to address the challenges of instructional technology for innovation, teaching, and learning. Currently a standing university committee including representatives from many academic disciplines, IT, the library, and marketing, the Academic Technology Committee leads the process for choosing new technology, pilots new programs and interfaces, administers grants to encourage faculty innovation and technology implementation in classrooms, and develops teaching materials aimed at faculty and staff so they can use the technologies available to them. With a brand-new state-of-the-art science facility and changing campus systems for collaboration, North Park’s ATC has learned through trial and error how to effectively bridge the gaps between...
the cloud and campus to address fears and get resources to the right people.

**#PST3**

**Athletic Rivalries and Web Accessibility: Who is in the Sweet 16 this Year?**

**JON GUNDERSON**

Coordinator of IT Accessibility

University of Illinois

Everyone is keenly aware of the competitive nature of college sports and the rivalries between schools and athletic conferences. Let’s see how over 300 universities and 12 conferences score in making their websites accessible to people with disabilities using open source tools that are freely available.

**#PST4**

**Care and feeding of a student social media team**

**LISA CATTO**

Public relations specialist

Western Oregon University

If I had a dollar for every time I’ve heard a person say, “hire someone just out of college, they understand social media” I would have #heweb16 already paid for. Students offer an invaluable insight to campus life and their perspective is what other students (and prospective students) want to hear. However, personal use of social media tools and platforms does not mean someone knows how to use them on behalf of a brand. At my first HighEdWeb conference in 2011 I learned of student social media teams. That next year I found funding and established our first student social media team on campus. Having completed the third year of this team, I’ve learned a great deal about what works, and most definitely, what doesn’t. Learn about all the LOIs, OMGs and WTFs I learned through this crazy and incredible journey of managing a student social media team as a solo social media and media relations manager for the university.

**#PST5**

**Creating an Interactive Scalable Vector Graphic (SVG)**

**JENNIFER BRANDON**

Web Designer / Reference Librarian

Michigan State University Libraries

The MSU Libraries has an ‘Ask a Librarian’ service that provides several options for patrons to contact librarians. In 2014 we decided it was time to update the legacy ‘Ask a Librarian’ graphic. I decided to create the new graphic using the SVG (Scalable Vector Graphic) format, as it is now able to be rendered across browsers. SVG’s have many benefits that enhance user experience. They are scalable, responsive, lightweight, and accessible. This poster presentation will provide an overview of Scalable Vector Graphics, several examples, and steps on creating, modifying, and optimizing an SVG graphic.

**#PST6**

**Designing with Data**

**MICHELE RUND**

Web Designer/Developer

Purdue University

In a time when data reigns supreme, web and app designers are increasingly turning to analytics to inform user-interface decisions. Identifying and analyzing meaningful data can help us understand how an app is being used and, in turn, help us understand how to improve it. This poster session will explore how the Purdue Studio team used data-informed design to provide an improved user experience for their newest app, Pattern. Insights, lessons learned, and tips related to data collection, analysis, rapid design prototyping, and testing gained during this process will be shared with attendees.

**#PST7**

**Effective Graduate Application Management System in a Distributed Environment**

**ASHIRUL MUBIN**

IT Specialist IV

The University of Alabama

Processing graduate applications in a higher education institution is often more complex than that of the undergrad or other application areas. It involves multiple phases of information exchange and document management activities by various user groups. The scenario gets more complicated when various departments have their own
specific rules and requirements in the admissions process: varying test scores limits, additional documents, portfolios, program specialty areas, and personal interactions.

Our work presents a dynamic way to effectively address most of these issues through a web-based distributed system that is driven by two underlying frameworks: one founded with the purpose of providing consistent view of program-specific checklist of application materials and status for all user groups, and the other one consisting of definitive role-based assignment of system users. This setup helps to properly manage application data and thousands of documents online in a distributed fashion. Applicants, recommenders, document managers, reviewers -- all contribute to this process from their respective roles. Furthermore, the collected documents are also readily utilized in other administrative processes, such as nominations for fellowships, student awards, and so on -- removing the need for making any duplicate copies of the necessary documents to be presented to the select group of reviewers.

#PST8
Have a Ton of Social Media Cooks in the Kitchen? Form a Council!

HOLLY HILL
Director of Web and New Media
Flagler College

Have a ton of social media cooks in the kitchen, but no unified strategy, accountability, or budget? Form a social media council at your institution and create a collaborative and meaningful experience for your audience and content contributors. After forming the council and establishing our goals, the measurable results have been incredible. By shifting our focus to a more unified effort, we were able to cover more shareable moments that tell our college’s authentic story, while increasing user engagement. This poster session will show conference guests how and why we formed a council and how that has impacted our user experience.

#PST9
How the University of New Hampshire Uses Social Media to Engage our Stakeholders

JASON BOUCHER
Manager of Social Media
University of New Hampshire

Is your institution using social media the right way? During this session, Jason Boucher will share some social media strategies and successful campaigns from the University of New Hampshire. He’ll provide an overview of some of the leading social media management tools and outline what it takes to rise above the noise.

#PST10
It’s Not If, But When...

MARTIN SICKAFOOSE
Director of Digital Marketing
Purdue University

Social media can be a highly effective tool in communicating to our campus communities. It can also quickly splinter into several different directions if you aren’t careful. On January 21st 2014, Purdue University had a shooting on campus. What transpired that day has made a lasting impact on our campus and has added real-life experience to our social media communications. Through this presentation we will share the events of the day, the things we learned and how we now view social media crisis communication at Purdue.

#PST11
Learning to COPE: 110 Stories, 365 Days, 20% Increase in Organic Traffic

ANNA LEE
Marketing and Communications Coordinator
LINNEA HANSON
Web Content Specialist
Northwest Nazarene University

In an effort to take control of their content and social media strategy with a small team and minimal resources, Northwest Nazarene University’s marketing and media office implemented a COPE (create once, publish everywhere) model. They’ll share how they used it to publish 110 articles across platforms in one year’s time resulting in an increase of their organic website traffic by 20% and their average post reach on Facebook by over 50%. Learn what types of content succeeded and what fell flat; take away tips for recycling, repurposing and reusing content to make the most of limited resources; and get ideas on how to leverage your school’s unique personality to your advantage in SEO.
#PST12

**Mixing up the Media: Utilizing Video In Social Media and Web**

**JARED MAULDIN**  
Social Media and Web Content Coordinator  
Flagler College

Use video to your advantage. Content coordinators of any skill level can utilize video for both social media and the company/college website quickly and easily. With small departments in mind, this session will show you the basics of video composition, ideal length for optimizing viewership, and how to edit your videos on the fly. No longer do you have to lug around tripods, cameras, and laptops to create a great movie. With just a few apps and an iPad, you can cover a campus event and post it all within minutes. The session will use examples of popular campus events and show you how to think outside the box for great content and engage followers in new ways.

#PST13

**Naughty Words and How to Avoid Them**

**NIKKI MASSARO KAUFFMAN**  
Multimedia Specialist IV / User Experience Designer

Words can communicate, but they can also alienate. They can exclude. They can threaten. In our session, we will talk about the impact of language on the web as well as how to clean up language in your content, your microcopy, and your documentation/training.

#PST14

**No Content Strategy? Try Content Tactics**

**LORI PACKER**  
Web Editor  
University of Rochester

Raise your hand if you think this is you: You are a writer, editor, designer, developer, or social media manager who works in an office or institution that doesn’t seem to have a content strategy, or at least has not fully embraced the concepts, workflows, and processes that a content strategy requires. Sound familiar? And if so, what can you do from your little corner of the web publishing world to still make progress in creating content that advances the goals of your institution while serving the needs of your users? This session will break down some content tactics, with lots of examples of specific projects, to help you do just that.

#PST15

**SEO: How to Use Everyday Techniques to Increase Website Traffic**

**ROBIN KELLY**  
Webmaster  
The University of Texas at Tyler

In this session, learn how to incorporate search engine optimization into your everyday workload. After an overview of how search engines work, Robin will share easy day-to-day steps you can implement to increase website traffic. Attend his session to learn 25 steps that truly impact your SEO, including structuring your website, training your users, finding the right keywords, writing for the web, and incorporating social media into your overall SEO strategy. Don’t miss this session full of tips and techniques!

#PST16

**The Power of the Web: Accessibility and Inclusiveness through Universal Design**

**BETH BRANCHAW**  
Digital Communications Coordinator  
Seattle University

In higher education, the web has become the primary method of dissemination for important documents and information at all points along an individual’s path from prospective student to alum. It is also the primary tool used by faculty and staff to communicate to all institution stakeholders both internal and external. In many ways, an academic
institution’s web audience is a microcosm of
the entire online user population. People from
all walks of life from around the world interact
with university websites. How do you develop a
website that satisfies the accessibility needs of
such a diverse population of users? The concept of
Universal Design, which is used in architecture and
product design to improve accessibility to those
with impairments, can be applied to the creation
of any product or environment including the web.
Adding Universal Design principles to a web
professional’s toolkit will improve accessibility and
usability for all people who interact with website
content they create.

#PST17
Web Responsibly: An
Emergency Response to
Gluttony on the Web

KAREN CHANG
Web Developer
UTHHealth Medical School
Office of Communications

The average load time a web user expects for
each website is roughly 2 seconds, yet we are
seeing more and more websites filled to the brim
with high-resolution photos, fonts, and scripts and
taking longer to load. This may be acceptable
where 4G and LTE are easily accessible, but
imagine how difficult it would be for our global
neighbors—some who are tapping into the web
for the first time with their limited resources.
All the glutinous content we’re putting on
our websites is preventing these limited users
from finding the information they need within
a practical time-span while adding to the wait
time for these sites to load. At the UTHHealth
Medical School, we had this same challenge with
a homepage that contributed to a slow website
loading time. Our initial response quickly turned
into a full-blown study of understanding how our
content is loading and what areas we need to
optimize in order to scale-back on our website.
We started paying attention to how our website
would be viewed in a global perspective, and
this is what changed our goals in developing an
up-and-coming lightweight, fast-loading website.
Stop by for some insight that will help us all web
responsibly in a web world where content is king.

#PST18
Your Content is Not a Beautiful
or Unique Snowflake

ELIZABETH SCHROEN
Assistant Director of Marketing and Digital
Content
UMUC

If you’re like most universities, your website
has thousands, maybe tens of thousands, of
webpages with manually updated flat content
that quickly becomes outdated and out of sync.
But the content for any given webpage isn’t all
that unique. University web content is made up of
many repeatable “content types”: quotes, videos,
FAQs, tuition rates, semester dates, and more. If
you leverage your content management system as
a content repository, you can dynamically serve
up this content in many different formats across
many pages, all while managing it centrally.
Think it sounds tough? University of Maryland
University College set out to normalize all of our
repeatable content during a re-implementation
of our CMS. Find out how we did it and what we
learned along the way.

#PST19
Building a Better Batcave:
Building a Collaborative
WordPress Intranet

JEFF STEVENS
Assistant Web Manager
University of Florida Health

Intranets work in the shadows, away from the
general audience, and as a result are often
neglected and fall into disrepair. Fifteen years
in the making, our intranet grew from multiple
initiatives and departments into a Gotham city of
epic proportions: an impenetrable warren of sites,
subsites, multiple log-ins, and legacy applications.
It was the site UF Health needed right now, but
not what it deserves. After witnessing numerous
tragic ends in one-way alleys, UF Health’s Web
Services became the champion of a new way.
Building on our experience from our external web
rebranding, we built a collaborative, responsive-
first platform, built on WordPress and BuddyPress,
that created a common shared intranet experience.
A website built by not by us, but by the users, using
social networking and gamification techniques
to encourage adoption. It wasn’t easy -- we faced
a rogues gallery of challenges: institutional buy-
in, internal assumptions, external technological
challenges, and crises in faith and our mission.
We’ll discuss how we overcame those issues,
Stayed out of the asylum, and brought our intranet
into the light where it belongs.
Expanding the EDGE

HOLLY SCHOLL
EDGE Center Project Manager
Augustana EDGE Center

This student web model dating back to the late 90’s continues to expand its reach at Augustana College. A brand new Social Media Management Team and Student Portfolio Guru have pushed the Augustana EDGE Center even further by creating more experiential learning opportunities for students. These programs, in addition to the Web Guild, advantEDGE Design, video editing, advertising developers, and event planning, continue to expand the EDGE Center’s reach in number of students as well as clients.

6:30 - 10:30 PM
HighEdWeb Big Social Event
HARLEY-DAVIDSON MUSEUM®

WEDNESDAY OCT. 7
7:30 - 8:30 AM
Breakfast
BALLROOM C/D, WISCONSIN CENTER
8:30 - 8:45 AM
Red Stapler (Best of Track)

Announcement
BALLROOM C/D, WISCONSIN CENTER
9:00 AM - 1:00 PM

Sponsor exhibits open
BALLROOM A, WISCONSIN CENTER
9:00 - 9:45 AM

Red Stapler Sessions
AIM - 102B; DPA - 102D; MCS - 103C
MPD - 102C; TIE - 103B; UAD - 101B
9:45 - 10:00 AM

Refreshment Break
BALLROOM A, WISCONSIN CENTER
10:00 - 10:30 AM

Awards and recognitions including Best of Conference Award
BALLROOM C/D, WISCONSIN CENTER
10:30 - 11:30 AM

General Session: Scott Stratten
BALLROOM C/D, WISCONSIN CENTER
11:30 AM - 1:00 PM
Lunch
The Content Strategist’s Guide to Design: Holistic Thinking for Better Content

JOEL GOODMAN
Bravery Media

Designers. Am I right? Always needing content to fit in their boxes; more concerned with the font or color than the content. It’d be great to know why they think the way they do, but design seems so technical.

The truth is all that design-y stuff is integral to our work having its greatest possible effect. Copy, user interface, typography, layout, color: all of these communicate something. So let’s learn the language of design.

In this workshop we will learn how design helps our content communicate by:

• Learning design vocabulary
• Exploring the concept of “designing for emotion”
• Dipping our toes into the deep ocean of symbols and signs in communication
• Looking at our content in real-world design scenarios

Navigating Social Media in Higher Education

LOUGAN BISHOP
Social Media & Digital Marketing Specialist
Belmont University

Social media has become a major tool for recruitment, marketing, and communications for many institutions. Creating social networks for your campus is free, but keeping them engaging takes time, planning, and effort. In this workshop, Lougan Bishop will explore the different ways an institution can set goals and measure outcomes. In addition, Lougan will share tips on gaining buy-in and input from different areas around campus. Finally, Lougan will give advice on creating student street teams to help plan and create awesome content.

Effective Content Planning

GEORGY COHEN
OHO Interactive

Content planning is where the rubber of a content strategy meets the road of day-to-day execution. More than just knowing what’s going on the homepage next Tuesday, content planning entails people knowing their roles, content aligning with intended goals and messaging, making data-driven decisions, and trying to head off missed opportunities at the pass. In a sense, can our digital content manage to step outside in the morning without its shirt on backwards, phone and wallet missing, and TP trailing from its shoes?

In this workshop, attendees will learn how to plan digital content publishing and promotion across multiple channels (including social media), how tools like content matrices and editorial calendars can facilitate content planning for both short-term projects or ongoing publications, how to support an integrated communications strategy on the ground, how to integrate analytics into your content decision-making process, and how to wrangle the human resources (and goodwill) required to put a content plan into practice.

Livin’ the Dream: Negotiating Your Dream Job in Higher Ed

KARLYN BORYSENKO
Zen Workplace
NIKKI MASSARO KAUFFMAN
Penn State University

The only thing standing between you and your higher ed dream job is you! Whether you’re on the development, usability, or content side of the web, you all have one thing in common: you want to do the work you love, grow in your job, and make the money you deserve. In this workshop, you’ll learn the tips and tricks to navigating your workplace that they don’t teach you in school. We’ll teach you to develop an acute awareness of your strengths, weaknesses, and surroundings,
build a personal plan to guide your career development, and how to negotiate for everything from job description and salary to reporting line and perks. In the web world, where HR can’t keep up with job titles, classifications, and market ranges for salaries, you’ll leave with both the tools and the confidence to take control of your career. Every attendee in this workshop will receive a complimentary custom DiSC Profile to get them started.

#WRK11
102D

Moving Toward Organizational Maturity in Digital Accessibility

SARAH HORTON
The Paciello Group

DAVID SLOAN
The Paciello Group

Digital accessibility in higher education presents opportunities to improve the online experience for people with disabilities, whether current or prospective students, staff, or members of the public who interact with the institution. It’s also extremely challenging to move from a position of firefighting in response to actual or potential of legal action toward a more mature, strategic approach to accessibility — one that is sustainable and delivers demonstrable positive change for everyone. In this workshop, we’ll provide tools to help participants identify the key challenges present that block meaningful long-term improvement in accessibility strategy at their institutions, and explore the opportunities that can be exploited as foundations for a cross-campus approach to improved accessibility. We’ll use our continuum of organisational accessibility maturity as a framework to discuss ways of implementing an accessibility strategy and supporting tactics that leads to successful engagement with leadership, central services, faculty, and student organisations to create a culture change across campus, and better digital user experiences for everyone. Throughout the workshop, participants will be encouraged to share their own experiences, whether positive or negative, as case studies for discussion.

The presenters combine over 30 years’ experience working in higher education. As accessibility and user experience consultants who work with universities on accessibility strategy, we bring a wealth of experience in understanding organisational complexity to define and deliver support to higher education organisations in adjusting strategy and activity to address accessibility across different domains.

#WRK12
103B

Supercharge Your Insight with Universal Analytics and Google Tag Manager

AARON BAKER
Lead Data Analyst
Harvard University

There are always new things to learn about Google Analytics and Google Tag Manager. In this workshop we’re going to move past the basics and do some real digging and wrangling.

This workshop isn’t for the basics — we’ll certainly start with a quick overview of data analytics strategy so that we can charge through the details of how and why we even go through the trouble of measuring web traffic. But then I’ll show you how implementing Google Tag Manager and upgrading to Universal Analytics will supercharge your insight from mere clicks to actual conversions.

We’ll talk about moving past vanity metrics like “how many people visited my page” and get right to the more important questions like “how many prospects visited my page and took the action we wanted them to take.” The latter implies conversion and it is essential to measuring the success of our web presence and marketing ourselves to prospective audiences. We’ll also learn how to segment data into different target populations to make informed decisions about how to improve and optimize the website.

2:30 - 3:00 PM

Refreshment Break

BALLROOM A, WISCONSIN CENTER
Imagine This:
A centralized photo library that works for you – and everyone on your team. Because image management doesn’t have to be complicated; it just has to work.

The University Solution:
Over 100 universities use Libris to save time, communicate faster and let departments work more efficiently.

There simply is no better value out there. PhotoShelter is our DAM and our e-commerce all in one. It’s paid for itself many times over.

Matt Cashore, Senior University Photographer
University of Notre Dame

14-day FREE trial at [WWW.PHOTOSHELTER.COM/LIBRIS](http://WWW.PHOTOSHELTER.COM/LIBRIS) (ask about our new video capabilities!)
SESSIONS BY TAG

### Accessibility

**AIM2**
Open-source Web Accessibility Evaluation Tools

**UAD2**
Universal Interaction Design: Making It Click for Everyone, Everywhere

**UAD3**
Doing Accessibility Right the First Time -- or Maybe the Second

**UAD5**
Lessons Learned on the Road to Accessibility

**UAD7**
Carousels, Dropdowns, and Modal Dialogs: Accessibility and Common Web Widgets

**AIM9**
Schlemiel, Schlemazel, Digital Signage Incorporated!

**UAD9**
Accessibility 101

**AIM10**
Techies and Writers Unite! Ohio State’s New Content Aggregator Serves Coders, Marketers, Users

### Back-end

**AIM3**
Data “Silo” SMACdown : Enter the EIP

**AIM4**
Building WordPress to Scale

**DPA8**
Light up the Web! An Intro to Building Apps with Firebase and Angular

**DPA9**
Building an Organized, Automated, and Sustainable Workflow Using Bower, Grunt, and Github

**DPA10**
Drupal 8: The Crash Course

### Code

**DPA2**
Demystifying Responsive Email

**DPA3**
Stop Reinventing the Wheel: Build Responsive Websites Using Bootstrap

**DPA4**
Let’s Get Sassy: Responsive Design with Foundation and Sass

**DPA6**
jQuery has Coding Standards? Now You Tell Me...

**DPA7**
Make the Web Faster: Web Performance Best Practices You Should Be Using Today

**DPA8**
Light up the Web! An Intro to Building Apps with Firebase and Angular

**TIE9**
Personalizing the New-Student Onboarding Experience

**AIM10**
Techies and Writers Unite! Ohio State’s New Content Aggregator Serves Coders, Marketers, Users

**DPA10**
Drupal 8: The Crash Course

**DPA11**
Web-Based Digital Signage System

### Collaborating

**TIE2**
Creating the Competitive Edge: Making Student Learning Experiences Valuable for the Job Market

**MPD3**
It Takes A Campus To Raise A (Web Professionals) Community

**UAD3**
Doing Accessibility Right the First Time -- or Maybe the Second

**MPD4**
Playing Politics, Level Up! Managing Up, Down, and Sideways in the Human Workplace

**TIE4**
Fostering A Culture of Collaboration and Learning Among Social Media Managers

**AIM5**
Slacking Off at Work

**MC56**
The Web Culture Shift

**MPD7**
Secret Agent Man: How to Work with an Outside Partner

**MC58**
Measuring In-Person Recruitment Effectiveness With Social Media

**MPD8**
Come Together, Right Now

### Content Strategy

**MC54**
Bare Bones Content Strategy: Simple Ideas for Sustainable Change on the Web

**MC56**
The Web Culture Shift

**TIE6**
From MySpace to Mobile: How Ten Years of E-Expectations Research Informs Future Digital Strategies

**UAD8**
Looking Good, Looking Forward: Tips and Tricks to Give Your Content a Visual Makeover

**UAD12**
Web Strategery: An Effective Way to Say No to “Click Here”
## Data

| AIM1 | Searching for Direction: Using a Search-Based Homepage to Direct Users |
| AIM3 | Data “Silos” SMACdown: Enter the EIP |
| MCS3 | How to Use Data to Drive Content |
| UAD4 | Data-Driven Design and Digital Marketing Strategy |
| MPD5 | How I Get My Geek on in a Cost-Cutting Atmosphere |
| AIM7 | Finding Your Way |
| TIE9 | Personalizing the New-Student Onboarding Experience |
| AIM10 | Techies and Writers Unite! Ohio State’s New Content Aggregator Serves Coders, Marketers, Users |
| MPD10 | Building Internal Communities to Support Your Content Strategy |
| AIM11 | Refried Bean Counters: A Tasty Mashup of Accounting, Management, and Data for the Big Web Project |
| UAD11 | I Believe I Can See the Future: More Than the Typical Analytics Routine |
| TIE12 | Building a DIY Student Portal from Scratch |

## Front-End

| DPA1 | A Fresh Perspective on Responsive Web Design |
| DPA2 | Universal Interaction Design: Making It Click for Everyone, Everywhere |
| DPA3 | Stop Reinventing the Wheel: Build Responsive Websites Using Bootstrap |
| DPA4 | Let’s Get Sassy: Responsive Design with Foundation and Sass |
| DPA6 | jQuery has Coding Standards? Now You Tell Me... |
| DPA7 | Make the Web Faster: Web Performance Best Practices You Should Be Using Today |
| UAD7 | Carousels, Dropdowns, and Modal Dialogs: Accessibility and Common Web Widgets |
| DPA8 | Light up the Web! An Intro to Building Apps with Firebase and Angular |
| DPA10 | Drupal 8: The Crash Course |

## Directors and Managers

| MPD1 | Be Kind, For Everyone You Meet Is Fighting a Hard Battle |
| TIE1 | Create a Batman, Not a Robin - How to Get the Most of Your Student Staff |
| MPD2 | How to Boil the Ocean |
| TIE2 | Creating the Competitive Edge: Making Student Learning Experiences Valuable for the Job Market |
| COR2 | Web Redesign 101 – Redesign Done Right, the First Time |

## Marketing

| MCS1 | Your Email Is Bad, and You Should Feel Bad, Too |
| UAD1 | Your Website Is a Window, Not a Billboard |
| DPA2 | Demystifying Responsive Email |
| COR11 | Popping the Higher Ed Digital Bubble What Higher Ed Needs to Learn from Corporate Websites |
| UAD4 | Data-Driven Design and Digital Marketing Strategy |
| TIE11 | The .edu Manifesto: A Call to Action for Higher Ed to Get Digital Right |
| TIE12 | From MySpace to Mobile: How Ten Years of E-Expectations Research Informs Future Digital Strategies |
| DPA11 | Building a Modern Course Catalog Search |
| DPA12 | The Ultimate Time Saver: Building a Responsive Pattern Library |

## Measuring

| AIM1 | Searching for Direction: Using a Search-Based Homepage to Direct Users |
| MCS1 | Your Email Is Bad, and You Should Feel Bad, Too |
Redesigns

AIM1 Searching for Direction: Using a Search-Based Homepage to Direct Users
UAD1 Your Website Is a Window, Not a Billboard
COR1 The Wizard of Optimization
COR2 Web Redesign 101 – Redesign Done Right, the First Time
UAD3 Doing Accessibility Right the First Time -- or Maybe the Second
DPA5 Information Architecture: The Steps to a Smooth Redesign
MPD6 Metropolis and Gotham, A Tale of Two Cities: Two Different Approaches to Enterprise Site Development
UAD9 Accessibility 101
COR9 Selling UX: Lessons from the Firing Line

Social

TIE3 Social Storytelling, Student Orientation, and a New Way to Knowledge
TIE4 Fostering A Culture of Learning Among Social Media Managers
MC55 Learning to Live with the Anonymous User
TIE5 Check Yo Self(ie): Connecting with Students Through Engaging, Meaningful Social Media Campaigns
TIE6 Tragedy, Pitchforks and Twitter: Managing Campus Crises on Social Media
MC57 Measuring In-Person Recruitment Effectiveness With Social Media
MC58 Looking Good, Looking Forward: Tips and Tricks to Give Your Content a Visual Makeover

Testing

UAD2 Universal Interaction Design: Making It Click for Everyone, Everywhere
UAD4 Data-Driven Design and Digital Marketing Strategy
UAD7 Carousels, Dropdowns, and Modal Dialogs: Accessibility and Common Web Widgets
LiveWhale Calendar is a beautiful, flexible, affordable, and powerful calendaring system for higher ed. It’s cool, and it’s ready to go when you are. Stop by Booth 10 to learn more.
Jake Athey is the Director of Marketing at Widen, and an integral member of the content strategy team. He oversees and manages all of the moving parts of content strategy, brand consistency, sales, and more. One of the best parts of Jake’s job is giving customers opportunities to tell their DAM success stories on the center stage. He believes that intelligent content, powered by intelligent technology, can be life-changing for marketers and their businesses.

Rick Allen has worked in higher education for more than a decade helping to shape communications and content strategy. As principal of ePublish Media, Inc., a content strategy consultancy in Boston, Rick partners with higher education institutions and organizations to drive and sustain bold goals. Rick writes and speaks often on higher education web publishing topics. He is the founder of Content Strategy New England and co-founder of Meet Content, a blog and online resource aiming to empower higher education to create and sustain web content that works.

Chris Amelung is the Executive Director for Digital Communications at Washington University in St. Louis. In this role, Amelung is responsible for leading a team of 15 web professionals, and managing a portfolio of more than three hundred digital properties. Amelung received his Ph.D. in Information Science and Learning Technologies from the University of Missouri - Columbia. Prior to arriving at WashU, he served as a senior web developer at Yale University, where he led the development of key university initiatives such as Yale Open Courses (http://ocy.yale.edu).

Sarah Anderson is director of interactive communications at Grinnell College. Prior to entering the world of higher ed, she managed communications and public relations for a non-profit organization that provides services to children with disabilities. She has a B.A. from Grinnell College, an M.A. in Integrated Marketing Communications from Emerson College, and an M.P.A. from Drake University.

Peter Anglea is one half of a two-man web team in Bob Jones University’s Marketing Communications department, which is responsible for the main campus website, social media, and more. As such, Anglea’s skill sets range from back-end coding to tweeting to strategic campaign planning (and the occasional gig as the university’s mascot). A seasoned presenter on responsive web design, Anglea’s presentation at HighEdWeb 2013 in Buffalo, NY, earned him the distinction of Best of Conference. When he’s not cranking out code at work, you might find Anglea writing away at his next musical composition or pounding the pavement training for his next half-marathon.

Todd Barber is currently the Director of Web Services for the University of Tennessee Health Science Center in Memphis, TN. He began his “official” web career at UTHSC in 2006 in a wild west atmosphere where all content editors - about 300 - had direct access to the server and edited all pages live. One of the first acts of business was a site redesign with a committee of around 30 campus representatives. Once the site was redesigned, the full scope of the task to put all of our pages into the template was realized. That realization led to the birth of the Web Services group in 2008. Since that time we have grown from one FTE to 5 FTE’s, moved all pages into the 2007 template, removed direct access to the web server, implemented a CMS (OU Campus by OmniUpdate), and completed our most recent and long overdue redesign. In association with UTHSC, Barber has presented at the Tennessee Higher Education IT Symposium (THEITS) in 2014 and the 2015 OmniUpdate User Training Conference.
Chris Barrows is social media and mobile products coordinator at New York University, and has worked in the social media/community building field for more than six years. He holds a master’s degree in Instructional Technology from Wilkes University. He is also chairperson of the Edu Web Digital Summit. Barrows is also the host of the Why I Social podcast, which features guests ranging from average Joe to CEO. His most important jobs remains his role as husband and father to an amazing wife and son.

Mark Bennett
@MarkBennett76
Senior Application Developer
University of Iowa CLAS Web Services

Lougan Bishop is the Social Media & Digital Marketing Specialist for Belmont University’s Office of University Marketing and Public Relations. In his role, Lougan 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, Instagram, Tumblr, SoundCloud, Foursquare and YouTube accounts and provides leadership in departmental marketing efforts using social media. Lougan also serves as the ex-facto advisor to the University Strategic Marketing Team in regards to social media and supervises the Boulevard Team, Belmont’s social media student street team. Lougan is also co-host of the Higher Ed Social podcast.

Karlyn has worked in higher education for over a decade, including stints at Norwich University, Dartmouth College, and Southern New Hampshire University. Through Zen Workplace, she helps individuals and organizations improve their working environment by humanizing the business process. A former red stapler winner, she has given talks at HighEdWeb, UBTech, the AMA Symposium on Higher Education, Higher Ed Experts webinars, and multiple CASE events. Karlyn holds a B.S. in communication from Boston University and an M.B.A. from Norwich University, and is currently ABD her Ph.D. in psychology from Capella University.

Jason Boucher has been associated with the University of New Hampshire since 1993 when he began working at WUNH 91.3 FM. A former play-by-play announcer for UNH’s men’s hockey and the station’s music director, he has always been passionate about media. As manager of social media at UNH, his role enhances and expands the university’s image online, increases brand awareness, promotes the university’s mission through many social media platforms, and builds relationships with stakeholders. He has also developed and implemented workflow processes to enable staff to use social media better. In addition, Boucher is the webmaster and editor of UNHtales, an interactive UNH student and alumni produced website featuring 100 percent user-created content. Boucher has 10+ years experience working with nonprofit radio and is the former president of Seacoast Social Media. Follow him on Twitter at @PortsmouthJay.

Jenny Brandon has been a web designer and reference librarian with Michigan State University Libraries for over seven years. She has designed and developed web interfaces for blogs, wikis, exhibits, and various library sites. She developed and designed the theme/interface for the MSU Libraries’ Drupal website. She has previously presented on scalable vector graphics (Michigan HighEdWeb), hacking the Summon interface (Library Technology Conference), customizing the LibGuides web interface (Internet Librarian), learning responsive web design (Michigan HighEdWeb and Michigan Library Association), and theming in Drupal (poster at HighEdWeb 2013)
Tiffany Broadbent Beker is the Social Media Coordinator for the College of William & Mary and a Web Developer with the Office of Creative Services. Her duties range from developing for the university’s web presence to managing W&M’s Facebook and Instagram pages, coordinating the student-run Instagram account and leading W&M’s Social Media Users Group (SMUG). She has presented at conferences including HighEdWeb, CASE Social Media & Community, edUi and the College Communicators Association, as well as served as a social media resource and presenter for student leadership organizations across the W&M campus. She serves as advisory chair for Alpha Phi Omega and is on the board of advisors for the W&M chapter of Camp Kesem. Beker holds a master’s degree in computer science from the College of William & Mary and a bachelor’s degree in computer science from the University of Richmond.

Ron Bronson has spent the past decade helping large organizations make sense of their complex digital operations. Ron shares his lessons from his background working in every aspect of launching growing digital properties -- primarily within complex, bureaucratic organizations. He brings complex concepts down to earth where laymen and experts alike can engage in the conversation. Ron began his career during the nascent days of digital governance and has grown along with the discipline from content manager to a director leading daily web operations for sites with millions of unique visitors. A strategic practitioner with web developer roots, Ron specializes in CMS selection and implementation, digital strategy planning, stakeholder engagement, cross-functional team building, and he speaks globally on these topics. In 2014, he launched Aggregate Conference.

RJ Bruneel is a seasoned software developer in the Orlando, Florida, area, specializing in front-end development using Javascript, jQuery, and Bootstrap. He has a passion for coding standards and best practices. While attending UCF, he began his journey as a web developer, building his first personal website while working in the computer labs. He has come full circle and is now back at UCF, employed in the marketing department.

Rachel Carden is a web developer for The University of Alabama, with more than ten years experience in digital design, back- and front-end web development, content strategy, and social media management. She has spent the last eight years working in higher education. When she’s not helping build the world of higher ed web, Rachel encourages openness, collaboration, and professional development as a public speaker and organizer of several web professional communities. Rachel is also a fitness junkie who loves to tweet, travel, and binge-watch old TV shows on Netflix.

Lisa Catto has been a one-person communications team managing the media relations and social media efforts at Western Oregon University for more than ten years. While working at WOU, she discovered a passion for archaeology, and is currently completing a master’s degree focused on public archaeology -- a perfect marriage of her PR background and archaeological expertise.

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interests. Lisa lives in Oregon, and while she loves it, she dreams of the day when teleportation is available so she can commute to work from her (yet-to-be purchased but oft dreamed of) country cottage in Scotland.

**Karen Chang**
@KareChang
WEB DEVELOPER
UTHEALTH MEDICAL SCHOOL - OFFICE OF COMMUNICATIONS

Karen Chang is a seasoned web developer at the Office of Communications at the University of Texas Health Science Center at Houston where she oversees the production of the UTHealth Medical School website and departments / programs / centers under that jurisdiction. She is a self-taught web developer with a foundation in graphic design. Her current focus is on user accessibility with an emphasis on UX and UI design. In her spare time, she enjoys reading, doodling, and introspective conversations.

**Georgy Cohen**
@radiofreegeorgy
ASSOCIATE CREATIVE DIRECTOR
CONTENT STRATEGY
OHO INTERACTIVE

Georgy Cohen has spent more than a decade wrangling content for universities. She is associate creative director for content strategy at OHO Interactive, a digital agency based in the Boston area, and co-founder of Meet Content, a blog and resource empowering higher education to create and sustain web content that works.

Cohen previously worked at Tufts University and Suffolk University, in addition to running her own independent consultancy to higher education. She speaks frequently, including keynote addresses at HighEdWeb Pittsburgh 2014 and HighEdWeb Arkansas 2011. Cohen’s background is in journalism, including a three-year stint working in the fast-paced online newsroom of The Boston Globe.

**Kristen Convery**
@kristenconvery
DIRECTOR, MULTIMEDIA CONTENT
THE OHIO STATE UNIVERSITY

Kristen Convery leads the Multimedia team, which creates innovative web and social media content (stories, photography, video). The team’s mission: try new things, have fun and stay true to Ohio State’s brand.

**Jacob DeGeal**
@jacobdegeal
CREATIVE OPERATIONS MANAGER
WEB & INTERACTIVE COMMUNICATIONS - ILLINOIS STATE

Jacob DeGeal is the Creative Operations Manager for Web and Interactive Communications, as well as an instructor, at Illinois State University. Over the years he has witnessed the web evolve from Flash-based movies to liquid layouts, fixed one-page designs to responsive architecture. His chief cause is to organize and unite all Illinois State websites under a single brand standard, as well as develop effective, innovative, and creative solutions for university departments and initiatives. He is also the co-founder and vice president of Bike BioNo, and non-profit bicycle advocacy organization in Bloomington-Normal Illinois. He has two cats, three bikes, and is hopelessly millennial.

**Melissa Dix**
@akamelissa
ASSOCIATE DIRECTOR OF COMMUNICATIONS & MARKETING
BELOIT COLLEGE

Melissa Dix, Associate Director of Communications and Marketing, has been managing the web at Beloit College for over ten years. Her background includes six years with Motorola, managing and collaborating on web development projects spanning manufacturing, e-commerce and mobile commerce; and two years as a developer for Full Audio, an online, subscription-based music software startup in Chicago.

**Tony Dobies**
@DOBIEST
SOCIAL MEDIA STRATEGIST
WEST VIRGINIA UNIVERSITY

Tony Dobies is the social media strategist at West Virginia University. He manages the day-to-day presence on social media for the university on Facebook, Twitter, Instagram, Snapchat, LinkedIn, Pinterest and Google+. In addition, he leads the conversation on campus about using social media to reach high-level goals and various audiences. Prior to his social media work, Dobies spent time as a senior writer at WVU and was an award-winning sports writer.
Joshua Dodson is a Google Analytics Qualified Web expert who has worked with numerous colleges and universities to improve their web presence and better understand their user trends. His extensive back-end web knowledge is equally matched with an understanding of the importance of driving results on the front end — and proving return on investment. His in-depth SEO experience ties campaigns to results to show true impact.

Before joining Eastern Kentucky University as the Web Strategy and SEO Administrator, Dodson worked as a Web Analytics Strategist and a Web Developer for Lincoln Memorial University in Harrogate, Tennessee. He has taught hundreds of higher education marketing professionals how to use analytics and SEO through the courses he teaches for Higher Ed Experts.

Dodson has presented at industry conferences on advanced web analytics, social media, open source technology, and other topics. He has published extensively on WordPress and marketing analytics.

Donna Dralus is an online media and web coordinator with Grinnell College. She has more than twenty years experience with Internet and web technologies, including front and back end design and implementation. She has a passion for creating tools that work well for everyone, with a focus on user experience and accessibility. She’s worked in higher education for almost 15 years, and has experience with government, healthcare, and private industry.

Ted Elsas is the senior director of Digital Communications at Washington University in St. Louis. Elsas joined WashU to focus on wrangling a portfolio of more than three hundred digital properties, redesign how the university went about responding to the demand for digital communications, and managing the delivery of digital communication services. Prior to arriving at WashU, Elsas was involved in the web and application development industry for nearly twenty years, including topics such web-to-print portals, variable data communications, utilizing multi-national development teams, and providing solution architecture services in the education, healthcare, research and development, and start-up markets.

Joshua Erlandson serves as the web designer/developer at Cedarville University. His main responsibilities include designing user interfaces for the university’s web applications and managing the video content and implementation for both live and video on demand streaming. His background is in video production and computer animation which gives him an interesting perspective on web design and user experience. His love for coding and expanding his knowledge have lead him to his current position in web development.

Larry Falck works in the Office of Public Affairs at Francis Marion University as the coordinator of Digital Media. He has bachelor’s degrees in Theatre (Performance) and Mass Communication, and an M.B.A., all from FMU. Falck is responsible for coordinating web content managers, the university’s social presence, and video production projects.

He is a founding member of the improvisation comedy troupe Ten Piece Bucket, and is active in Florence’s community theatre. Recently he appeared in the Florence Little Theatre’s productions of Fiddler on the Roof and Spamalot. Falck previously co-presented at HighEdWeb 2013, speaking about live-streaming, and chaired the HighEdWeb Southeast regional in 2014.

Jason Fish is the Director of Informatics at Purdue University where he is responsible for providing leadership in technology initiatives within the university. Additionally, he works with faculty to design, develop, implement, and assess new educational technology with a focus on student success. The work of his group has been featured by the New York Times, CNET, and the Chronicle of Higher Education.
Stephen Fornal
@mr_fornal
WEB DEVELOPER
TARRANT COUNTY COLLEGE

Stephen Fornal is a web developer at Tarrant County College in Fort Worth, Texas. TCC is one of the largest colleges in the U.S., with nearly sixty thousand students at five campuses in the county area. Fornal specializes in front-end design and development, working alongside the coordinator of web design to ensure that the TCC web site is usable and accessible, as well as pretty. He comes from an educational background, having spent seven years as a high school computer science teacher before working at the college as a developer.

Mark Fullenkamp
DIRECTOR OF WEB SERVICES
UNIVERSITY OF IOWA CLAS WEB SERVICES

Larry Garfield has been building web sites since he was a sophomore in high school, which is longer ago than he’d like to admit. At Palantir.net, Larry is a senior architect and community lead, developing solutions for medium to large cultural and educational institutions. He also works to represent both Palantir and Drupal in the broader developer community.

Larry is an active Drupal core contributor, including the principle architect of the Drupal 7 database system and the Drupal 8 web services lead. He is also a member of the Advisory Board of the Drupal Association, and the Drupal representative to the Framework Interoperability Group. Larry holds a master’s degree in Computer Science from DePaul University.

Larry is a co-author of “Drupal 7 Module Development” from Packt Publishing. He blogs at both www.palantir.net and www.garfieldtech.com

Stephanie Geyer
@StephGeyer
VICE PRESIDENT, WEB STRATEGY AND INTERACTIVE MARKETING SERVICES
RUSSALO NOEL LEVITZ

Stephanie Geyer directs website development and e-communications projects for Ruffalo Noel Levitz. Her web consultation services are based on current best practices in enrollment management, and are frequently integrated with recruitment and marketing consultations, and market research projects. In addition to providing consulting services, Geyer frequently delivers conference presentations about using the web as a recruitment communications tool, including at the National Conference on Student Recruitment, Marketing, and Retention, as well as the AMA Symposium for the Marketing of Higher Education. She helped conduct the E-Expectations market research project on Internet and e-recruitment behaviors of prospective college students and their parents.

Megan Gilmore
@megan_bg
WEB CONTENT MANAGER
NORTHPARK UNIVERSITY

Megan is the web content manager at North Park University, a private Christian university on the North Side of Chicago (and of which she is also an alum). She’s equally passionate about correct punctuation and connecting students with the resources they need to be successful in college.

Joel Goodman
@joelgoodman
BRAVERY MEDIA

Joel G Goodman is a jack-of-all-trades marketer, designer, and front-end developer, and principal of Bravery Media. He spent six years working in higher education web marketing at two institutions driving web marketing, branding, and strategy aimed at increasing student enrollment and alumni engagement. He also holds a master of arts degree in Media Studies from The New School for Public Engagement where his academic studies focused on culture creation, transnational media affect, and semiotics in digital media. Goodman is based in Austin, TX where the sun shines warmly and tacos never run out.

Ali Gray
@iamaligray
WEB DESIGNER
PORTLAND COMMUNITY COLLEGE

Ali Gray is the web designer for Portland Community College in Oregon. She received a B.A. in Media Arts: Integrated Digital Media from the University of Montana in 2012. After a year and a half working as a web and graphic designer for a boutique design agency in Jackson Hole, Wyoming, Gray moved to Portland in 2013 to pursue her dream of working professionally in a higher education environment. She has been working at helping bring modern web technologies and mobile design standards to PCC ever since.

Tabita Green
@tabitag
DIRECTOR OF WEB CONTENT
LUTHER COLLEGE

Tabita Green is a writer and content strategist. As the director of web
content, she manages the website and online advertising at Luther College. In her spare time, Tabita likes to run around in the woods and teach Swedish (but not at the same time).

**MARK GREENFIELD**  
@markgr  
DIRECTOR OF WEB SERVICES  
UNIVERSITY AT BUFFALO

Mark Greenfield is a highly regarded, influential member of the higher education web community. He is an experienced consultant and award-winning speaker who works with campuses to improve their web and digital efforts. His 28 years working on a college campus combined with his extensive consulting and speaking background provides his clients with a breadth and depth of experiences to fully leverage the web and digital. He specializes in strategic planning, web and digital governance, web evaluation, social media strategy, leadership training, user-centered design, emerging technologies, and web accessibility. Learn more about Mark at http://markgr.com

**CURTISS GRYMALA**  
@cgrymala  
UNIVERSITY OF MARY WASHINGTON

Curtiss Grymala, the founder of Ten-321 Enterprises, is the Senior Web Technician at the University of Mary Washington (UMW). Prior to starting that position in November 2010, he worked as the Webmaster at Lord Fairfax Community College in Middletown, Va. for nearly four years. In addition to his responsibilities managing the WordPress installation at UMW, he has consulted with various divisions and organizations at the University of Michigan, University of Virginia, Southern Arkansas University, the University of Florida and others. Grymala also consults regularly with various colleges & universities, as well as many different non-profits and small businesses, and has helped implement more than 50 unique WordPress websites.

**JON GUNDERSO N**  
@jon_gunderson  
COORDINATOR OF IT ACCESSIBILITY  
UNIVERSITY OF ILLINOIS

Dr. Gunderson is the Coordinator of Assistive Communication and Information Technology Accessibility in the Division of Disability Resources and Education Services (DRES). He is responsible for computer and information technology accessibility issues for students with disabilities at the University of Illinois. He is the past chair of the W3C User Agent Working Group and currently involved in making dynamic HTML more accessible as part of the W3C Protocols and Formats and W3C WCAG Techniques working groups. He is the primary software developer of the open-source OpenAjax Accessibility Evaluation library and Functional Accessibility Evaluator 2.0 (FAE). He has taught numerous online courses and workshops on accessible web design including courses on using the new W3C Accessible Rich Internet Application (ARIA) specifications to create accessible web applications. He leads both regional and national consortiums of higher educational institutions.

**GAURAV GUPTA**  
@frshbakedpixels  
IT ANALYST  
VIRGINIA COMMONWEALTH UNIVERSITY

Gaurav Gupta is an IT Analyst in the Office of the Vice Provost for Learning Innovation and Student Success at Virginia Commonwealth University. In his current position, Gaurav wears multiple hats. As a web designer and developer, he builds websites and web applications, with an eye towards simplicity and usability. In his administrator role, he has led the implementation of university’s online course evaluation system, and manages its day-to-day operations. As a tech expert, he gets to play with latest instructional technology.

**MATT HAMES**  
@mhmages  
DIGITAL CONTENT STRATEGIST  
COLGATE UNIVERSITY

Matt Hames is a digital media explorer and strategist at Colgate University. In his career, Hames has created customized campaigns to enhance online and offline market presence among target demographics. That’s a jargony way of saying he’s created content for the right people at the right time. From Bojangles’ to Fisher Price back in the advertising days, to Colgate University full time — content is critical for changing behavior. How content resonates with people — that’s the important part. Hames once coached the U.S. Men’s National Curling Team at the 2012 World Championships in Basel, Switzerland, so be prepared for some curling jokes.

**LINNEA HANSON**  
@linnea_hanson  
WEB CONTENT SPECIALIST  
NORTHWEST NAZARENE UNIVERSITY

Linnea Hanson serves as the web content specialist for Northwest Nazarene University’s Office of Marketing and Media. She holds a bachelor’s degree in business administration and marketing and is a self-taught social media guru and web content strategist. Linnea has
an eye for detail and is passionate about accurate, audience-focused communication.

**BRIAN HAWKINS**
@iuxc
COMMUNICATIONS OFFICER
INDIANA UNIVERSITY

Brian is a Communications Officer for IT at Indiana University, where he spends most of his time thinking about how to make the digital campus as beautiful and functional as the physical one.

He’s been making websites for nearly two decades, and in that time, has contributed to the design and launch of hundreds of sites, including one of the first online banking applications. After getting his start as a web designer in the corporate and agency world, he’s been working in higher education for the last four years.

**HOLLY HILL**
@sparkgrl10
DIRECTOR OF WEB AND NEW MEDIA
FLAGLER COLLEGE

Holly Hill, Director of Web and New Media Services, provides leadership, vision, and responsibility in setting the strategic direction of the college’s website, www.flagler.edu, microsites, other third party affiliated sites, and social media channels. Hill received her M.B.A in e-business from UNC Charlotte, an M.A. from Central Michigan University, and an M.B.A. in Marketing from Lynn University.

**WILL JONES**
SENIOR WEB DEVELOPER - IT TECHNICAL SPECIALIST IV
UNIVERSITY OF ALABAMA LIBRARIES

Will Jones is a senior developer for the Web Infrastructure and Development team in the University of Alabama Libraries. He oversees the development for front- and back-end web applications, deployment strategies, design, and usability, and is the sole developer for UA Libraries’s Acumen, a digital archives explorer. Jones has extensive knowledge developing both back- and front-end applications using Java, PHP, Javascript, HTML, and CSS with frameworks such as Solr, CodeIgniter, and Angular.

**COREY HINshaw**
@electrickite
WEB DEVELOPER
THE OHIO STATE UNIVERSITY

Corey Hinshaw is a web developer with the Ohio State University office of University Communications. He has spent the last five years at Ohio State working with technologies from VMware to Ruby on Rails. In his current role, he helps the Interactive Communications team “make a big university small” by bringing relevant content to a diverse range of constituents.

**JASON HUGHES**
@jasonhugheshere
DIRECTOR OF COMMUNICATIONS AND MARKETING
BELOIT COLLEGE

Jason Hughes has been the Director of Communications and Marketing at Beloit College since March 2010. Prior to joining Beloit, he was the Director of Public Relations of Lynn University in Boca Raton, Florida, and a PR account executive at Lyerly Agency in Charlotte, North Carolina. He has also held communications and editing positions at The University of North Carolina at Charlotte, and Central Michigan University. He earned a B.A. in English from UNC Charlotte, an M.A. from Central Michigan University, and an M.B.A. in Marketing from Lynn University.

**KRISTOFER KAROL**
@krisl0
MANAGER, SOCIAL MEDIA
INDIANA UNIVERSITY-PURDUE UNIVERSITY INDIANAPOLIS

Kristofer Karol is the director of social media strategy for Indiana University. Karol plans, implements, and tracks social media strategy and campaigns for IU’s flagship and urban research campuses, and makes it his mission to raise his supervisors’ eyebrows with his
oft-made outside-the-box requests. He previously spent time in media and social relations with Indiana University Health, the state’s largest health system, where he spearheaded Indiana’s first live-tweeting of a surgery. Karol also spent several years as a journalist in the Detroit area before moving to Indianapolis, where he lives with his wife, Caitlyn, his dog, Bailey, his cat, Jackson, and three chickens.

NIKKI MASSARO KAUFFMAN
@NikkiMK
MULTI-MEDIA SPECIALIST IV / USER EXPERIENCE DESIGNER
PENN STATE UNIVERSITY

Nikki Massaro Kauffman has degrees in both computer science and education, and more than 17 years experience in education and technology. As a programmer, a user-experience designer, and an educator, her passion is 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.

ROBIN KELLY
@robin.kelly
WEBMASTER
THE UNIVERSITY OF TEXAS AT TYLER

Robin Kelly is webmaster for the University of Texas at Tyler, specializing in search engine optimization, information architecture, accessibility, social media, and OU Campus CMS/design. With 20+ years experience in the web development industry, Kelly developed hundreds of websites for businesses across the nation before joining UT Tyler in January 2001. Since joining UT Tyler, Kelly has been a driving force behind website development at UT Tyler including several site redesigns and most recently, a complete overhaul of the site. Kelly has been a presenter for the OmniUpdate National Training conference in California for several years. She recently presented in New Orleans at the Noel Levitz National Conference on Student Recruitment and at the HighEdWeb conference in Portland.

JIM KITTLE
@jim_kittle
APPLICATION ARCHITECT
THE OHIO STATE UNIVERSITY

Jim Kittle is an application architect for the Ohio State University in the Office of the CIO. He has a diverse background in integration, data modeling, business intelligence, and development in various frameworks. After four years of working for an auto manufacturer, he came aboard at OSU and has never looked back.

AARON KNIGHT
@farktal
SENIOR PROGRAMMER/ANALYST
SUNY COLLEGE OF ENVIRONMENTAL SCIENCE AND FORESTRY

Aaron Knight has worked 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 seven years. Currently working in the college’s Information Systems group, he began his ESF career as a web developer under Communications.

DIANE KUEHN
@vispoint
PRESIDENT AND CEO
VISIONPOINT MARKETING

Since establishing VisionPoint Marketing in 2001, Diane Kuehn continues to serve as the corporate visionary as well as lead strategist for many of VisionPoint’s higher education clients. Her vast experience in marketing from the media, agency, and marketer perspectives provides Diane with a practical knowledge of the pros and cons of each type of medium, and how to best integrate direct marketing principles throughout any organization’s enrollment, advancement, and communication strategies. A master at helping clients understand their positioning and develop compelling messaging, Diane continues to serve on the strategy team for many VisionPoint clients.

GARY KUHLMANN
@glkuhlmann
WEBMASTER
VALDOSTA STATE UNIVERSITY

Gary Kuhlmann has served as webmaster for Valdosta State University for almost four years. He graduated with a bachelor’s degree in Business Administration from Valdosta State University in 2008, and a master’s in Information Technology in 2013. He also has 17 years experience in the information technology field, in areas ranging from customer support to web application development.

BOBBY LACEY
@kf4gta
WEB DESIGNER
VALDOSTA STATE UNIVERSITY

Bobby Lacey has worked for Valdosta State for over 7 years in different roles, from university photographer to web designer. He enjoys photographing NASA launches and subtle drop shadows.
JENS LARSON  
MANAGER OF STUDENT COMMUNICATION STRATEGIES  
EASTERN WASHINGTON UNIVERSITY

Jens Larson is a project manager, enrollment marketer, and digital strategist at Eastern Washington University. He writes about enrollment strategy and technology at U of Admissions Marketing, which has been one of Ed Tech Magazine’s “must read” higher ed blogs for two consecutive years. Each year he secret shops over 100 colleges and universities. Prior to a career in higher education, he managed financial and market analysis for an international investment company, helped startup companies launch projects around the world, and worked with young designers and artists launching their first businesses. He holds multiple master’s degrees and is pursuing a Ph.D. focusing on the statistical analysis of higher education communication and social media.

SHAHAB LASHKARI  
@heyshahab  
DIRECTOR OF PRODUCT DEVELOPMENT  
OMNIUPDATE, INC.

With a lifelong passion for computer science, Shahab Lashkari enjoys all things technical. At California State University, Channel Islands, he has taught courses in Web Development, Android Game Programming, and Human Computer Interaction. Lashkari’s experience as a developer and an educator help give him a unique perspective in his role as the Director of Product Development at OmniUpdate.

JESSE LAVERY  
@jesselavery  
DIRECTOR OF WEB COMMUNICATIONS  
ALLEGHENY COLLEGE

Jesse Lavery manages Web Communications at Allegheny College, a national liberal arts college of 2,100 students in Meadville, Pennsylvania. Lavery’s office is responsible for the design, development, and content strategy of the entirety of the Allegheny family of websites, and the WordPress Multisite installation that powers them. In 2012, he built a cross-division Social Media Team to manage the institution’s official social media accounts. Allegheny is the 32nd oldest college in the nation, and celebrated its two-hundredth anniversary in 2015.

ANNA LEE  
MARKETING AND COMMUNICATIONS COORDINATOR  
NORTHWEST NAZARENE UNIVERSITY

Anna Lee has worked in higher ed for over ten years recruiting, teaching, marketing, and writing on behalf of Northwest Nazarene University. She holds undergraduate degrees in English and education from NNU and a graduate certificate in technical communication from Boise State University. In her current role as marketing and communications coordinator, she manages all aspects of content and marketing publication production. She is passionate about helping students achieve their educational goals and about high quality communication regardless of the medium.

CONNY LIEGL  
@connyliegl  
LEAD DESIGNER  
CALIFORNIA POLYTECHNIC STATE UNIVERSITY

Conny Liegl has been working in higher education for more than a decade. She is the lead designer for web, graphic, and user experience at Kennedy Library, California Polytechnic State University in San Luis Obispo, California. Conny builds intuitive interfaces to make people happier, more productive, and less frustrated. She translates between developers and users, to help teams transform user-focused ideas into engaging and powerful tools.

She specializes in user-centered design and has a background in web usability and accessibility, social media marketing strategies, as well as e-learning technologies and theories. Conny holds an M.A. in Information Science from Saarland University, Germany.

ROB LIESLAND  
@roblyland  
DIRECTOR FOR WEB SERVICES  
XAVIER UNIVERSITY

Rob Liesland, a web developer by trade and a HighEdWeb veteran, is the Director for Web Services at Xavier University in Cincinnati, OH. In his current role at Xavier he helps guide the web team through the turbulent waters of campus demands and changing web technologies. Most of all, Liesland enjoys solving complex problems and getting things done.

ALLISON MANLEY  
@allisonmanley  
PROJECT MANAGER  
PALANTIR

Allison provides top-notch strategy and project management services to Palantir’s clients, like those in Higher Education, Healthcare systems, and beyond. Her diverse, multi-disciplinary background (which includes glassblowing, figure skating, and podcasting) and natural people skills contribute greatly to building strong client relationships and keeping projects on the path to success. Allison received her BFA from Washington University in St. Louis, Missouri with a major in graphic design.
**SCOTT MASCIO**  
@_s_mas  
WEB APPLICATION DEVELOPER  
THE OHIO STATE UNIVERSITY

Scott Mascio is a web application developer at The Ohio State University. Prior to working in software development, Scott was a trader on the Chicago Board of Trade for seven years. Scott migrated to the developer community after attending Dev BootCamp in Chicago. While mainly writing code in Ruby on Rails, Scott enjoys learning and exploring the latest technologies and improving his skill set.

**JAY MASSEY**  
@jaymassey  
WEB SERVICES DIRECTOR  
UNIVERSITY OF WEST FLORIDA

Jay Massey is having fun implementing enterprise-level web and internet marketing strategy for the University of West Florida. He has recently launched the next iteration of the university web presence including content management system, mobile web and social integration.

Massey carries more than 25 years of commercial design and marketing experience with 15 years specifically managing web application development. He has proven background in search and social media marketing management. Massey is an occasional blogger and public speaker to business, educational and professional association.

As a Florida native Massey can remember when there was no compelling reason to visit Orlando. He is still dating his first wife, juggling kittens and working out the details on how to play the didgeridoo… well.

“Those who underestimate the impact of innovation may want to recalibrate their abacuses.”

**JARED MAULDIN**  
@JB_Mauldin  
SOCIAL MEDIA AND WEB CONTENT COORDINATOR  
FLAGLER COLLEGE

Jared Mauldin is social media and web content coordinator at Flagler College in St. Augustine, Florida. In that role, Mauldin creates content, covers campus events, and oversees a team of content contributors in other institutional departments. Mauldin makes teaching his video and social media skills to students (and anyone willing to listen long enough) a priority and counts his successes not in the amount of likes and social reach, but rather helping others reach their goals. Previously, Mauldin worked in the news world as both a journalist, producer, and videographer. With a passion for people and telling their stories, Mauldin makes authentic relationships the basis for each and every post to social media. Mauldin also really loves coffee. A lot. Mauldin lives in St. Augustine, Florida with his wife and cat.

**MARK MAZELIN**  
@technomaz  
DIRECTOR OF WEB DEVELOPMENT  
CEDARVILLE UNIVERSITY

Mark Mazelin serves as the director of web development at Cedarville University. As part of the enrollment management and marketing division, his department oversees the design, development, and programming efforts for the university’s web sites and mobile application. Beginning as a programmer and seeing the web grow from its infancy, Mazelin now works closely with marketing to help ensure the continued development and branding of the website and mobile app, guiding their future direction, and developing plans for new technologies. As a self-proclaimed lifelong learner, he enjoys dabbling in the latest gadgets, and seeking ways to improve processes.

**GREG McMULLEN**  
@mcmullen_greg  
WEB DEVELOPER  
XAVIER UNIVERSITY

Greg McMullen first learned HTML from a summer camp at a high school near his hometown. From that point on, he’s learned three different programming languages, incorporated SASS into projects, incorporated online marketing best practices during his first position after college with a window company and found his passion for higher ed during a two year stint at Rose-Hulman Institute of Technology. In his current role, Greg helps to maintain order with Xavier University’s online presence as a web developer.

**LANCE MERKER**  
@lancemerker  
PRESIDENT AND CEO  
OMNIUPDATE

Lance Merker is the President and CEO of OmniUpdate, Inc., located in Camarillo, California. Under his leadership, OmniUpdate has become the leading provider of content management solutions designed to solve the digital marketing challenges of higher education. The company’s flagship product, OU Campus™, is used to manage more than seven hundred college and university websites. Merker is a regular guest speaker on the subject
Jennifer Montminy is a communications strategy specialist for Information Technology Services (ITS) at Penn State, where she leads the creation of strategic communications plans ranging from operational to marketing communications, including alerts, change management communications, awareness and promotional communications, and faculty and student outreach. Montminy serves on Penn State’s IT Transformation Program team, which is responsible for the implementation of the Penn State Service Management Program, for which she leads the end-user portal efforts. She has written for LINK: The Journal of Higher Education Web Professionals, and is on the leadership team of the national Web Conference at Penn State, where she presented in 2014 on the importance of building an internal social media strategy. She can’t get enough of art museums, sunny days, antiques shopping, and being silly with her friends, husband, co-workers, and anyone who will put up with it.

**ASHIRUL MUBIN**  
@ashirul  
IT SPECIALIST IV  
THE UNIVERSITY OF ALABAMA  
Ashirul Mubin got his bachelor’s degree in computer science and engineering from Bangladesh University of Engineering and Technology (BUET) and received his master’s degree in computer science from the University of Alabama. He also earned a certification in systems architecture and lifecycle design from MIT. He works as a level-IV IT Specialist at the University of Alabama and is involved in various phases of systems development lifecycle towards establishing extensible and evolvable systems. He is the primary architect of building various administrative systems developed for the Graduate School. Alongside of systems development, he is also involved in some empirical and applied research activities based on large usage data and has several publications, including a book chapter, in the areas of systems modeling, software evolution and reconfigurable systems.

**BILL MORTIMER**  
ASSOCIATE DIRECTOR OF ENROLLMENT  
BELoit COLLEGE  
Bill Mortimer is the Associate Director of Enrollment at Beloit College, where he leads the creation of strategic communications plans ranging from operational to marketing communications, including alerts, change management communications, awareness and promotional communications, and faculty and student outreach. Mortimer serves on Penn State’s IT Transformation Program team, which is responsible for the implementation of the Penn State Service Management Program, for which he leads the end-user portal efforts. He has written for LINK: The Journal of Higher Education Web Professionals, and is on the leadership team of the national Web Conference at Penn State, where he presented in 2014 on the importance of building an internal social media strategy. He can’t get enough of art museums, sunny days, antiques shopping, and being silly with her friends, husband, co-workers, and anyone who will put up with it.

**CANDACE NELSON**  
@candace07  
SENIOR WRITER  
WEST VIRGINIA UNIVERSITY  
Candace Nelson is a senior writer for University Relations/News at WVU. She manages the daily operations of University social media accounts, including Twitter, Instagram, and Snapchat. In addition, she writes stories, produces multimedia projects and collaborates on large marketing campaigns across the university. Nelson is an award-winning journalist and published researcher. She has her M.S. in journalism, B.S. in journalism, and B.A. in English from West Virginia University.

**JENNIFER MONTMINY**  
@jenmontminy  
COMMUNICATIONS STRATEGY SPECIALIST  
PENN STATE  
Jennifer Montminy is a communications strategy specialist for Information Technology Services (ITS) at Penn State, where she leads the creation of strategic communications plans ranging from operational to marketing communications, including alerts, change management communications, awareness and promotional communications, and faculty and student outreach. Montminy serves on Penn State’s IT Transformation Program team, which is responsible for the implementation of the Penn State Service Management Program, for which she leads the end-user portal efforts. She has written for LINK: The Journal of Higher Education Web Professionals, and is on the leadership team of the national Web Conference at Penn State, where she presented in 2014 on the importance of building an internal social media strategy. She can’t get enough of art museums, sunny days, antiques shopping, and being silly with her friends, husband, co-workers, and anyone who will put up with it.

**JIM MUIR**  
@jamespaulmuir  
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, Ruby/Rails, Node.js, Angular, React, Bluetooth LE, and the Internet of Things.

**KATIE MOTYCKI**  
@psukatiemo  
ASSOCIATE DIRECTOR, NEW STUDENT ORIENTATION  
PENN STATE  
Katie Motycki joined Penn State’s Office for Student Orientation and Transition Programs team in January 2013 as the associate director for New Student Orientation. She received her bachelor’s degree from Penn State and her master’s degree in Student Affairs in Higher Education (SAHE) from Indiana University of Pennsylvania. Her career path includes orientation programming at La Roche College, Indiana University of Pennsylvania, and Penn State. She lives in State College, Pennsylvania, and enjoys Zumba, crafting, reading, cheering for the Nittany Lions, and hosting college friends when they come to town.

**SEAN O’CONNOR**  
@seaneo85  
ASSOCIATE DIRECTOR OF WEB COMMUNICATIONS  
ALLEGHENY COLLEGE  
Sean O’Connor is the Associate Director of Web Communications at Allegheny College, where he’s worked for the past three years. A web generalist, O’Connor specializes in many facets of web development with responsibilities including design, programming, and planning of web-based tools utilized throughout the college. This is O’Connor’s third time attending the HighEdWeb conference.
ALAN O’NEILL
@optimalALan
UX MARKETER
OPTIMAL WORKSHOP

Alan O’Neill is the marketing manager for Optimal Workshop -- the leading suite of usability tools across this beautiful globe. Working for a company who designs tools for... designers, information architects, marketers, web managers, and user researchers, you quickly become aware of the challenges and opportunities that exist in today’s UX world. With this knowledge, Alan can understand the different levels of experience people have with certain online and offline research methods. Alan’s job is not just to provide a good experience within Optimal Workshop, but to market and connect the industry and the people in it. Alan is extremely passionate about doing right things, for the right person. He is friendly, empathetic, and a charismatic Irish surfing man with a lot of engaging tricks up his sleeve for presenting. Connect with him on @optimalworkshop or @optimalALan.

LORI Packer
@loripa
WEB EDITOR
UNIVERSITY OF ROCHESTER

Lori Packer is the web editor at the University of Rochester, where she and her team are responsible for the design, maintenance, and content development for several central university websites, including the university’s homepage and news site. Before coming to higher ed, Lori was the lead U.S. editor for MSN Search — Microsoft’s pre-Bing search engine. She has a bachelor’s degree in journalism from Lock Haven University and a master’s degree in communications from the University of Washington. She recently completed her MSLIS from the iSchool at Syracuse University, because libraries are amazing. Lori is a Phillies fan, a beer snob, and an insomniac. She is a huge geek who loves Supernatural, Doctor Who, Harry Potter, Lord of the Rings, Buffy the Vampire Slayer, Game of Thrones, Walking Dead. She could go on.

KATHY PALM
@PalmKD
BACCALAUREATE PROGRAM COORDINATOR & ADVISOR SCHOOL OF NURSING NORTH PARK UNIVERSITY

Kathy Palm is the Program Coordinator and Advisor for the School of Nursing at North Park University. She has worked with the School of Nursing since August 2008 and has been a member of the university’s Academic Technology Committee since its inception in 2011.

JOSH PALMERI
@joshpalmeri
FRONT END WEB DEVELOPER
STONY BROOK UNIVERSITY (SUNY)

Josh Palmeri is a passionate and motivated web developer with a proven background in responsive design and front-end development. In 2014, Palmeri instated a responsive initiative at Stony Brook University and led the development of Stony Brook’s award-winning undergraduate admissions website, along with numerous other sites and projects. He has a passion for the modern web and for sharing his knowledge and experience with the web community.

LACY PASCHAL
@lacydev
DIRECTOR OF WEB COMMUNICATIONS
VANDERBILT UNIVERSITY

@lacydev is made of magic and a wee bit of the Dark Side (as described by one of her team.) As Director of University Web Communications at Vanderbilt University, Lacy and her team are responsible for Vanderbilt’s online visual identity, determining the vision and strategic goals of Vanderbilt’s web presence, providing web and application development services, supporting their content management systems, and are the voices behind Vanderbilt’s social media presences. Lacy serves on the HighEdWeb Program Committee as DPA Track chair, and Art Director for LINK, the Journal of Higher Education Web Professionals. She lives in Nashville with her husband, Justin, and their 18-month old son, Hayden.

JASON PONTIUS
@jasonpontius
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 leads the team of geeks that power LiveWhale, our higher-education-focused CMS, and LiveWhale Calendar.

DAVID POTEET
@davidpoteet
FOUNDER AND PRESIDENT
NEWCITY

David Poteet is the founder and president of NewCity, an interactive
design agency with particular expertise in education, science and culture. An alumnus of Virginia Tech, David has been involved with the web since its earliest days, creating the first website for Radford University in 1994 while working as a designer there. David left to start NewCity in 1995. David teaches regular workshops on user experience and web content. David has led strategy and user experience for clients including the American Battle Monuments Commission, the University of Leicester, and the UVA School of Continuing and Professional Studies.

**KAREEM RAHAMAN**
@dynamyk
**SENIOR DIGITAL COMMUNICATIONS OFFICER**
**RYERSON UNIVERSITY**
Kareem Rahaman is a digital marketing specialist with a long history of digital communication consulting. He currently works at Ryerson University in the Undergraduate Admission and Registrar’s Office as the senior digital communications officer, where he uses digital media to recruit and convert prospectives into full-time Ryerson students, as well as helping deliver exceptional service through online channels to current students. In 2013, Kareem founded Splash Effect, a digital marketing agency with a strong focus on helping higher education institutions and startups engage their target markets.

**ZACH RICHARD**
@zrichard4
**MARKETING ANALYST**
**UNIVERSITY OF NOTRE DAME**
Zach Richard is a graduate of Oberlin College, where he studied genetics and played football. After a brief stint in biomedical research, Richard realized that similar principles could be applied to the optimization of user-facing digital applications and marketing strategies. Having honed the implementation of applied statistics and network theory to digital properties during his time in New York City, Richard now serves as marketing analyst for the University of Notre Dame.

**JENNIFER RIEHLE MCFARLAND**
@ncsumarit
**DYNAMIC INTERACTIONS ARCHITECT**
**NC STATE UNIVERSITY**
Jen Riehle McFarland is a jack-of-all trades for NC State's Outreach and Communications IT group. Her primary role is as a designer and developer for web clients on campus, but she also manages the campus WordPress environments, does training and support for campus web users, and leads the Web Services Committee. McFarland also coordinates outreach activities through various online resources. She has a background in journalism.
for incoming parents and students, and helps to plan several area IT and communications conferences. She’s a big fan of board games, good books, hoppy beers, and successful communication.

**Michele Rund**
@michelerund
WEB DESIGNER/DEVELOPER
Purdue University

Michele Rund is a Senior Web Designer/Developer at Purdue University. She holds a master’s degree in computer graphics technology, and is a member of the Studio by Purdue team that supports student success by creating technologies aimed at transforming the classroom experience. Their work has been featured by the New York Times, USA Today, CNET, and the Chronicle of Higher Education.

**Matt Ryan**
@mryand
ASSOCIATE DIRECTOR OF WEB COMMUNICATIONS AND DEVELOPMENT
Carleton College

Matt Ryan is a web designer, developer, UXpert, and all-rounder at Carleton College in scenic Northfield, Minnesota. He enjoys wireframing, coding, brainstorming, and walks in the park.

**Holly Scholl**
@holIdoll_12
EDGE CENTER PROJECT MANAGER
Augustana EDGE CENTER

Holly Scholl is a graphic design and studio arts double major at Augustana College. She is currently the EDGE Center Project Manager, Web Guild president, and also manages her own freelance, Holly Would Designs. Holly speaks firsthand of the advantages of experiential learning and how it sets students one step ahead.

**Elizabeth Schroen**
@LizSchroen
ASSISTANT DIRECTOR OF MARKETING AND DIGITAL CONTENT
UMUC

Elizabeth Schroen’s background is in journalism and public relations. In 2012, she joined UMUC, the largest public online university in the nation, educating 84,000 students worldwide. As a web writer/editor, she became well versed in SEO and digital marketing. She was soon promoted to manager of strategic web initiatives and began working on special web projects, developing content strategies and information architecture for lead-generating websites, landing pages, e-mail campaigns, and other digital platforms. In 2013, she was tapped to lead the university website redesign project and took on the role of assistant director of marketing and digital content. She holds a B.A. in communication from Seton Hall University and a M.A. in publication design from University of Baltimore.

**Mike Schulz**
@schulzmk
DESIGNER
mStoner, Inc.

Mike Schulz, designer, specializes in print, digital, and interactive design. He started his career working with Redken International and Glamour Magazine in New York City. Since relocating to Chicago, Mike focused on branding and design for large business-to-business, healthcare, and pharma clients. His current mStoner clients include the Harvard Graduate School of Education, University of Missouri, Tufts University, and Loyola Marymount University.

**Laura Scott**
@Laura_A_Scott
SUPERVISING EDITOR
Penn State University

Laura is the supervising editor for Penn State World Campus. Her main focus is to coordinate with designers to enhance the development of online courses and to review and edit materials for quality, consistency, and readability. Laura holds a bachelor’s degree in both information sciences and technology and English with a creative writing emphasis. She has also obtained a copyediting certificate from the University of California, San Diego. In her free time, Laura is a video game writer and narrative designer.

**Martin Sickafoose**
@mar10s
DIRECTOR OF DIGITAL MARKETING
Purdue University

Martin Sickafoose has been the Director of Digital Marketing at Purdue University since 2009, and oversees the web, social, and mobile presence of the university. While at Purdue, his digital team has re-launched an audience-focused and responsive web design, build a mobile app utilized over 500,000 each month, and established a institution-wide social media policy. In 1995 Sickafoose started building digital interfaces for the web and has never looked back. With over 25 years of design and marketing experience Sickafoose has been involved with UX/UI designs, global branding campaigns, exhibit graphics, videos and animations, and several advertising campaigns.

**Jenny Slaughter**
@wondermart
WEB DEVELOPER
NewCity

Maker of things and fixer of problems, Jenny made her first
website in sixth grade. She started freelancing in high school, and by college she was building her own CMS (though she didn’t say whether that ended up being a good idea). She studied web design at Radford University, where she designed, developed, and directed the student-run online magazine. Before she came to NewCity, she worked as the sole web designer/developer at Ferrum College during a site redesign and implementation. For NewCity, she puts that same crazy-awesome drive to good use taking ideas and making them go.

Tell her something is impossible, or difficult, or maybe even just questionable, and she will find a way to do it -- better. She’s conquered custom JavaScript pieces, flexible filters, complex polygon and parallax templates, and other things that started out with “Hey, I wonder if…”

DAVID SLOAN
@sloandr
THE PACIELLO GROUP

David Sloan is The Paciello Group (TPG) User Experience Research Lead. He joined TPG in May 2013, and specializes in helping organizations conduct effective UX research with people with disabilities and older people. He has a strong interest in digital accessibility policy and strategy, in the accessibility of educational technology, and in teaching accessibility and inclusive design. Previously, he spent over 13 years at the School of Computing, in the University of Dundee, Scotland, as a researcher, lecturer and consultant specializing in inclusive design and accessibility. In 1999, he helped set up the Digital Media Access Group, one of the world’s first web accessibility consultancies, and pioneered a mixed-method approach to accessibility evaluation, combining manual and automated inspection methods with usability evaluations with people with disabilities. He also set up and co-ordinated the University’s Web Accessibility Support Service, working with web developers, learning tech.

JASON SMITH
@jason_smith
MANAGING DIRECTOR
OHO INTERACTIVE

Jason helps businesses and universities understand how digital influences the customer journey. His expertise in leveraging digital channels to redefine complex sales processes has increased sales and customer engagement for organizations across various industries. He is the founder of Boston-based OHO Interactive, a thirty-person research- and data-driven digital agency that serves higher education, travel, and healthcare clients.

JEFF STEVENS
@kuratowa
ASSISTANT WEB MANAGER
UNIVERSITY OF FLORIDA HEALTH

James T. Kirk once said, “Let me help,” perhaps the most important words ever said by a human. Jeff Stevens agrees. In his 13-year career at the University of Florida, he’s worked to bridge the gaps between students, alumni, faculty, and the public, as webmaster for financial affairs, liberal arts and sciences, and now as assistant web manager for the academic health center, where he is responsible for content strategy and usability for more than 550 websites. He is passionate about cooperative development, iterative improvements, social media, and the Silver Surfer (not necessarily in that order). You can find him on the web under his alias, @kuratowa.

DONNA TALARICO
@donnatalarico

Donna Talarico spent about five years telling the Elizabethtown College story through a variety of mediums as part of an award-winning marketing and communications team. Always a storyteller, before higher ed she worked in print and broadcast media, and for a leading eCommerce company. She is the founder and publisher of Hippocampus Magazine, a monthly creative nonfiction journal, which produced its first conference in August 2015. Since May 2015, post E-town, she’s a freelance writer/consultant, and runs an online store with her husband Kevin.

CECELIA THOMAS
@wyrdsliters11
COMMUNICATIONS & MARKETING WEB MANAGER
GEORGIA REGENTS UNIVERSITY

Cecelia Thomas has a varied past with experience in typography, retail, art direction, food styling, photography management, before finally finding a profession that she feels very connected to in web management. Her first experience was at Emory Healthcare in Atlanta. After six years with Emory, she moved to Augusta, GA, to become the web manager for MCGHealth. After 11 years, her main focus is on the three websites owned by the university: GRU.edu, GRHealth.org, and PAWS (the intranet). She was instrumental in introducing content management to the health system, and has worked to manage all users and content on both the GRHealth and Internet sites. For the past four years, she has worked with the university site and managed a team of four to maintain and assist...
users. She enjoys working with her team and teaching users the beauty of the web. She is also an avid jewelry maker with a love for wire wrapping.

**JORDAN THOMPSON**
@jordant1089
WEB DEVELOPER
ILLINOIS STATE UNIVERSITY

Jordan Thompson is a web developer from the Web & Interactive Communications department at Illinois State University. Having managed and developed the university’s WordPress installation for several years, Thompson has extensive WordPress and development experience, as well as an understanding of all aspects of full stack application development.

**TERRILL THOMPSON**
@terrilthompson
TECHNOLOGY ACCESSIBILITY SPECIALIST
UNIVERSITY OF WASHINGTON

Terrill Thompson is a technology accessibility specialist with the University of Washington. In this role, he works to promote information technology accessibility throughout the institution by working collaboratively with a wide variety of stakeholders on campus and around the world. Thompson has twenty years of experience in the IT accessibility field, has presented at numerous conferences, and has consulted widely with government, private industry, and K-12 and postsecondary education entities on IT accessibility issues.

**PIERO TINTORI**
@ pierotintori
CEO AND FOUNDER
TERMINALFOUR

CEO and founder of digital marketing & web content management company TERMINALFOUR, Piero is responsible for driving the strategic direction of the company. This includes market and product development and strategic higher education technology alliances. He has been involved in the higher education sector for close to two decades and has been involved in hundreds of HE web transformation projects. He’s a regular speaker at higher education conferences and an active participant on WCMS panels around the world.

**DOUGLAS TSCOPP**
@prof_doug
ENTREPRENEURAL CENTER DIRECTOR
AUGUSTANA COLLEGE

Doug Tschopp is the Entrepreneurial Center director at Augustana College in Illinois. He also teaches public relations and advises student organizations focused on web and advertising. This early “web guy” is known by many for his expertise in research-driven UI and IA development. His long history with this conference includes pioneering the first track focused on content and design, and twelve years as the conference’s program chair.

**CHRISTIAN VINTEN-JOHANSEN**
MANAGER, IT ACCESSIBILITY TEAM
PENN STATE

Christian Vinten-Johansen is a staff member of Penn State’s Information Technology Services, in Teaching and Learning with Technology. He is manager of the IT Accessibility Team and co-chair of the university-wide Accessible Technology and Information Initiative (ATT), where he provides leadership in implementing the sweeping terms of Penn State’s settlement with the National Federation of the Blind. The IT Accessibility Team provides human testing, technology support, and consulting services to the university, as well as to vendors, organizations, and higher education institutions.

Johansen has been an advocate and practitioner of universal web and software design since 2000. He participates in IT accessibility collaborations; leads or participates in university web, technology, and administrative task groups and communities of practice; develops training courses on web accessibility; and presents on the topics of accessibility and organizational change at local and national conferences.

**MARTIN VLOET**
UNIVERSITY SOLUTIONS MANAGER
LIBRIS

Martin Vloet joined Photoshelter after a 25-year photographic career that included 14 years as a senior photographer and brand manager at the University of Michigan. Marketing, branding, and social media have been critical in his imaging career. Twice named University Photographer of the Year and with one Emmy in hand, he adds valuable experience in organizing and monetizing visual assets to Libris team. Martin lives with his wife and daughter in Ann Arbor and, from the shadow of Michigan Stadium, works with clients all over the world.

**JOHN WAGNER**
@jwagner504
SENIOR SYSTEMS PROGRAMMER
PRINCETON UNIVERSITY

John Wagner has been playing with computers since they first taught him to program, “You have $100 and 3 animal types of different prices and you have to buy 100 legs” in FORTRAN. Wagner has been with Princeton University in various technical positions since 1980. He
currently is part of the Identity and Access Management (IAM) group, which is responsible for the care and feeding of Exchange, streaming media, Listserv, web services systems, and various identity directory services. He subscribes to the motto, “If you know we are there, we haven’t done our job”. Wagner has been on the HighEd Web conference program committee since 2001, and co-chair of the TPR/DPA track since 2004.

**MAREN WALZ**
@marenwalz
WEB COORDINATOR
UNIVERSITY OF WISCONSIN-LA CROSSE

Maren Walz directs web communications at the University of Wisconsin-La Crosse, one of 13 comprehensive universities in the UW System. Walz joined the higher education world five years ago. On her path, she accumulated 15 years of experience in instructional design, technical writing, web design and communications, and continuous quality improvement.

**KEITH WARBURG**
@keithwarburg
SOCIAL MEDIA AND WEB CONTENT MANAGER
VALDOSTA STATE UNIVERSITY

Keith Warburg is Valdosta State’s social media guru and manager of all thing content on the university’s web site. When he’s not posting, tweeting or snapping, he’s training university staff to do the same. In previous lives, he has experience as a graphic designer and college media adviser, and is a recovering journalist.

**AMY GRACE WELLS**
@amygracewells
CONTENT STRATEGIST
UNIVERSITY OF SOUTH CAROLINA

Amy Grace Wells is the content strategist at University of South Carolina, where she works in both digital and brand strategy. With a decade of experience in higher ed, publishing and nonprofit, Wells knows a thing or two about “making rainbows and herding cats.” Her previous experiences include Texas A&M AgriLife, where she directed content strategy, online content, and information architecture for the College of Agriculture and Life Sciences and five state agencies, and director of communications for the College of Fine Arts at Ohio University, as well as United Way for Greater Austin and Bird Watcher’s Digest. Bragging rights include holding a sensei rank in karate and singing happy birthday to Muhammad Ali.

**ALISON WEST**
@sheisafiresign
 SENIOR WEB DEVELOPER
MOUNT HOLYOKE COLLEGE

Alison West is not just a web developer, but loves to look at the
whole picture. A self-published author, and enthusiastic web geek, West loves design, layout, content, and the technical back-end. Varied skills makes West an all-around player with an ultimate goal to make the web just a little better every day.

**ALAINA WIENS**
@alainawiens  
MARKETING DIRECTOR  
FLINT & GENESEE CHAMBER OF COMMERCE

Alaina Wiens currently serves as marketing director for the Flint & Genesee Chamber of Commerce, after recently concluding an 11-year career at the University of Michigan-Flint. In her role as web content strategist, Alaina worked to ensure the university’s story was told effectively through the web and social channels. She helped departments across campus think strategically about their online communication, and was project manager for all large-scale web projects. Alaina is also the “driver” of #strategycar, a weekly Twitter chat designed to encourage strategic discussion and brainstorming for higher education professionals.

**ASHLEY WILLIAMS**
@designerashley  
ASSISTANT WEBMASTER  
VALDOSTA STATE UNIVERSITY

Ashley is a front end developer and assistant web master for Valdosta State University, where she graduated with a BFA in Art.

**KATHY WILSON**
SENIOR BUSINESS SYSTEMS ANALYST  
ATHLETIC DEPARTMENT  
UNIVERSITY OF MICHIGAN


**NIC WINN**
@nic_winn  
IT ANALYST II  
UNIVERSITY OF TENNESSEE HEALTH SCIENCE CENTER
SONYA WOODS
@sonya4access
ACCESSIBILITY CONSULTANT
PENN STATE UNIVERSITY

Sonya Woods has been working in online higher ed at Penn State since 2008, doing technical editing, proofreading, and course production work, before discovering her passion for accessibility. Currently she is an educational technology consultant specializing in accessibility, working with a team of people focusing on user experience (one of whom is Nikki). She does research, consulting, testing, documentation, and training to help content creators make content that works well for all students. She has presented on accessibility and universal design for learning (UDL) to audiences at Penn State, and has authored blog posts for the World Campus.

JASON WOODWARD
@woodwardjd
PRINCIPAL
STATE & PLAIN

Jason Woodward is a Consulting Programmer for Cornell University and is Principal at State & Plain. He has been a professional web developer since 1996. He prefers to approach problems from a systems thinking and data modeling perspective, which is constantly at odds with his get-it-done urges. He holds a B.S. and M.Eng in computer science from Cornell University, which can probably be blamed for all that.

CAROLYN ZINN
@carolynzinn
ASSOCIATE DIRECTOR OF WEB SERVICES
KALAMAZOO COLLEGE

Carolyn Zinn is the associate director of Web Services at Kalamazoo College, where she is responsible for making sure more than two hundred web editors have what they need to make the K web awesome. She has worked at K in this capacity for 12 years, and was previously a web developer in the private sector. As two-thirds of the entire web team at K, she appreciates the ease of running, administering, and extending the Reason CMS. Her favorite thing about Reason is the mini-site concept, which is a perfect fit for K’s decentralized publishing model. Carolyn’s other interests include enjoying the great Michigan outdoors and displaying her unique fabric art creations.

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