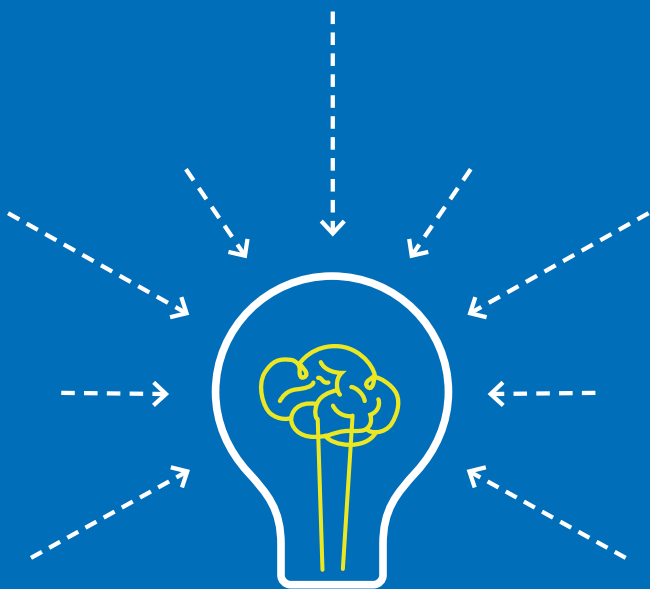
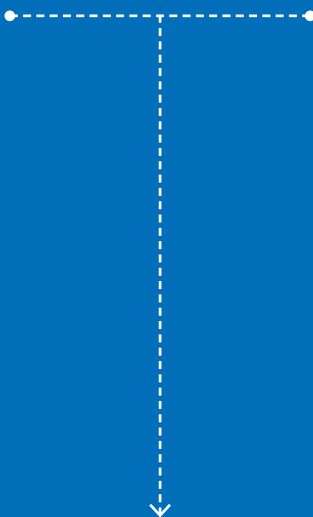


COMMUNICATORS
CONFERENCE 2019

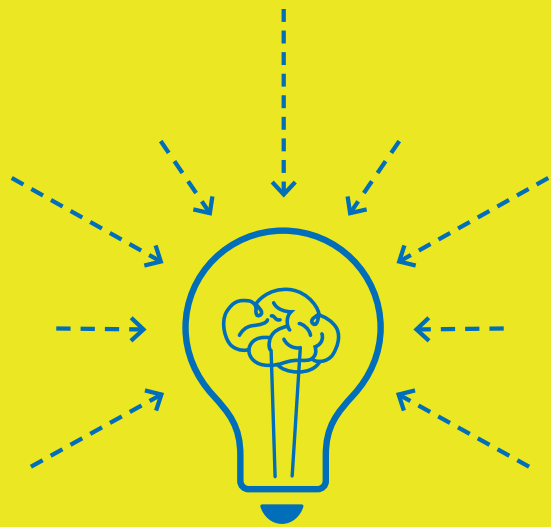


ReTHINK

FRESH IDEAS, NEW PERSPECTIVES



MARCH 21, 2019
HAYES HALL, SOUTH CAMPUS



UB's Senior Communicators Council welcomes you to its third annual professional development conference, **ReTHINK: Fresh Ideas, New Perspectives.**

Hear from UB experts, seasoned practitioners and even prospective students as they address critical topics, best practices and trends in higher education—and start to imagine your messaging in a different light.



SCHEDULE OF EVENTS

8:15 A.M.

Registration
FIRST FLOOR, HAYES HALL

Continental Breakfast
FOURTH FLOOR, HAYES HALL

8:45 A.M.

Opening Remarks
403 HAYES HALL

9 A.M.

KEYNOTE: Karl Gude
403 HAYES HALL

10:15-11:15 A.M.

1 BREAKOUT 1: Communicating With Authenticity: Insights From Diversity Officers
403 HAYES HALL

2 BREAKOUT 2: The Acceleration of Change: Implications for Communicators
217 HAYES HALL

3 BREAKOUT 3: One Video Does Not Fit All: Tips and Tricks for Making Videos That Matter
401 HAYES HALL

11:30 A.M.-12:30 P.M.

4 BREAKOUT 4: Visualizing Data: An Infographics Workshop
217 HAYES HALL

5 BREAKOUT 5: Building a Social Media Strategy: Best Practices to Make Your Content Soar
401 HAYES HALL

6 BREAKOUT 6: Ask the Students Panel
403 HAYES HALL

12:30-1:45 P.M.

Lunch
HARRIMAN BALLROOM

2-3 P.M.

7 BREAKOUT 7: Influencing Your Influencers
403 HAYES HALL

8 BREAKOUT 8: Removing Barriers to Accessibility: Crucial Steps to Make Your Website Compliant
402 HAYES HALL

9 BREAKOUT 9: Stop Wasting Space: Brand It
401 HAYES HALL

3:15-4:15 P.M.

8x5 Best Practices Presentation
403 HAYES HALL

4:15-4:30 P.M.

Closing Remarks
403 HAYES HALL



CONFERENCE PRESENTERS



OPENING AND CLOSING REMARKS



John DellaContrada, Interim Vice President for Communications

John DellaContrada was named interim vice president for communications at UB in 2018 after serving several years as associate vice president for media relations and stakeholder communications and as director of national media relations. He leads a team of accomplished communications professionals responsible for advancing the university's reputation as one of the world's premier research universities. DellaContrada is a recipient of the SUNY Chancellor's Award for Excellence in Professional Service and the May C. Randazzo Outstanding Practitioner Award from the Buffalo Niagara chapter of the Public Relations Society of America. He holds a master's degree in communications management from Syracuse University's S.I. Newhouse School of Public Communications and a bachelor's in English from SUNY Oswego.

KEYNOTE SPEAKER



Karl Gude, Director of the Media Sandbox, Michigan State University

Former director of information graphics, Newsweek magazine

Karl Gude ran the information graphics departments of various news organizations, from the Associated Press to Newsweek magazine, over a 28-year period. In 2006, he left the world of news for academia, after being invited by the School of Journalism at Michigan State University to create two programs: one on infographics and the other on creative problem-solving.

Gude is a visual storyteller who, in addition to his work at Michigan State, consults with companies, news organizations, PR firms, scientific institutions and government agencies, including the CIA, to help them create accurate and understandable infographics. He has given three TEDx talks and presented twice at South by Southwest (SXSW), the technology conference in Austin, Texas, on the power of visual storytelling. In addition to his day job, Karl is an avid sketch artist, cartoonist and painter, and writes a column for HuffPost.

BREAKOUT SESSIONS

1 Communicating With Authenticity: Insights From Diversity Officers

Marketing and recruitment can play a significant role in helping universities attract a diverse body of students and faculty. However, messaging that misrepresents a school's inclusiveness can leave students feeling deceived when they arrive on campus. A panel of UB staff who work to promote diversity and inclusion across the campus will share their insights into how communicators and recruiters can better connect with audiences without the use of inauthentic messaging.

MODERATOR:



Sharon Nolan-Weiss, Director, Office of Equity, Diversity and Inclusion

PANELISTS:



Kendra Cadogan, Director of Diversity, Equity and Inclusion, School of Law



Jessica Kane, Assistant Director for Communications, International Admissions



Linwood Roberts, Director of Community Engagement, School of Dental Medicine



Letitia Thomas, Director, Office of STEM Diversity, School of Engineering and Applied Sciences

2 The Acceleration of Change: Implications for Communicators

Powerful factors are disrupting organizational environments and, unless confronted, can make any organization irrelevant. Understanding those factors and how strategic communications can—and must—help organizations navigate change is critical at a time when the forces of change are not only fast; they're accelerating.

This seminar about managing change will analyze different types of change and how they can be addressed. It will

also describe what strategies do and don't work for communicators who want to equip their employers or clients with organizational agility. We'll discuss how to formulate a strategic roadmap that considers how to start addressing disruptive change and how to implement and sustain successful strategies.

PRESENTER:



Anthony D'Angelo, Professor, S.I. Newhouse School of Public Communications, Syracuse University

3 One Video Does Not Fit All: Tips and Tricks for Making Videos That Matter

Video content is an essential component of any marketing strategy. But it's not one-size-fits-all. This session explores how to create the right video for the right place to reach different audiences—particularly the next generation of students. You'll leave with key insights into creating effective content that stops thumbs from scrolling.

PRESENTER:



Devon Jerla, Assistant Marketing Manager, Division of University Communications

4 Visualizing Data: An Infographics Workshop

The most challenging part of making an infographic is figuring out what should go into it and how it should be presented. In this hands-on workshop, you will work in small groups to pull out relevant content from a predetermined example, find visual "stories" within a data set and then brainstorm/sketch out an infographic that effectively tells your story.

PRESENTER:



Karl Gude, Director of the Media Sandbox, Michigan State University

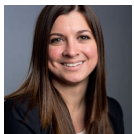
Former director of information graphics, Newsweek magazine

BREAKOUT SESSIONS CONTINUED

5 Building a Social Media Strategy: Best Practices to Make Your Content Soar

Creating a social media account is easy. Building an engaged audience requires some effort. Learn how to develop an effective social strategy that aligns with your business goals and see how it, combined with some simple best practices, can help increase visibility of your content to reach the right audience.

PRESENTER:



Erin Goetz, Social Media Specialist,
Division of University Communications

6 Ask the Students Panel

What do high school juniors and seniors contemplate when beginning their college search? What is important to them when creating their long and short lists? In this session, we'll ask a panel composed of students from area high schools what they look for when they begin the search, how they move through the process, whom they look to for advice and how they ultimately make that final decision. Audience members will also have an opportunity to have their own previously submitted questions answered.

MODERATOR:



Jessica Warner, Admissions Counselor,
Office of Admissions

7 Influencing Your Influencers

Cultivating relationships and targeting communications to influencers within your industry is an effective way to expand your reach, providing indirect access to your influencers' networks through their trusted voices. In this session, we will discuss the importance of building trust and keeping your influencers informed of research and resources that are relevant to them. We will look at examples of successful influencer communications from the School of Social Work, including their podcast

series, infographics and Self-Care Starter Kit for social work students and professionals.

PRESENTER:



Nancy Smyth, Dean,
School of Social Work

8 Removing Barriers to Accessibility: Crucial Steps to Make Your Website Compliant

Have you updated your online and electronic communications to meet new web accessibility standards? This presentation will outline the major web accessibility update underway at the university and share the necessary steps to ensure your team complies with legal mandates. The training tips provided will help the campus remove barriers that prevent interaction with and access to websites by people with disabilities, who make up nearly 20 percent of the population.

PRESENTER:



Mark Greenfield, Web Accessibility Officer,
Office of Equity, Diversity and Inclusion

9 Stop Wasting Space: Brand It

A branded environment embodies our culture. UB's buildings can be simultaneously beautified and transformed into effective marketing assets through highly creative environmental branding, which combines architecture, interiors, signage and graphics. Learn how often-overlooked spaces can be utilized to their full potential to greatly elevate the overall perception of our brand and enhance the student experience.

PRESENTERS:



Becky Farnham, Creative Director/Art Director,
Division of University Communications



Kelly Hayes McAlonie, Director,
Campus Planning

8x5 BEST PRACTICES PRESENTATION

A rapid-fire presentation format in which eight speakers will each have exactly five minutes to present.

1. "Creating an Engaging Website"

Erin O'Brien, Assistant Dean, Director of Graduate Programs, School of Management

2. "Celebrating Our History"

Scott Hollander, Associate University Librarian for Technology, Communications and Outreach, University Libraries

Kris Miller, Web Manager and Lead Designer, University Libraries

3. "Visualizing a Strategic Plan"

Jane Stoye Welch, Director of Communications, School of Engineering and Applied Sciences

4. "Evolving the Three Minute Thesis"

Sandra Flash, Associate Vice Provost for Educational Affairs, The Graduate School

5. "Downsizing an Alumni Magazine and Keeping It Fresh"

Ann Brown, Senior Director of Marketing and Public Relations, Donor and Alumni Communications, University Advancement

Laura Silverman, Director of Content Strategy, Division of University Communications

6. "Taking Inspiration From Outside Higher Ed"

Jenna Smith, Coordinator of Assessment and Marketing, Career Services

7. "Making the Liberal Arts Relevant to a New Generation"

Gina Cali-Misterkiewicz, Assistant Dean for Marketing and Communications, College of Arts and Sciences

8. "Establishing the Marketing Forum Group in Student Life"

John Lambert, Director of Marketing and Communications, Student Life



ACKNOWLEDGMENTS

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Special thanks to the conference planning committee:

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University Communications

Laura Silverman,
University Communications

buffalo.edu/brand/communicators



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