COMMUNICATORS IN CONVERSATION

Telling Our Story Together

MARCH 21, 2017
KAPOOR HALL, SOUTH CAMPUS
Welcome to Communicators in Conversation: Telling Our Story Together, the inaugural professional development conference for UB communicators, marketers and enrollment leaders. This exciting, daylong event, organized by UB’s Senior Communicators Council, is packed with opportunities to connect, share and learn so that we can tell our story with creative, strategic flair.

SCHEDULE OF EVENTS

8:15 A.M.
Registration and Continental Breakfast
FIRST FLOOR KAPOOR HALL

8:45 A.M.
Opening Remarks
190 KAPOOR HALL

9 A.M.
Keynote: Marcus Yam (BS ’06)
190 KAPOOR HALL

10:15 A.M.–12 P.M.
WORKSHOP: AARP to Gen Z: Communicating across generations
190 KAPOOR HALL

WORKSHOP: The Socia-Bull: Telling our stories through social media
264 KAPOOR HALL

WORKSHOP: Metrics that matter
183 KAPOOR HALL

12:15-1:30 P.M.
Lunch and Roundtables
105 HARRIMAN HALL

1:45-2:30 P.M.
BREAKOUT: Where there’s smoke, there’s fire: Identifying and responding to issues at UB
183 KAPOOR HALL

BREAKOUT: Don’t break the bank: How to make the most of your marketing dollars
264 KAPOOR HALL

BREAKOUT: Show, don’t tell: The strategies behind effective storytelling
125 KAPOOR HALL

2:45-3:30 P.M.
BREAKOUT: Lights, camera, action: Readying faculty experts for broadcast media
183 KAPOOR HALL

BREAKOUT: Telling UB’s philanthropy story
264 KAPOOR HALL

BREAKOUT: Plan your work, work your plan: The importance of communication planning
125 KAPOOR HALL

3:30-4 P.M.
Closing Remarks
190 KAPOOR HALL
OPENING AND CLOSING REMARKS

Nancy Paton, Vice President For University Communications

Nancy Paton joined UB in 2013 as its inaugural vice president for communications. As the university’s chief public relations and marketing officer, she is responsible for advancing the university’s reputation as a leader among the nation’s premier higher education institutions. A nationally recognized strategist, Nancy brings more than 30 years of communications experience to UB. She is a nationally published author and lecturer, having taught graduate-level public relations courses in the School of Journalism and Mass Communications, Kent State University. Nancy holds a master’s degree in management from Purdue University and a bachelor’s degree in mass media and communications from the University of Akron.

KEYNOTE SPEAKER

Marcus Yam, Photographer

Marcus Yam (BS ’06) is a Los Angeles Times staff photographer. Born and raised in Kuala Lumpur, Malaysia, he studied aerospace engineering at UB before pursuing a photographic life. In 2015, Yam was part of the LA Times’ breaking news team that covered the tragic terrorist attacks in San Bernardino, Calif., which earned the paper a Pulitzer Prize in breaking news reporting. In 2014, he was also part of The Seattle Times’ Pulitzer-winning team that covered the deadly mudslide in Oso, Wash. Based in New York from 2010 to 2013, he worked as a regular contributor to The New York Times, contributing to the three-part multimedia series, “Punched Out: The Life and Death of a Hockey Enforcer,” and “A Year At War,” a Times series that included his feature short film, “The Home Front.” Yam’s work has earned him numerous other accolades, including an Emmy Award, a World Press Photo multimedia grand prize, an Alfred I. duPont–Columbia University Award, a Pictures of the Year International Multimedia Award and a DART Award for Trauma Coverage.
Internationally with more than 100 awards, including the Grand Gold for Interactive Media and Gold for Institutional Websites in the CASE Circle of Excellence awards and Best University Web Site in the Web Marketing Association’s WebAward Competition. Her vision has been covered in The Chronicle of Higher Education and other media.

**WORKSHOP PANELISTS**

**Carolyn Kent**, Executive Strategy Director, Ologie | **WORKSHOP 1**

Carolyn helps lead the strategy practice at Ologie and oversees the agency’s accomplished team of brand and experience strategists. She has developed messaging and brand strategies for Michigan State University, Gonzaga University, PNC Bank, University of Pittsburgh, Shane Co. and Skidmore College.

**Erin Burk**, Executive Strategy Director, Ologie | **WORKSHOP 1**

Erin helps lead the strategy practice at Ologie, overseeing an accomplished team that coordinates brand and audit activities, interviews customers and employees, facilitates focus groups and surveys, and conducts numerous other forms of research. She also continually tracks trends and best practices to share with clients. She has developed messaging and brand strategies for the University at Buffalo, Tulane University, Oregon State University, Amherst College, the University of Notre Dame, the University of Arizona and Pratt Institute, among many others.

**Joshua Curcio**, Chief Operating Officer/Partner, Protocol 80 | **WORKSHOP 2**

At protocol 80, Inc., an inbound marketing agency located in Bradford, Pa., Josh and the team improve lead generation and customer acquisition for their clients through content-driven inbound marketing strategies. Josh holds several inbound-related certifications and, through p80, is a HubSpot Gold Partner.

**Erin Goetz**, Social Media Specialist, University Communications | **WORKSHOP 2**

Erin focuses on elevating UB’s social media presence and strategy. She previously worked on digital and social content marketing for New Era and for the Buffalo Sabres.

**Brian Wolff**, Associate Director of Athletic Communications, UB Athletics | **WORKSHOP 2**

Brian joined UB’s Division of Athletics in 2005 and was promoted to his current title in 2012. He graduated from UB with a bachelor’s degree in communications and earned a master’s degree in sports management with a concentration in athletic administration from Southern New Hampshire University.

**Ken Pasternak**, Managing Director, Marshall Strategy | **WORKSHOP 3**

A founding partner at Marshall Strategy, Ken is responsible for the successful outcome of research and brand strategy assignments. He has a passion for finding and applying insights to influence brand promise and fulfillment in higher education, and has served as lead consultant for brand strategy programs at UB, UC San Francisco, UC Berkeley, UC Santa Barbara, Caltech, Georgetown and The Rockefeller University. Ken is a graduate of Harvard University.
BREAKOUT SESSION PRESENTERS

Daniel Baker, Senior Associate Director of Issues Management, University Communications | BREAKOUT 1

In his role within University Communications, Daniel focuses on issues management. Daniel has worked as systems integrator, plain clothes security, business analyst, instruction designer and trainer, applications developer, resource manager, customer service representative, IT architect and strategist, emergency management tabletop exercise designer and facilitator, project manager, systems administrator and university instructor. He has been part of the UB community since 1985.

Kate McKenna, Director of Issues Management and Stakeholder Communications, University Communications | BREAKOUT 1

Kate joined University Communications in 2015. She helps lead UB’s issues management and stakeholder communication functions and serves on the university’s crisis communication team. Prior to that, she spent more than 10 years at Tops Markets, where she oversaw internal and crisis communications as well as media relations and social media. She holds a bachelor’s degree in communication from SUNY Potsdam and a master’s degree in public relations management from SUNY Buffalo State.

Jackie Hausler, Director of Communications and Alumni Engagement, UB School of Public Health and Health Professions | BREAKOUT 2

Jackie has an undergraduate degree from SUNY Fredonia in communications and a master’s degree from SUNY Buffalo State in higher education and student affairs administration. Prior to joining the University at Buffalo team, Jackie worked at Trocaire College and Niagara County Community College.

Douglas Bean, Vice Chairman, Chief Brand Officer, Eric Mower + Associates | BREAKOUT 3

Doug is responsible for the delivery of strategic and creative services across EMA’s nine offices. He also oversees marketing communications engagements for clients including KeyBank, BlueCross BlueShield of WNY and Hospice Buffalo. Active in community affairs, Doug is a board member for the Buffalo Philharmonic Orchestra, the Darwin Martin House, the Buffalo Niagara Partnership and the UB School of Management Dean’s Council. Doug graduated cum laude from Kenyon College and holds an MA from Dartmouth College and an MBA from the University at Buffalo.

John DellaContrada, Associate Vice President for Media Relations, University Communications | BREAKOUT 4

John joined University Communications in 2002 after serving six years as director of communications in the UB School of Management. John helps lead the university’s media relations, internal communications, crisis communications and issues management functions. He holds a bachelor’s degree in English from SUNY Oswego and a master’s degree in communications management from Syracuse University’s S.I. Newhouse School of Public Communications.

Bert Gambini, News Content Manager, University Communications | BREAKOUT 4

Bert covers the arts and humanities, social sciences and the School of Social Work. He joined University Communications in 2012 after more than two decades working in Buffalo radio, including 18 years as a program host on NPR member station WBFO.

Rachel Stern, Associate Director of National/International Media Relations, University Communications | BREAKOUT 4

Rachel joined University Communications in 2015 after working as a national news editor at ESPN. She graduated from the University of Rochester and then from Syracuse University’s S.I. Newhouse School of Public Communications with a master’s degree in journalism in 2010.
**Ann Brown, Senior Director of Communications, Division of Philanthropy and Alumni Engagement | BREAKOUT 5**

Ann leads the Office of Donor and Alumni Communications at UB. A seasoned leader in higher education marketing and communications, she has led creative teams at public and private institutions in Western New York and Boston, Mass. Ann has extensive experience in enrollment marketing and university re-branding efforts, as well as fundraising campaign communications. Ann holds an MFA in advertising design from Syracuse University and a BA from Binghamton University.

**Mary Glenn, Senior Major Gifts Officer, Division of Philanthropy and Alumni Engagement | BREAKOUT 5**

Mary is a major gifts officer for the schools of Public Health and Health Professions, Social Work and Nursing. She has been working at UB since 1998 in Philanthropy and Alumni Engagement.

**Jackie Molik Ghosen, Assistant Dean and Director of Communications, UB School of Management | BREAKOUT 6**

Jackie has been with the School of Management since 1995. She directs the school’s public relations and media relations efforts, provides strategic oversight for the school’s digital and print communications and serves as senior editor of the school’s award-winning alumni magazine, Buffalo Business. She earned an MBA from the UB School of Management and is active in the Public Relations Society of America.

**Amber Winters, Assistant Dean for Communications and Marketing, UB Graduate School of Education | BREAKOUT 6**

After years in the fast-paced world of advertising agencies, Amber found a home in higher education marketing and communications in 2006. Her project management, creative marketing and advertising management background has made her a strategic resource for communication officers and senior leadership at UB. Amber was named director of communications planning for University Communications in 2014. Amber moved to her current position in the Graduate School of Education in 2016.

**ACKNOWLEDGMENTS**

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Special thanks to the conference planning committee:

- Ann Brown, Philanthropy and Alumni Engagement
- Elena Conti-Blatto, University Communications
- Ilene Fleischmann, School of Law
- Craig Garaas-Johnson, College of Arts and Sciences
- Kate McKenna, University Communications
- Lisa Mueller, School of Law
- Nancy Paton, University Communications
- Debbie Schifferle, University Communications
- Donna Tyrpak, School of Nursing
- Amber Winters, Graduate School of Education

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