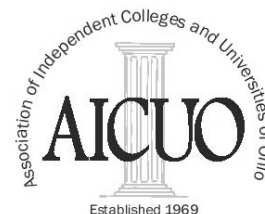


Ohio Independent Colleges Communicators' Summit



The Ohio Foundation
of Independent Colleges



January 5, 2012

Capital University, Columbus, Ohio (Bridge of Learning in the Ruff Memorial Learning Center)

This professional development seminar will focus on the emerging trends in higher education from social media and blogging to branding and internal and external communications.

AGENDA

- 9:00 a.m. Registration and Continental Breakfast
- 9:30 a.m. Welcome and Introductions
- 9:45 a.m. Speaker: Nancy Hill, CEO & President,
American Association of Advertising Agencies
Social Media 201
- 11:00 a.m. Member Panel Discussion
Panelists:
- Suzanne Wilcox English, Director of Public Information,
The University of Findlay (Social Media)
 - Melissa Gardner, Vice President for Marketing,
University of Mount Union (Branding)
 - Sara Kisseberth, Web Communication Manager,
Bluffton University (Blogging)
 - Paul Pegher, Creative Director for University Communications,
Denison University (Internal & External Communications)
- 12:30 p.m. Lunch and Networking
- 1:15 p.m. Individual Topic Breakout Sessions (Social Media, Branding, Blogging,
Internal & External Communications)
- 2:15 p.m. Wrap Up and Summary of Breakout Discussions
- 3:00 p.m. Adjourn

Ask. Think. Lead.

From the North or South:

Travel I-71 to the Broad Street exit. Turn East (driving away from downtown) onto Broad Street and drive 2.5 miles to Drexel Avenue in Bexley. Turn right onto Drexel Avenue and continue South until Drexel ends in front of the campus at Main Street. Turn left (East) onto Main Street. At the next light, Pleasant Ridge Avenue, turn right (South).

From the West:

Travel East on I-70 to the Bexley/Main Street exit. Exit at Bexley/Main Street. The exit ramp automatically turns onto Alum Creek Drive, which will dead end at Main Street (in front of the Kroger store). Turn right (East) on Main Street. At the fourth traffic light, turn right (South) on Pleasant Ridge Avenue.

From the East:

Travel West on I-70 to the Livingston Avenue exit. Turn left (West) on Livingston Avenue. Turn right (North) at the first traffic light onto Alum Creek Drive. When Alum Creek dead ends in front of the Kroger store, turn right (East) on Main Street. At the fourth traffic light, turn right (South) on Pleasant Ridge Avenue.

REGISTRATION

Registration Fee: \$50 per person

Please return the completed form along with a check payable to OFIC to: OFIC, 250 E. Broad Street, Suite 1700, Columbus, Ohio 43215. To pay using a credit card, visit the link on the OFIC website at www.ofic.org. For additional information contact the OFIC office at 614-469-1950, or e-mail Karey West at west@ofic.org. The deadline for registration is December 28, and no refunds will be available after that date.

Name of Attendee: _____

Title or Position: _____

Institution/Affiliation: _____

Address: _____

Phone Number: _____

E-mail Address: _____



Nancy Hill

CEO & President

4 A's (American Association of Advertising Agencies)

A veteran of 4A's member agencies on both east and west coasts, Nancy Hill hit the ground running in 2008 when she assumed the position of President and Chief Executive Officer of the 4A's.

During one of the worst economic downturns the advertising industry has ever experienced, Nancy has led the association's transformation to provide leadership, advocacy and guidance to the advertising community on such issues as talent, compensation and intellectual property ownership. She has personally led the 4A's work on diversity, both in hiring and media buying guidelines.

Additionally, she has been actively engaged as one of the founders of the Digital Advertising Alliance whose efforts on behalf of self-regulation for privacy and online behavioral advertising best practices are now being looked at as the standard to be adopted in many other regions of the world.

Nancy began her career in advertising at Doner/Baltimore in 1983, working primarily on Bell Atlantic Mobile (now Verizon Wireless) where she rose from traffic manager to executive vice president, account director. During her 10 years at Doner, Nancy was actively involved in many of the agency's community efforts including work for Downtown Partnership and Partnership for a Drug Free Maryland.

Next she worked at TBWA\Chiat\Day in both St. Louis and Los Angeles, before moving to San Francisco to lead Goldberg Moser O'Neill, which became Hill | Holliday in 2001. After that she joined BBDO, where she was first president of its San Francisco office and then later promoted to executive vice president and managing director for New York, overseeing several of the agency's largest accounts. Her most recent position prior to the 4A's was as Chief Executive Officer at Lowe New York.

Nancy's background is steeped in technology experience from work with clients like Cisco, Microsoft, LucasArts, Sybase, Sony and Verizon. Honored as a Woman to Watch by *Advertising Age* in 2008, Nancy has been named by both the Arthritis Foundation and the Girl Scouts of New York as a Woman of Distinction.

She has served on the Board of Directors of the Miami Ad School and led the launch of its New York campus. Currently, she serves on the Board of Directors of The Partnership at drugfree.org, The Ad Council, The National Advertising Review Council, TORCH, AdColor, The Digital Advertising Alliance, and The Marcus Graham Project, as well as serving as CEO of Advertising Week/NY. She is also a Trustee of the University of Mount Union in Ohio.

In addition to numerous speaking engagements throughout the country and internationally, Nancy is an active member of the Board of People Helping People, an organization that builds schools and sponsors children for further education in Otavalo, Ecuador, where she has had a home for several years.

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- **Note to attendees:** Please bring copies of your most recent publications to share with your colleagues. Tables will be set up in the conference room for this purpose.

Member Panelists:

Suzanne Wilcox English

Director of Public Information, The University of Findlay

Suzanne has been the Director of Public Information since 2006. She is responsible for University marketing, public relations, advertising, print publications, graphic design and electronic communications. She is president-elect and program chair of the Northwest Ohio chapter of the Public Relations Society of America. She also served two years as adviser of UF's Public Relations Student Society of America chapter and taught the PR practicum course.

She previously served as director of media relations and team leader in charge of public relations at St. Bonaventure University in Western New York, where she assisted the University in dealing with a national PR crisis as part of an award-winning team response. A native of Duke Center, Pennsylvania, she earned a bachelor's degree in journalism and mass communications from St. Bonaventure and a master's degree in business administration from The University of Findlay.

Melissa Gardner

Vice President for Marketing, University of Mount Union

Melissa joined the staff at the University of Mount Union in 1998 and is responsible for developing marketing, public relations, advertising, electronic communication and media relations strategies and overseeing the implementation of those strategies. A native of Minerva, Ohio, she graduated magna cum laude from Mount Union in 1998, earning a bachelor of arts degree in mass media. In 2002, she earned a master of arts degree in journalism and mass communication from Kent State University.

Sara Kisseberth

Web Communication Manager, Bluffton University

A 1986 Bluffton University graduate, Sara returned to her alma mater in 1991 as communications assistant. Over the past 20 years, her job responsibilities have included alumni magazine editor, advertising manager, graphic designer, yearbook advisor, writer, photographer, and more. Since 1999, Sara has managed content of www.bluffton.edu and, in 2009, she became the alumni social media voice for the university. The Bluffton University Alumni blog began in 2009 as an "attempt to share campus news from the unique vantage point of a Bluffton alumnae and staff member." In the past year, the blog has received nearly 3,000 visits and more than 4,200 page views.

Paul Pegher

Creative Director for University Communications, Denison University

Paul guides the development and execution of advancement, admissions, and campus communications. He previously served as the editor of Denison Magazine, which earned ten national awards under his direction, including the 2006 Robert Sibley Magazine of the Year. A graduate of Ohio University, Paul has done magazine and communications work at the College of William & Mary, Carlow University, and the University of Pittsburgh.