Isn’t it time you started loving your web content management system?

Watch demos and enter to win an Apple Watch at the OmniUpdate booth!

Live Demos

Monday, October 20
10:15 AM — Amanda Crittenden
University of Utah Marriott Library

3:45 PM — C. Daniel Chase
The University of Tennessee at Chattanooga

Tuesday, October 21
10:15 AM — Robin Kelly
The University of Texas at Tyler

3:45 PM — Rich Paul
OmniUpdate

Enter to Win!

Come by the OmniUpdate booth to enter to win an Apple Watch!

The winner will be announced:

Tuesday at 10:40 AM

“I am a technical guy, so I appreciate it being built on XML and XSL. I can understand the flexibility that gives us; the fact that there is no dependency on any kind of particular page type. We can create anything that we want.”

C. Daniel Chase
Lead Web Administrator
The University of Tennessee at Chattanooga

“OmniUpdate is a really great software company, but they’re also a really great development partner. It’s always a resounding ‘Yes, we’re game, what do you want to do, when do you want to do it, let’s go and play!’”

Dawn Truelsen
Associate Director, Web Communications
California State University, Fresno

“I’m the only developer at Illinois Wesleyan, so I didn’t want to spend any more time than I had to learning a proprietary language for templating. XSL is an open web standard that I can use in lots of different platforms.”

Michael Gorman
Senior Web Developer
Illinois Wesleyan University
On behalf of the #heweb14 conference and program committees, welcome to the HighEdWeb Annual Conference in Portland, Oregon. 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, Dr. Moira Gunn and Chris Hardwick, and 70+ sessions on topics from programming to marketing to management to usability and design. You’re sure to find something to match your interests! And remember life begins at the end of your comfort zone: attend a couple 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 success and fosters a culture of service.

Attend Monday’s Hackathon event, where we offer our Web skills to support a local non-profit organization toward success. And don’t miss Sunday’s welcome reception at Punch Bowl Social or Tuesday’s Big Social Event at World Forestry Center — some of the best ideas, partnerships and friendships come from these informal interactions and networking.

Much 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, volunteers and sponsors. We wouldn’t be “keeping it weird” in Portland without you!

Sara Clark, HighEdWeb 2014 Annual Conference Chair
I’m more than a little excited to welcome you to HighEdWeb 2014 in Portland, Ore., our very first Annual Conference on the West Coast! This is a milestone for the Association, made particularly significant we mark the 15th anniversary of the first meeting of a small group of NYS higher ed Web pros -- a small group who would come to be known as HighEdWeb.

HighEdWeb has grown a great deal in those 15 years, but our commitment to our central mission -- “striving to advance web professionals, technologies and standards in higher education” -- remains true. You can see that in the fantastic learning that happens at our Regional Conferences (four in 2014), our Annual Conference (70+ presentations, 700+ attendees), and our Academies (Leadership, plus the new Technical and Integrated Marketing Academies). It’s highlighted as we launch our first student-centered conference, CrowdSource Summit, to welcome emerging young professionals into the field. It shines in our online journal LlNK and in the great benefits that are part of Association Membership. And it’s a core part of the HighEdWeb strategic planning process the Board of Directors has been working on in the last year and that we’ll be talking about all this week.

I have to imagine that those founders must be amazed by all that the Association has grown into -- I know I certainly am! Above all, I think they’d be most proud of all of you, the incredible HighEdWeb members. You ARE HighEdWeb; you have built this community, you are why we are here, and we’re so very honored to work to with you to advance our shared profession.

Onward! And have a great HighEdWeb 2014!

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.

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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.
STAY CONNECTED

Twitter HighEdWeb #heweb14
Website 2014.highedweb.org
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Convention Center WiFi
SSID: HighEdWeb Annual Conference Password: heweb14

Track Codes and 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
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HIGHEDWEB ACADEMIES

http://www.highedweb.org/academies/

HighEdWeb Academies provide interactive learning experiences in small group settings, featuring workshop-style presentations from leaders in the field.

Each HighEdWeb Academy provides a unique opportunity for 25 attendees to take a deep dive into a specific topic for 1.5 days, and at the end of this intensive experience you’ll gain valuable skills.

This year, HighEdWeb offered three Academies before the Annual Conference:

• The Leadership Academy offers a holistic view of what goes into being a web leader to enhance and develop your skills.
• The Integrated Marketing Academy introduces the concept of integrated marketing communication in the higher education environment and show you ways to implement it on your campus.
• The Technical Academy helps web application programmers learn skills essential to taking their work to the next level, regardless of platform or language preference.

Congratulations to this year’s graduates. We invite you to consider these professional Academies next year.
Because what good is four days with 700 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, 6:00-9 pm
Kick off the 2014 conference in Portland style with games, music, hors d’oeuvres and socializing at Punch Bowl Social.

HighEdWeb AfterDark Monday, 8-11 pm
Cap off your first full-day of conference fun with HighEdWeb AfterDark at Porto Terra Tuscan Grill and Bar in the lobby of the Executive Tower.

Hackathon 2014 Monday, 6 pm
Calling all programmers, writers, designers, project managers – EVERYONE at HighEdWeb! Help us give back to our host city of Portland, Ore., through Hackathon 2014. We’ll join together to create a revamped user experience and revised content strategy for The Coalition for a Livable Future’s Regional Equity Atlas. Fueled by food, beverages, music, prizes, and just the fun of a great project, we’ll help overhaul the Regional Equity Atlas.

Big Social Event Tuesday, 6:30-10:30 pm
Go really green with HighEdWeb as we take in the natural beauty of Oregon at the World Forestry Center. There will be interactive exhibits, grazing food stations, live music and the special one-night-only HighEdWeb Lounge.
The Journal for Higher Education Web Professionals

FOLLOW LIVE BLOGGING OF THE CONFERENCE AT LINK.HIGHEDWEB.ORG
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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ALL I NEED TO KNOW ABOUT SOCIAL I LEARNED FROM THE MUPPETS

by Tonya Oaks Smith

It’s time to play the music. It’s time to light the lights. It’s time to meet the Muppets on the Muppet Show tonight.
Remember those lyrics? Whether or not you were a child of the 70s and 80s – and most of you probably aren’t – you must remember the Muppets from YouTube or updated movies or your older-but-still-hip friends.

The Muppets are not human, but they are terribly humanlike. The conflicts on the weekly variety show, airing in the late 70s and into the 80s, were the stuff of legend for kids of this era. What can we learn about social media from these puppets who showed us how to be better and worse and everything in between? Why do I see the Muppets as such a microcosm of the social web?

Well, these beings – and most Jim Henson creations in general – were instrumental in my growing up. I would watch the Muppet Show every week, never quite knowing why I loved it so much. For me, the Muppets were much more than imaginary friends who appeared on TV and helped me out of jams.

**THEY WERE REAL PEOPLE**

Well, people’s hands in puppets, but you know what I mean. The Muppets were incredibly human to me. As archetypes of the human condition, these characters show the best and worst of each of us.

Far from being make-believe, the Muppets help form one of the realest lenses that we can use to examine social media behavior. To show you, dear readers, how they do that, here are some of the basic tenets that the Muppets can teach us about human behavior both on and off social media.

**STAY GREEN**

Almost every one of us has been confronted with a HIPPO—a highest paid person’s opinion—who asked why we weren’t doing things more like this or that guru or ninja or samurai or whatever. Doesn’t it make you feel like running into the path of a moving car?

Never fear, Kermit said it wasn’t easy being green. The frog also said being green was just fine with him. The fact is that, in this business, we can’t ever know all the things about all the things. That’s fine. It’s a good thing to approach each day, and each new innovation, with a fresh eye.

In all seriousness, who calls him or herself a guru and expects people – except those who make decisions about gurudom – to look at him with a straight face? One of the main points in being a guru is that you can always learn from others. You’re never an expert – not in anything. There’s always a new medium to learn. There’s always a new person to listen to, always a new thing to try.

Stay green. Keep learning, keep growing in the field. It will benefit you as a person and your university more than you know.

**BE YOUR SCHOOL’S KERMIT ARMS**

For our second lesson from the Muppets, I’m going to remind you all of someone we know so well – the naysayer. There’s one in every group: the person who is disgustingly negative. The person who can find NO redeeming thing about anything the university does.

Instead of being happy about the student center getting new tile, she has to fuss about how many more steps it makes her morning walk to avoid the construction area. On social media. Loudly. Incessantly.

Constant negativity wears on anyone who happens to be responsible for the organization’s social media presence. However, enthusiasm is our stock in trade in social media – especially for managing an account for higher education.

We serve as the primary cheerleaders for our organizations. It’s also OK to have negative thoughts about our organizations, but it’s important – as the public face – to present the best case for our institutions.

Don’t let someone else’s bad attitude get you down. Kermit wouldn’t. He’d just throw up the Kermit arms and get on with the enthusiasm. And that’s a very good thing.
We can be like cheerleaders for those little people. Like a squad of cheerleaders, it's the bunch of folks on the bottom of the pyramid that make things strong.

These are your people. Take care of them.

I can't think of a better example of taking care of people – through social media and beyond – than the higher education web community. We support one another and salute one another and lift one another up. Just like a group of cheerleaders building a pyramid. It's our responsibility to lift up those who work to lift our institutions up as well.

Just like we depend on the little people to push our messages forward, we often depend on a team to produce the content that’s important in social media. In order to achieve our strategic goals with social – whether it's encouraging students to apply or alumni to donate – it frequently takes a group of people to come up with an idea and then to carry that idea to fruition.

Kermit couldn’t have signed the “Standard Rich and Famous” contract and he wouldn’t have made it through each week’s Muppet Show without a group of collaborators.

We can’t win without all the people. So, ask your co-workers for ideas on what content they like to see in social media. Seek contributions from your major stakeholder groups and then use them.
There will be trolls

Sometimes, however, it’s readily apparent that you just can’t get a team to stand behind you in your efforts. There will always be naysayers, and there will certainly always be trolls.

Statler and Waldorf will always be sitting in the balcony making negative comments about everything.

At the point where you realize that you have one follower who just won’t quit publicizing every little thing he feels is wrong with your institution, you just have to remember Kermit’s attitude. Statler and Waldorf never did get Kermit down – despite the fact that they never found anything good about the Muppet Show or Movie.

Humans make the show

I have one final lesson from the Muppets to share. Always remember that there are human beings behind every one of those accounts. Most of all, remember that you’re a human being too.

We all make mistakes. We have hard days where we can’t maintain a positive attitude and we inadvertently encourage trolls.

In the end, we’re all just humans. Nothing more and nothing less.

All the people – even trolls – are in that same boat. The best thing we can do through social media is to demonstrate the behavior we’d like to see in the community.

Do it enough, and you’ll get the payback of hearing you’re right about your institution’s investment in social media. You’ll hear that it does help build teams and affinity and results for your organization.

And in the end, isn’t that why we do what we do in social media in the first place?

Weird can work

In light of the negative that can – and will inevitably – come your way, do you modify what you inherently are?

Here, we definitely need to take a lesson from Gonzo – whatever he happened to be.

Gonzo couldn’t be normal to save his own life – or the life of his beloved chicken, right? He was unapologetically weird; Gonzo wears the different like a badge of honor. That comes back to how we should behave on social media as individuals and as representatives of our institution.

Being weird – or our own unique selves – helps others know if they want to engage with us. If we give an accurate picture of ourselves, or our universities or institutions, then we help those who would best fit in with us find us.

My institution is not right for everyone – none of yours are. But when we talk about those things that make us weird, then we’ll get the right kind of students and we’ll make alumni remember why they love us in the first place.

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Questions for Dr. Moira Gunn

How are schools treating women in technology disciplines today, versus when you were at Purdue to earn your doctorate?

This is an interesting question. And there are several ways to answer it. First of all, we can all count the numbers. There weren’t many women in the MS Computer Science program, and then I went on to become the first woman to get a PhD in Mechanical Engineering. To my surprise, it was another 17 or so years before there was another female PhD in ME at Purdue.

But even looking at the numbers, what do they mean? Is it only a win if women are 50/50? Let’s be clear. The disciplines of technology, engineering, computer science, etc. have been traditionally male. We know that male brains have been neuroscientifically measured to demonstrate a tendency in left brain processing, including alphabet letters, words, math, analytical processing, etc. And female brains have been measured as having right brain tendencies, including pictures, emotions, empathy, etc. These are tendencies, but let’s not avoid them for political correctness sake. This means that the educational systems for traditionally male fields necessarily reflects the creators – who had male brain tendencies. It is clear to me that the
women who do well have sufficient capabilities
in left brain capabilities – such as math – to pass
the traditional male educational subjects. I did.
Without them, you can’t begin to approach the
subjects. At the same time, celebrating the right
brain capabilities, the tendency to create a picture
or a visual concept is a valued capability for
any engineer. The ability to sense how people
will respond to a design – both positively and
negatively – is an undeniable asset for an engineer.

Today Purdue is enjoying the benefits of its
second female dean of engineering. In truth, the
incorporation of all human capabilities is under
way – extending early to such previously unheard
of learning objectives as teamwork skills. The
inclusion of female deans and faculty will without
a doubt evolve the nature of education in the
fields of technology and engineering. They will
become a place which will include all tendencies,
where all aspects of being a human improves
the art and science of being an engineer or
technologist.

Will it end 50/50? Good question. Once all
aspects of being human are incorporated in the
educational field of engineering and technology
we have done our best. Then we’d have to answer
the question: Given all humans, who had the right
mix of capabilities to be good engineer? That will
answer how many of us humans can/should be
engineers, and then — of that mix — how many
happen to have which gender?

HOW WELL DO YOU THINK COLLEGES AND UNIVERSITIES ARE
USING PERSONAL TECHNOLOGY TODAY?

Colleges and universities are being pushed
by the technical capabilities of their students!
There’s no turning back here!

From my experiences as a professor, the mish-
mash of technical support capabilities (brand
names galore) are a bit of a hassle. I’ve used three
different systems now. None shine through. Each
have their advantages and disadvantages. Most
are restrictive. Still, the ability of students to see
how they are doing, and to share their educational
experience with each other, is unprecedented
and clearly helpful. I must say that the single
biggest block to utilizing technologies is the
faculty. It is sometimes a generational thing,
who don’t understand how to teach with wiki’s,
etc. And on the flip side, there are some who
use the technology to constantly reduce their
presentation time – phoning it in! Today, as has
always been the case, teachers who commit
themselves to great teaching, and now include the
best of the tech given their course frameworks,
are the engine which drives inspired, motivated
students. That’s the goal, and in general, it’s better
than ever.

IS THERE ANYONE YOU’VE BEEN DYING TO INTERVIEW ON YOUR
SHOW THAT YOU HAVEN’T BEEN ABLE TO LAND YET?

Tough one. That list has shrunk to nothing. If I think
of one, I’ll be sure and mention it at the event.

WHAT WAS THE BEST LESSON YOU’VE LEARNED ABOUT
TECHNOLOGY AND EDUCATION FROM SOMEONE YOU’VE
INTERVIEWED?

I think the best tech-innovation-management
interview is a recent one that I did with Ed
Catmull, the President & CEO of Pixar Animation
and Disney Animation. As for both tech and
education together, I’d go with Sal Khan, founder
of Khan Academy. He’s a teacher through and
through, and how he made his way from tutoring
family members to changing how education is
done bears appreciating. Ignore the trappings
– how many videos, how many people, etc. His
intention to educate each single person is the
seed which causes Khan Academy to flower.

DO YOU BELIEVE THAT PERSONAL TECHNOLOGY HAS ENHANCED
OR HINDERED THE PERSONAL CONNECTIONS WE MAKE WITH
OTHERS?

In my mind, personal technology has enabled
us to make stronger personal connections on
every level, as humans have never been before.
I find that those who criticize the technology
for dehumanizing and depersonalizing human
communications … don’t understand the
technology and what it is doing. The next time
someone is complaining about this – go ahead,
ask them if they actually use it …

ARE WE TRULY READY FOR WEARABLE TECHNOLOGIES LIKE
GOOGLE GLASS AND SMART WATCHES?

No, on Google Glass. Not now. Not likely ever,
unless it changes function, design, security and
easily visible human interactive cues so people
know they aren’t being recorded or broadcast.
Smart watches? Good question. Let’s wait a year,
and we’ll know more. I’m glad I don’t have to
wear a watch. Time is everywhere. But I also like
my tablets smaller, and my text a little larger.
We’ll all see together!

DO YOU HAVE CARL KASSELL’S VOICE ON YOUR VOICEMAIL
MESSAGE? AND IF NOT, WHY NOT?

It’s like secret Santa. I pulled my own name in the
NPR voicemail recording lottery.
How much “funny” should colleges and universities be trying to deliver to their audiences?

On a scale of Ned Flanders to Krusty I’d say Barney Gumble.

You’re so many people’s favorite nerd. Who is yours?


In your self help book “The Nerdist Way: How to Reach the Next Level (In Real Life)” you argue that video games have value. Are higher education institutions tuned in enough to video games and gamification?

It’s been a while since I’ve been at a “higher education institution” but I would hope that they see the benefit in gamifying at least some of the education process. Video games just happen to be a language through which we communicate now. I’m not saying that Ivy League schools are going to teach Physics GTA-style but if we’re going to play video games ANYWAY why not sneak some knowledge nuggets in there? Maybe Minecraft with Math.

Who is the interview you most want on the podcast but haven’t landed yet?

BILL MURRAY.
YOU’VE WORN SO MANY DIFFERENT HATS FROM MTV GAMESHOW HOST TO ENTREPRENEUR IN YOUR LIFE. AND THESE DAYS YOU’RE SEEMINGLY IN 37 PLACES AT ONCE. HOW DO YOU ASSESS YOUR OWN PRIORITIES AND KEEP EVERYTHING STRAIGHT? ANY TIPS FOR THE OVERWORKED WEB FOLKS AT THIS CONFERENCE?

Color-coded calendaring is a must. Also understand your “task optimization zone,” in other words, how long, on average, it takes you to get the best work out of yourself in what timeframe. Give yourself breaks throughout the day, get done whatever you can get done and don’t be too hard on yourself.

WHAT TECHNOLOGICAL CHALLENGE WOULD YOU LIKE TO SEE THE INTERNET TACKLE NEXT?

Compassion! I would like to see the Internet evolve in such a way that reminds people that they’re communicating with other human beings and to treat them as such. Also no more wires anywhere.

WHAT SHOULD I HAVE ON MY NEXT BURRITO?

Going Green With
CONTENT STRATEGY

By Donna Talarico
The highest number of LEED certified buildings in the county (175).

Two-hundred fifty miles of bike paths and lanes.

The first major U.S. city to ban plastic bags.

With its 92,000 acres of green spaces, Portland, Oregon, is not just shades of olive, emerald and lime on the outside; the Pacific Northwest city also has one heck of a green mentality.

We higher ed web professionals can take a cue from environmentally friendly communities such as the ‘Beervana’ that is home to this year’s annual conference. By thinking of those ever-touted R-words—reduce, reuse, recycle—we can get creative and become more efficient as we grow our content strategy.

Reduce...Your Energy Use

Corie Martin, director of creative web services in the Office of Public Affairs at Western Kentucky University, has been a self-described “party of one” for about six years; she now has an assistant, but it’s still challenging to develop, create and curate content with limited time and money. Her solution? Reach out to her campus community.

“There is great talent that’s underused,” she said. “Maybe there’s an office associate who’s an awesome blogger...”

She said the idea behind it all is that others—even if their official job isn’t to create or inform content—have the desire, willingness and ability to share.

“It’s win-win. You get the word out and they’re helping us,” said Martin, who is speaking about collaboration at HighEdWeb 2014, Monday, Oct. 20 at 4:15 p.m.

This practice not only generates actual content, but also content ideas. Martin laughed as she said it’s a running joke that, sometimes, the department responsible for sharing news is often the last to know about the news.

Martin’s team partners with other university departments on content initiatives in other ways as well. For example, WKU’s enrollment management office contributes dollars to a Facebook application. Budget sharing helps ease the burden of limited expense accounts and prevents duplication of efforts.

“Individually, none of us have the time to pull off big projects on our own,” she said. But, together, we can make great things happen.”

While arguably not as fun or warm and fuzzy as creating and sharing content, evaluating administrative processes can reduce clunky or unnecessary efforts in content strategy that prevent us from getting work done. Jesse Lavery, director of web communications at Allegheny College in Pennsylvania, knows all about this—he calls them “time sucks” and will speak about them and automation tactics at the conference Tuesday at 3 p.m.

Lavery and his team implemented a few free or low-cost productivity tools to help manage ideas and assignments. For example, an internal system brings RSS feeds from other college-related websites, which, he said, removes a lot of leg work from searching for story ideas. His team also uses the task management system Asana for assignments and project milestones.

Reduce takeaway: pool resources and streamline processes so you can spend less time organizing and more time creating and sharing.

Reuse... What You Already Made

Lavery says he “makes a deliberate effort to think about how to reuse content” from the point of inception. He and the rest of the newly reorganized College Relations department meet weekly about “stories on the horizon.” Bringing together people from different areas—media relations, social media, magazine, web and print—means more ideas on how to get content in more places.

“We try to think of stories in a platform- or medium-agnostic way,” he said. “Assuming we have enough advance notice, we try to think of multiple uses for stories and also account for future, unforeseen uses.”

“Individually, none of us have the time to pull off big projects on our own. But, together, we can make great things happen.”

– Corie Martin
For example, Lavery explained that a prominent alumnus is returning to campus for a lecture and reception. His game plan?

“We’re going to have someone from our social media team there to post a few photos or quotes in real time. We’ll also have our videographer there filming; we don’t have a specific use for that immediately, but it could be used in any number of upcoming video projects,” he said. “And we’ll have a writer there who will sit down with the alum after her speech for an interview that will be used as the basis for an article in the alumni magazine.”

Web content—specifically graphics—also can be reused in interesting ways. Danilo Yabut, director of web and new media strategy at Elizabethtown College in Pennsylvania, worked with the school’s information technology services (ITS) department to create content for the half-dozen digital displays located around campus.

“We reuse our hero graphics from the .edu homepage and gateway pages,” he said, adding that the image sizes were thoughtfully considered so that the content and calls to action show up properly on the website and on the larger TV screens.

This collaboration also saves manpower hours; rather than members of the ITS team looking for content ideas for student-centric announcements and designing graphics (not that department’s forte), ready-made, quality, marketing-oriented messaging and design work is created once and used across mediums. This offers an important bonus benefit, too: unified imaging and messaging.

Reuse takeaway: plan ahead to find multiple uses and mediums for content.

Recycle.... Your Content into Multiplatform Goodness, or “Else!”

Recycling, in the context of our article, is similar to reuse, but differs because you’re taking an existing “something” and turning it into something else. That “else” is top of mind for Yabut, constantly.

“What else can we use this for?” is a common question he asks whenever he’s on a video shoot. What might be footage for an online extra for the College’s alumni magazine could also serve as a promo for an academic department.

“We can clip it all down at one time,” he says of asking a student or faculty member an extra interview question or two for later use. Also, b-roll and other footage can be re-edited in new ways to create a completely different video. For example, you could take pieces of many different student event videos and put them together for a single “college traditions” video.

“*We try to think of stories in a platform- or medium-agnostic way.*”

– Jesse Lavery

A little northwest to E-town, Lavery also has been known to inquire “what else?” As noted, he likes to plan ahead, but he also is prepared
for the spontaneity social media monitoring can bring. For example, an Allegheny biology professor Lavery follows on Twitter posted that his amphibian research was being published in the international journal Nature; he immediately retweeted it.

It just morphed from there,” explained Lavery, adding that his team thought his paper and its publication merited a news release and more casual social media posts. If the idea wasn’t recycled enough, his team then took “live streaming” quite literally: a college videographer followed the professor and students knee-deep into a small stream and into labs during summer research on toads and salamanders. This resulted in “Saving Kermit,” a promotional video featuring a faculty expert and two student-researchers, which could be used in many places, many ways.

But let’s remember that the idea came serendipitously from a random tweet—Lavery’s office was not aware of this impressive publication: a fact that echoes Martin’s “last to know” joke. Having ears to the ground is important. Lavery, once again using tools to save time, keeps columns in TweetDeck, arranged by lists or specific keywords, so he can constantly keep an eye out on future recyclable ideas.

Online content can be recycled into use for print—and vice versa. For example, many colleges and universities pull social media posts and anecdotes into Commencement or other event recap print spreads.

Thinking “green” when approaching content—like Martin, Lavery and Yabut—helps the environment—our environment: the web. Lavery probably speaks for many higher education web professionals when he says, “We’re not perfect. There’s a lot we miss.”

But, just as Martin is confident that cross-campus collaboration is a secret weapon in content strategy, he’s hopeful that Allegheny’s approach will nurture a new mentality.

“We’re trying to shift the campus culture, office by office, event by event, and show that by working together we can tell much more compelling stories.”

Note: The facts and figures from the article’s opening came from Business Insider and Green City Times.
On every campus there are content pools—places where content lives and is waiting to be found. Diamond-in-the-rough content can be rescued from:

- Admission blogs.
- Semi-annual newsletters published by academic departments.
- Last year’s Twitter posts.
- This month’s student newspapers.
- Recurring email messages sent to current parents.
- New student orientation materials.
- Today’s photos from a Greek Life Facebook page.
- Annual fund letters.

Look all around your campus for pools of content. Rescuing from a content pool leaves you with content that has potential. You’ll find content needing a little polish but definitely providing a head start as you try to keep up with producing more and ever changing content to enhance your brand and marketing efforts. Be aware: The content you can use often hides within paragraphs of longform text.

Rescuing content as part of a green content strategy is different than curation. Curation selects polished content for the right place, at the right time. Rescue comes before curation.

As you search for content to rescue, give top priority to imagery. Forward-thinking .edu sites rely on photography that romances and captions that pack a punch. More and more, home and landing pages on websites are visual. Visual content is more successful at making the case; it is an immediate, powerful, and memorable expression of your brand.

The companion to visual content is less text! Say just enough and say as little as possible. Going green with your content strategy means diving into the pools of content on your campus and coming up with raw bits of wonderfulness. When you rescue content, the easiest next step is to transform it into microcontent:

- The two-page alumni profile in your magazine becomes the perfect photo accompanied by an inspirational quote.
- The 500-word article about an annual campus tradition in the student newspaper becomes a #hashtag and a photo mosaic.
- A current parent’s comment on Facebook becomes a typographic design element on a web page for prospective families.
- The career center’s survey data about outcomes becomes the backbone for digestible and compelling infographics.

Microcontent can stand on its own and often is more enduring. Use evergreen microcontent to reinforce your reputation. Forget the “Read more” link. Just allow the content bit to make an impression and then get out of the way.

With a little work, everything old is new again. A green content strategy includes Reduce, Reuse, Recycle. And, advisedly, Rescue.

Content is everywhere. Sometimes you just need to rescue it from it’s original state.

IceNineJon, gmayster01, Flickr
# SUNDAY, OCT. 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 AM</td>
<td>Conference Check-In and Information</td>
<td>Grand Ballroom Foyer</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>Lunch for Academy Attendees, Pre-Conference Workshop Attendees and Presenters</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>Workshops</td>
<td></td>
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<tr>
<td></td>
<td>Developing and Maintaining Web Content: An Idea Generating Workshop</td>
<td>Skyline I</td>
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<tr>
<td></td>
<td>Video Production Workshop</td>
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<tr>
<td></td>
<td>WordPress &amp; Higher Ed Get on Track with Content Strategy</td>
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<tr>
<td></td>
<td>Is my .edu accessible?</td>
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<tr>
<td>5:00 PM</td>
<td>Conference Welcome and Orientation Session</td>
<td>Grand Ballroom</td>
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<tr>
<td>6:00 PM</td>
<td>Welcome Reception</td>
<td>Punch Bowl Social, 340 SW Morrison Street</td>
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# MONDAY, OCT. 20

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:00 AM</td>
<td>Breakfast</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>7:30 AM</td>
<td>Conference Check-In and Information</td>
<td>Grand Ballroom Foyer</td>
</tr>
<tr>
<td>8:30 AM</td>
<td>Novice to Pro: The Journey of a Self-taught Web Developer</td>
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<td></td>
<td>WordPress and Beer: Homebrew Web Applications with WP</td>
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<td>Website Deathmatch - What I Learned by Choosing My NCAA Winners Based on Websites</td>
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<tr>
<td>8:30 AM</td>
<td>Scrum Hell or High Water: 3 Easy Ways to Make Agile Efforts More Effective</td>
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<tr>
<td>9:00 AM</td>
<td>Words of Wisdom from 100 Tech-Savvy Students</td>
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<tr>
<td>9:00 AM</td>
<td>There Are No Break Points in Your Web Strategy: Going Responsive Without Screwing Everything Up</td>
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<tr>
<td>9:30 AM</td>
<td>It Takes a Village: Moving Toward Mobile</td>
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<td></td>
<td>Moving to Git-based Version Control with Small Teams</td>
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<td>Engaging Prospective College Students and Their Parents Online: New 2014 E Expectations Findings</td>
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<tr>
<td>9:30 AM</td>
<td>Mix it up! The Art of Remixing Content</td>
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<td>Talk MOOC to Me</td>
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<td>Let's face it: We're not Sixteen Anymore</td>
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<tr>
<td>9:30 AM</td>
<td>The No-Good, Terrible, Very Bad Web Form</td>
<td></td>
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</tbody>
</table>

# SCHEDULE AT A GLANCE

- **#AIM - Pavillion Ballroom East**
- **#DPA - Pavilion Ballroom West**
- **#MCS - Galleria**
- **#MPD - Skyline II**
- **#TIE - Skyline I**
- **#COR - Skyline III**

- **#WRK2**
- **Skyline I**
- **#WRK3**
- **Grand Ballroom Parlors**
- **#WRK4**
- **Galleria North**
- **#WRK5**
- **Skyline II**

**#AIM - Pavillion Ballroom East**

**#DPA - Pavilion Ballroom West**

**#MCS - Galleria**

**#MPD - Skyline II**

**#TIE - Skyline I**

**#COR - Skyline III**
## Monday, Oct. 20

<table>
<thead>
<tr>
<th>Time</th>
<th>Activities</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>10:15 – 10:45 AM</td>
<td>Refreshment Break</td>
<td></td>
</tr>
<tr>
<td>10:45 – 11:30 AM</td>
<td>Node.js + Higher Ed = Awesome! #AIM3</td>
<td><strong>DPA</strong> – Pavilion Ballroom West</td>
</tr>
<tr>
<td></td>
<td>Building (or Choosing) an Accessible Media Player #DPA3</td>
<td><strong>MCS</strong> – Galleria</td>
</tr>
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<td></td>
<td>Own the Second Paragraph #MCS3</td>
<td><strong>TIE</strong> – Skyline II</td>
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<tr>
<td></td>
<td>Playing Politics: How To Get Exactly What You Want at Any Given Time #MPD3</td>
<td><strong>UAD</strong> – Broadway</td>
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<td></td>
<td>The Library Who Came In From The Cold #TIE3</td>
<td><strong>COR</strong> – Skyline III</td>
</tr>
<tr>
<td>11:45 AM – 12:30 PM</td>
<td>Connecting Reusable Disconnected Content: Our CampusData Project #AIM4</td>
<td><strong>DPA</strong> – Pavilion Ballroom West</td>
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<td></td>
<td>Fix All The Map Data! #DPA4</td>
<td><strong>MCS</strong> – Galleria</td>
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<td>Be Yourself: Embrace Authentic Content #MCS4</td>
<td><strong>TIE</strong> – Skyline II</td>
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<td></td>
<td>Essential Strategies for a Student-Staffed Social Team #MPD4</td>
<td><strong>UAD</strong> – Broadway</td>
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<td></td>
<td>Get with the Program: Building Better Program, Major and Degree Pages #TIE4</td>
<td><strong>COR</strong> – Skyline III</td>
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<tr>
<td>12:30 - 1:45 PM</td>
<td>Lunch, sponsored by Formstack - Grand Ballroom</td>
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<tr>
<td>1:45 - 2:45 PM</td>
<td>General Session: Dr. Moira Gunn, Host of NPR’s “Tech Nation” and “BioTech Nation” radio programs - Grand Ballroom</td>
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<tr>
<td>3:00 – 3:45 PM</td>
<td>Automate All the Things with Yo, Grunt and Bower #AIM5</td>
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<td>Navigating a Diverse Campus #DPA5</td>
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<td>No Better Time Than “NOW”: Telling the Story of How We’re Telling our Story #MCS5</td>
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<td>Jude’s Law #MPD5</td>
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<td>Focusing on Student Success #TIE5</td>
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<td>What Does the Web Say? Thinking about Sound and the Internet #UAD5</td>
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<td>Dude, Where’s My Future? Self Service Solutions for Tomorrow’s New Students #COR5</td>
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<tr>
<td>3:45 – 4:15 PM</td>
<td>Refreshment Break</td>
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<tr>
<td>4:15 – 5:00 PM</td>
<td>Sign, Sign, Everywhere a Sign: Easy Digital Signs with WordPress and Raspberry Pi #AIM6</td>
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<td>Beyond the Buildings: A New Generation of Campus Maps #DPA6</td>
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<td>All Together Now: Mindfully Integrating an Increasingly Disparate Brand #MCS6</td>
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<td>That IS Your Problem! Creating a Collaborative Campus #MPD6</td>
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<td>Speaking the Students’ Language: Using Smart Phones &amp; Apps to Enhance Learning in the Classroom #TIE6</td>
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<td>Prototyping with WordPress: No Coding Required #UAD6</td>
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<td></td>
<td>To Be Announced #COR6</td>
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<tr>
<td>5:00 – 8:00 PM</td>
<td>Dinner on Your Own</td>
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<tr>
<td>6:00 PM – 3:00 AM</td>
<td>Hackathon - Salon Ballroom, Executive Tower</td>
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<tr>
<td>8:00 – 11:00 PM</td>
<td>HighEdWeb After Dark - Porto Terra Tuscan Grill and Bar, Executive Tower</td>
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<tr>
<td>Time</td>
<td>Event</td>
<td>Location</td>
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<tr>
<td>7:30 AM - 1:45 PM</td>
<td>Conference Check-In and Information - Grand Ballroom Foyer</td>
<td>Grand Ballroom</td>
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<tr>
<td>7:30 - 8:30 AM</td>
<td>Breakfast - Grand Ballroom</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>8:30 – 9:15 AM</td>
<td>Don’t Like Your Google Search Interface? Make your Own! #AIM7</td>
<td>Pavilion Ballroom East</td>
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<tr>
<td></td>
<td>Confessions of a CMS Generalist #DPA7</td>
<td>Pavilion Ballroom West</td>
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<td></td>
<td>The Voyage of the Beagle: Biology, Evolution, and Content Strategy #MCS7</td>
<td>Galleria</td>
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<tr>
<td></td>
<td>Agile in Higher Ed? Yes You Kanban! #MPD7</td>
<td>Skyline II</td>
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<tr>
<td></td>
<td>Much of a MOOC-ness: What Have We Learned So Far? #TIE7</td>
<td>Broadway</td>
</tr>
<tr>
<td>9:00 AM - 5:00 PM</td>
<td>Sponsor Exhibits Open - Plaza Foyer</td>
<td>Plaza Foyer</td>
</tr>
<tr>
<td>9:30 – 10:15 AM</td>
<td>Extreme APIs for a Better Tomorrow #AIM8</td>
<td>Pavilion Ballroom West</td>
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<tr>
<td></td>
<td>Reimplementing Drupal in Place #DPA8</td>
<td>Pavilion Ballroom East</td>
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<td>Digital Fundraising on the Social Web #MCS8</td>
<td>Galleria</td>
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<td></td>
<td>Beyond the Screen #MPD8</td>
<td>Skyline II</td>
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<td></td>
<td>Now You’re Speaking My Language! Overcoming Barriers to Technical Collaboration #TIE8</td>
<td>Skyline I</td>
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<tr>
<td></td>
<td>Try Before you Buy: User Experience Testing in Your RFP Process can Save You Time and Money #UAD8</td>
<td>Broadway</td>
</tr>
<tr>
<td>10:15 – 10:45 AM</td>
<td>Refreshment Break</td>
<td></td>
</tr>
<tr>
<td>10:45 – 11:30 AM</td>
<td>Let Your Data Run Free and Run Your University #AIM9</td>
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<td></td>
<td>Multi-headed Drupal #DPA9</td>
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<td>All ‘Grown’ Up: Social Media Maturated #MCS9</td>
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<td>Human at Work or: How I Learned to Stop Worrying and Get Better at My Job #MPD9</td>
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<td>The Content is the Experience: Lessons in Creating a Student-Centered Student Affairs Website #TIE9</td>
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<tr>
<td>11:45 – 12:30 PM</td>
<td>Taking the Web Offline #AIM10</td>
<td></td>
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<tr>
<td></td>
<td>Where did all my cache go? #DPA10</td>
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<td></td>
<td>Is Tumblr Right for Your School? #MCS10</td>
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<td>Lessons from Other Sectors in Driving Culture Change. Or, How to Stop Working the HE Way #MPD10</td>
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<td>Making Love to the Admissions Staff: Enrollment Management 101 for Web Professionals #TIE10</td>
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<tr>
<td></td>
<td>Authors Are People, Too #UAD10</td>
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<tr>
<td></td>
<td>TERMINAL FOUR Higher Education Web Survey - The Results #COR10</td>
<td></td>
</tr>
</tbody>
</table>

#AIM - Pavillion Ballroom East  
#DPA - Pavilion Ballroom West  
#MCS - Galleria  
#MPD - Skyline II  
#TIE - Skyline I  
#UAD - Broadway  
#COR - Skyline III
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30 - 1:45 PM</td>
<td>Lunch, sponsored by OmniUpdate - Grand Ballroom</td>
</tr>
<tr>
<td>2:00 – 2:45 PM</td>
<td>Moving to the Client - Writing Full Applications in JavaScript #AIM11</td>
</tr>
<tr>
<td></td>
<td>Just Another Bughunt? Tools to Improve Your Site Without Nuking it from Orbit #DPA11</td>
</tr>
<tr>
<td></td>
<td>Your Website is the Next Social Medium #MCS11</td>
</tr>
<tr>
<td></td>
<td>Things I F#$!d Up - Stories from a Young Designer #MPD11</td>
</tr>
<tr>
<td></td>
<td>Flipping the Classroom through Blended Learning #TIE11</td>
</tr>
<tr>
<td></td>
<td>Cardsorting for Humanities: Context in Usability Testing #UAD11</td>
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<tr>
<td>3:00 – 3:45 PM</td>
<td>Building a Room Reservation System with a $0 Budget #AIM12</td>
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<tr>
<td></td>
<td>IT Orchestration/Automation/DevOps with Ansible #DPA12</td>
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<tr>
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<td>Centralized or Decentralized? The Hybrid Social Media Approach #MCS12</td>
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<tr>
<td></td>
<td>Better Living Through Automation: Defeating Time Sucks and Doing Better Work #MPD12</td>
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<tr>
<td></td>
<td>Chunking and Flipping: What Do Teachers Know about Content Delivery That You Don’t? #TIE12</td>
</tr>
<tr>
<td>3:45 – 5:00 PM</td>
<td>Poster Sessions and Refreshment Break - Grand Ballroom</td>
</tr>
<tr>
<td>6:30 – 10:30 PM</td>
<td>HighEdWeb Big Social Event - World Forestry Center, 4033 SW Canyon Road</td>
</tr>
</tbody>
</table>

**LiveWhale Calendar** is a full-featured web calendaring solution used by colleges and universities around the world.

It integrates all the calendars you’re already using into a great-looking, responsive campus calendar, and it’s compatible with any CMS.

It helps your school promote events and attract prospects by incorporating image galleries, maps, social media, and storytelling.

It has all the stuff that modern technology is supposed to have, including a robust API that’s easy to work with.

It is incredibly simple to use and requires very little training.

**Pricing** is very straightforward. Managed cloud hosting is available. Unlimited product support is included with every license.

It’s calendaring for colleges, universities, and you. Come by the LiveWhale booth, check out our presentation, or visit livewhale.com/calendar to learn more.
<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 - Grand Ballroom</td>
<td></td>
</tr>
<tr>
<td>8:30 - 8:45 AM</td>
<td>Red Stapler (Best of Track) Announcement - Grand Ballroom</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>9:00 - 1:00 PM</td>
<td>Sponsor Exhibits Open</td>
<td></td>
</tr>
<tr>
<td>9:00 - 9:45 AM</td>
<td>Best Track Presentation #AIM #DPA #MCS #MPD #TIE #UAD</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>9:45 - 10:00 AM</td>
<td>Refreshment Break - Grand Ballroom</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>10:00 - 10:30 AM</td>
<td>Awards and recognitions including Best of Conference Award - Grand Ballroom</td>
<td>Grand Ballroom</td>
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<tr>
<td>10:30 - 11:30 AM</td>
<td>General Session: Chris Hardwick, CEO of Nerdist Industries - Grand Ballroom</td>
<td>Grand Ballroom</td>
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<tr>
<td>11:30 AM - 1:00 PM</td>
<td>Lunch, sponsored by Promet Source - Grand Ballroom</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>9:45 - 10:00 AM</td>
<td>Finding Your Way: Fixing (Conflicting) Map Data and Building an Interactive Campus Map #WRK6 Broadway I/II</td>
<td>Grand Ballroom</td>
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<td>Navigating Social Media in Higher Education #WRK7 Broadway I/II</td>
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<td>A Nuts-and-Bolts Introduction to Client-side Interactivity with jQuery and AJAX #WRK8 Broadway III/IV</td>
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<td></td>
<td>Responsive web design - Getting Beyond the Basics with Google Analytics: Supercharge Your Insights With Universal Analytics, Google Tag Manager #WRK10 Galleria North</td>
<td>Galleria South</td>
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<tr>
<td></td>
<td>#WRK5 Galleria South</td>
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<td></td>
<td>#WRK9 Galleria North</td>
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#AIM - Pavillion Ballroom East  #DPA - Pavillion Ballroom West  #MCS - Galleria  #MPD - Skyline II  #TIE - Skyline I  #COR - Skyline III  #UAD - Broadway
YOU PROBABLY STOPPED LOOKING AT THIS AD LIKE, FIVE SECONDS AGO.

WWW.NWCTY.COM
CONFERENCE SCHEDULE

SUNDAY          OCT. 19

11:00 a.m. - 5:30 p.m.
Grand Ballroom Foyer
Conference Check-In and Information

12:00 - 1:00 p.m.
Grand Ballroom
Lunch for Academy Attendees, Pre-Conference Workshop Attendees and Presenters

1:00 - 4:30 p.m.
Galleria South
Developing and Maintaining Web Content: An Idea Generating Workshop
Doug Tschopp
Entrepreneurial Center Director
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.

#WRK1

#WRK2
Grand Ballroom Parlors

#WRK3

Video Production Workshop
Brad Mitchell
New Media Producer, Missouri State University

Content marketing requires that we tell the stories of our institutions through an engaging, visual medium. Video production is now an expected component of digital content strategies.

But how do you make the right choices when it comes to camera placement, recording audio, lighting and, most importantly, working with talent to capture great interviews to tell those stories? This workshop will focus on best practices when conducting video interviews.

Topics will include choosing the right camera positions and angles to engage your audience, the steps of filming an interview from pre-production to post, and how to ensure your talent is comfortable enough to tell their stories during the interview process. This workshop will include live demonstrations of various equipment and set-ups, along with hands-on audience participation.

Wordpress and Higher Ed
Curtiss Grymala
University of Mary Washington

You’ve probably read the critiques about WordPress: “It’s a blogging tool,” “It’s not secure,” “It’s only for people who don’t know how to code,” and “It’s free, so it must be full of bugs.”

The reality is WordPress has grown into a mature, full-featured web application tool, capable of running the simplest of microsites all the way to the most complex University sites, and all the stops in-between. There is a robust ecosystem of developers, users and service providers who develop many different types of websites in WordPress. In fact, nearly 19% of websites today run on WordPress!

This workshop will bust the myths of WordPress, and provide examples of how it is being used in a myriad of ways in higher education, from content management to learning management to intranets and more. The interactive workshop will include data sharing and real-life examples of WordPress sites.

Attendees are encouraged to share their WordPress projects, experiences and best practices with a cohort of fellow higher ed developers, designers, communicators and marketers. Attendees are also encouraged to come prepared with questions about WordPress projects, how best to implement them and whether or not WordPress is appropriate for those projects.
In higher ed, we face huge challenges wrangling web content-deploying a wide range of communications to multiple audiences amid ever-shifting priorities, technologies and politics. How can we not only get it done, but get it done in a way that is engaging, effective and sustainable? Content strategy provides a framework for addressing these challenges. But whether you’re part of a large web team or a one-person-band wearing all the web hats, it’s easy to feel like content strategy is out of reach. It can appear abstract, confusing and hard-to-start. Let us break it down for you and get you on track to develop a sustainable content strategy that meets the unique needs of your institution and its web users.

By coupling straightforward explanations with hands-on exercises, you will learn how content audits, editorial calendars, style guides, measurement plans, content governance plans and other content strategy processes and deliverables can help bring sanity to your web content creation and planning. We will also discuss the power of relationships and community building in ensuring the ongoing success of your content efforts.

Let’s face it, your website must be accessible to meet the Americans with Disabilities Act (ADA) requirements. But do you know how to spot accessibility barriers? This workshop will arm you with the accessibility avenger tool belt.

Don’t have a budget for accessibility? This workshop will focus on free tools. By the end of this session, you will feel like you have accessibility heat vision! You will know how to quickly test a page to see if it is accessible.

If you are new to accessibility, you will gain valuable insight into testing techniques and leave this workshop knowing how to invoke the Accessibility Easy Button. Even if you have been around a while, this workshop will provide new testing techniques for quickly evaluating your websites.
Vineyard says he had almost no context for getting a programming language to work. Best of all, he was programming PHP in Dreamweaver on Windows XP (yeah, baby!). The work he does today is drastically different from the work he was doing then. Vineyard utilizes tools like virtual machines, command line utilities, pre-processors, and package managers. How did he get here? How do others get here?

In this session Vineyard will tell you about the journey he’s taken to becoming a self-taught, professional PHP web developer and give you hints on where he thinks the web development industry is going next. He will highlight the use of DevOps and testing, future frameworks and tools, and statements from thought leaders. From a leadership perspective, too, he’ll talk about how to keep your co-workers and followers from making the same mistakes he made. Vineyard will also give tips on how to encourage their personal growth into the awesome world of web development.

Every beer on the planet is made from the same four ingredients: hops, water, barley and yeast. Similarly, WordPress is built around a small feature set (posts, pages, media and tags), but from these you can build anything from a single blog to a major news network. We’ll look at how to take it a step further - adding and removing features to create web applications that act in entirely new and surprising ways. In this 45-minute session we will look at the similarities between everyone’s favorite blogging platform and everyone’s favorite alcoholic beverage. Together, we’ll explore what makes these items so versatile and extendable. Using examples, Nagmay hopes to show how WP can help you create web applications better and faster than traditional platforms.

WordPress is an incredible platform for building full-featured, customized web applications. There are a variety of techniques for picking the NCAA winners. Some choose their favorite colors, the underdog, or even use actual basketball stats. For the past two years, Pipe has picked her bracket based on the main university websites, using a specific set of criteria for evaluating each website. Pipe will walk through her process, and share what she learned about the current state of web design in Higher Ed along the way. You might be surprised by the winners. Attendees will also discover methods for evaluating university websites, successful ways to implement common university web tasks, and the state of web design in Higher Education.

Do you want to deliver better products and services to a more satisfied client base? Do you think adopting an agile team strategy is the way to achieve those goals? Well buckle up, Dixie cup, and let us explain exactly how your efforts are about to go awry.

Jennifer Chance has spent the past year bringing the agile development model known as “Scrum” to The McCombs School of Business at The University of Texas. She’ll be the first to tell you that it hasn’t been easy. Mistakes and failures are opportunities to learn, though, and those opportunities are even more appealing if you’re not the one doing the failing.

Whether you are considering Scrum, another agile initiative, or none at all, Jen’s no-nonsense approach to a better workflow offers simple,
There Are No Break Points in Your Web Strategy: Going Responsive Without Screwing Everything Up

Rebecca Pugliese
Information Architect, Penn State University

Dave Housley
Manager for Web Strategy, Penn State University

We all know that responsive design is here to stay. We’ve watched that the percentage of mobile visitors climb every month, and it’s a fair bet that nobody at this conference needs to be convinced of the importance of making our sites responsive. But too often, when sites go responsive, they do so in a way that loses or changes their underlying web strategy: recruitment sites become news sites, calls to action go missing, emergency alerts are dropped on mobile devices, or desktop sites become burdensome and difficult to navigate.

Making sites that deliver the same results at 320 and 990 pixels wide is exceedingly difficult. What goes where? What goes away on the phone? What expands or collapses? How do decisions made at the earliest stages of site planning influence what your users will eventually be seeing – and more importantly, doing -- on their phones? All of these are decisions that dramatically affect how users experience your site, what they see, and what they’ll ultimately do.

This presentation will focus on strategies for creating a responsive experience, for new sites and redesigns, while maintaining your overall web objectives.
used by their Mobile Strategy Team to develop a mobile strategy, web resources, and supportive community; resulting in a mobile-aware campus and tremendous growth in responsive websites.

#DPA2 Pavilion Ballroom West

Moving to Git-based Version Control with Small Teams

Waylon Baumgardner
Website Manager, California Baptist University

Version control has become increasingly important as websites have matured into complex, data-driven applications. The execution of a version control solution, especially with smaller teams, can be daunting. This presentation is meant to provide a brief overview of the various reasons for version control, how to properly plan a migration to version control (especially those leveraging content management systems and/or have no version control in place), and how to execute that plan based on first-hand experience. Just because you have a small team does not mean that version control is not important, nor does it mean that it is intended exclusively for bigger teams. Have a small team? You, too, can join the version control club!

#MCS2 Galleria

Engaging Prospective College Students and Their Parents Online: New 2014 E-Expectations Findings

Stephanie Geyer
Vice President, Web Strategy and Interactive Marketing Services, Noel-Levitz

Lance Merker
President and CEO, OmniUpdate, Inc.

In recent years, social media and use of mobile devices by students have changed how prospective college students and parents research and interact with campuses. How can campuses adapt their content and e-recruitment strategies to effectively engage with these very different audiences?

Geyer and Merker will discuss research from a 2014 first-quarter survey of 1000 college-bound seniors and 500 parents; examining the feedback from both groups affecting web and mobile content strategies, recruitment through social media, direct communications such as email and text, and many other essential online and e-recruitment topics. Tracking data from previous E-Expectations studies will also be discussed, showing how student and parental preferences and behavior have changed over time. Attendees will leave the session understanding how they can optimize their strategies and content across multiple digital platforms.

#MPD2 Skyline II

Mix it up! The art of Remixing Content

Conny Liegl
Senior Designer for Web, Graphics and UX Robert E. Kennedy Library
California Polytechnic

You are wearing multiple hats. Have little time. You have a tiny budget.

Revise your workflow, and practice the art of remixing: it will save your valuable time, money and allow you to focus on the really important tasks.

To cultivate a remix mindset means realizing it is okay not to start from scratch every time. Making use of existing resources and materials, and producing a new product by combining or editing them is a creative way to save resources.

We will explore areas of improvement, and boost your daily productivity by identifying duplicated efforts in your organization. Implementing remix strategies and the practice of lean kaizen, will help to transform your organization and implement changes that stick.

CONTENT STRATEGY
DIRECTORS AND MANAGERS
PROJECT MANAGERS

ON A SHOESTRING
WRITERS

2014 ANNUAL CONFERENCE / PORTLAND OREGON
#TIE2

Talk MOOC to Me

Megan Kohler  
*Instructional Designer, Pennsylvania State University*

Lindsey Whissel  
*Producer/Director, Pennsylvania State University*

Hannah Williams  
*Multimedia Specialist, Pennsylvania State University*

Audrey Romano  
*Web Strategist/Designer, Pennsylvania State University*

Massive Open Online Courses (MOOCs) are kind of a big deal, whether you believe the hype or not. Since 2013, Penn State, in partnership with Coursera, has successfully launched five courses to thousands of eager learners. Web professionals have the opportunity to help re-imagine and contribute to their institutions' core mission surrounding alternate learning experiences and global education.

In this session, the presenters will discuss MOOC development, its value to higher ed institutions and how the online educational experience can be improved in a way that provides more effective learning experiences for students.

We’ll touch on topics like:

- How are MOOCs beneficial?
- How can you identify the various resources needed for creating a MOOC.
- Which new and emerging technologies can be leveraged in MOOC development?
- And if you’re already in the MOOC game, what else could you be doing to improve user experience and student success?

#UAD2

Let’s face it: We’re not Sixteen Anymore

Mark Heiman  
*Senior Web Application Developer, Carleton College*

We tend to assume that everyone looks at web pages in the same way, but high school students have a perspective which differs in some important ways from our insider view as adults embedded in higher-ed. As a result, we’re inadvertently sending messages to our prospective students that we don’t intend to send. As part of a redesign process, Carleton’s web team repeatedly tested their home page and those of the school’s peers with randomly-selected college-bound high school students, and the results staggered school officials. Their responses to photos, word choices, design treatments, and common home page elements were consistent, but often at odds with our expectations.

Come learn about Carleton’s research process, our surprising results, and the unexpected design and content choices the audience led the school to make.

#COR2

The No-Good, Terrible, Very Bad Web Form

Cedric Savarese  
*Founder and CEO, Formassembly*

Jaret Manuel  
*Director of Business Development, Formassembly*

Web form design can suck, but it doesn’t have to! In this session, we’ll explore the true horrors of bad form design. We’ll discuss the many things you shouldn’t do with online forms, and what best practices you should follow. You’ll be better equipped to fit your forms into your content strategy, increase engagement, and compel your audience to take action.

### 10:15 - 10:45 a.m.

Refreshment Break

### 10:45 - 11:30 a.m.

Node.js + Higher Ed = Awesome!

Jim Muir  
*Senior Mobile Developer, The Ohio State University*

Such Node.js, much happy, wow!

You might think that Node.js is a newcomer in town, but it has been around for for about 5 years now! Very prominent companies such as LinkedIn, Paypal, Walmart, and Yahoo! have adopted Node.js and are paving the way for it
to become the next major platform. Node.js will make your developers happy and your Rails, PHP and Java developers jealous. Node.js is quickly becoming a highly performing, efficiently coded, happy-developer platform and it fits right into the Higher Ed community. This talk will explore the advantages of using Node.js in Higher Ed. We’ll discuss several use-cases ranging from powering a mobile application to a full-blown web application and how to start the conversation to start using Node.js! Getting started is easy and the power of the Node.js community shines a light on the endless possibilities.
The Library Who Came In From The Cold
Brian Rogers
Web Services Librarian, University of Tennessee at Chattanooga

In many academic institutions, libraries set up and operate their own web shop with impunity. Adrift from the IT mothership, they develop into silos of custom content management systems, unrelated color palettes and makeshift technical solutions. Between them and campus administration lies the weary patron, confused by the uneasy and fraught user experience. But what happens when the library is called back home? Learn how a site-wide redesign instigated the reunification of campus/library websites, and what it took to ensure the relative sanity of all involved.

Rebooting Your Responsive Workflow with Pattern Lab
Dave Olsen
Professional Technologist, West Virginia University

Responsive design is forcing us to reevaluate our design and development practices. It’s also forcing us to rethink how we communicate with our clients and what a project’s deliverables might be. Pattern Lab attempts to provide one tool that allows for both the creation of modular systems that can live beyond the development phase of a project as well as give clients a tool to review on-going work in the place that a site is actually going to be used: the browser.

This talk will introduce you to the features of the Pattern Lab. We will also discuss how it fits into the new development workflow at West Virginia University. Learn how WVU developed its very own “bootstrap” to share common, tested interface patterns across the university. Pattern Lab is Open Source and is based on lessons learned during the latest TechCrunch and Entertainment Weekly redesigns. It is currently maintained by Dave Olsen and Brad Frost. Learn more about Pattern Lab at http://patternlab.io.

Collaborating with GitHub
John Britton
GitHub

In this hands-on talk, we’ll introduce Git and GitHub. We’ll demonstrate how GitHub is used in classrooms as well as campus IT departments. You’ll learn how to make your first contribution to a project on GitHub. We’ll show you how to contribute via the command line, the GitHub desktop application, and the web interface. We’ll also highlight useful collaboration features on the site and how they can be used to improve your workflows.

Connecting Reusable Disconnected Content: Our CampusData Project
Chris Nixon
Director, University of Arkansas

We generate lots of content and manage lots of data in disconnected ways. The University of Arkansas started a project a few years ago called the Campus Data Project. A not seksi name for an incredible foundation with a REST API that lets users tie all kinds of data together that they never could before. From campus maps crossed with the campus directory to a news platform that updates experts lists and research blogs, the team has an ecosystem of useful reusable information getting more valuable with every piece of content added to it.

Nixon will talk about the evolution of this system, how we use it currently, what our future plans are and how we have shared this platform with others in our state.
Fix All The Map Data!

Aaron Knight  
Senior Programmer/Analyst, SUNY College of  
Environmental Science and Forestry

Campus mapping: so many data sources, competing services, and oh so many pieces of data out there to correct. Knight will look at the various ways you can report data errors and work with data providers to help your visitors - and potential students - find their way around your campus.

Be Yourself: Embrace Authentic Content

Rick Allen  
Content Strategist, Meet Content

“Authentic content” is a common term for describing social media. Indeed, this desirable quality is one of the great benefits of social media. It’s often perceived as raw and unfiltered. It’s “authentic.” However, authentic content is not reserved for social media. In fact, all content should be authentic.

Authenticity represents a fundamental quality of clear communication, but many shy away from authenticity because it appears risky or to avoid opening an institution to critique and criticism. However, the risk of creating inauthentic content that can dull or misrepresent a brand can be a much worse consequence.

Allen will discuss how institutions can “be themselves,” including several examples of authentic content at work for colleges and universities. Attendees will learn how to turn perceived “flaws” into positive qualities that reflect and distinguish brand, culture, and values of colleges and universities.

Essential Strategies for a Student-Staffed Social Team

Caroline Osse  
Social Media & Communications Manager  
New York University

Nick Jensen  
Manager of Marketing, Communications, & Web-Based Technologies  
New York University

Engaging students on social media is a difficult task, but guess what? No one knows how to engage students on social media better than the students themselves! But how do you even start leveraging their skills, insight, and perspectives as part of your social team?

Hint: it isn’t as simple sitting students in front of a computer. This session will review how to hire and manage your student team, tools to use for team management, advice on recruiting the best candidates, and other helpful things to keep in mind when working with students.
A Game of Clones: For Your Site Is Dark and Full of Terrors
Rebecca Quigley
Web Projects Manager,
University of Wisconsin Colleges

The University of Wisconsin Colleges has a unique organizational structure including central administration services and leadership, 13 physical campuses, 17 institution-wide academic departments and an online division, and various special programs.

The UW Colleges marketing web team was tasked with redesigning these areas’ websites – which were in various states of age, functionality, usability and design (or lack thereof) – into standard templates and consistent branding. As a consequence of digging into the old sites in preparation for redesign, a lot of archaic (relative to web standards) and not-so-archaic material was uncovered that challenged the limitations of their templates.

This session will describe how the team succeeded in most ways and fell short in some.

The events happening on your campus tell the story of your school better than anything else. The better your calendar is, the better your site will be at recruiting students and engaging its audiences. If great things are happening on your campus, people deserve to know about it—a better calendar will make life better for everyone in your community. Jason Pontius leads White Whale, the team behind a Web calendaring system called LiveWhale Calendar. But in this talk he’ll share some tips for making your campus calendar awesome, no matter what calendar you’re using.

12:30 - 1:45 p.m.
Grand Ballroom
Lunch Sponsored by Formstack

1:45 - 2:45 p.m.
Grand Ballroom
General Session:
Dr. Moira Gunn
Host of NPR’s “Tech Nation” and “BioTech Nation” radio programs

Automate All the Things with Yo, Grunt and Bower
Marcello Prattico
Director of Web Services, Syracuse University

Yo, Grunt and Bower are new ways to help you streamline your site/app building process. Grunt is a task manager that can do lots of cool things like compile your SASS into CSS, move files around, compress files etc. Yeoman is a site/app generator. Do you want the scaffolding for a new angular app? Just type a few easy commands and it is generated. Bower is a dependency manager that maintains a list of libraries needed for your site. Need the latest jQuery? jQuery UI or Angular? Just add it to a json file and you will always have the latest.

12:30 - 1:45 p.m.
Pavilion Ballroom East
Lunch Sponsored by Formstack

1:45 - 2:45 p.m.
Pavilion Ballroom West
General Session:
Lili’a Uili Neville
Interactive Art Director, University of Tennessee

Navigating a Diverse Campus
In recent years, most universities moved to an interactive format for their campus map. However, most campus accessibility information remains static. Some of the best interactive map implementations have accessibility information available for each building, but deliver it as a PDF on a building-by-building basis. At the University
of Tennessee, the Office of Communications and Marketing, Facilities Services, and the Office of Equity and Diversity teamed up to provide comprehensive, interactive accessibility information. Phase One launched January 13th when the team provided a half dozen accessibility layers on the university’s interactive campus map. Phase Two is underway as Tennessee builds a responsive website with buildings’ interior accessibility information to provide a fluid way to navigate its campus with door-to-door accessibility information.

**ACCESSIBILITY**  **FRONT-END DEVELOPERS**

**MAPS**

**#MCS5**

**Galleria**

**No Better Time Than “NOW”: Telling the Story of How We’re Telling our Story**

Donna Talarico  
*Director, Integrated Communications  
Elizabethtown College*

Inspired by the 2011 Best of Track presentation, Elizabethtown College took telling its own story into its own hands. E-town NOW, launched in the fall of 2013, is a dynamic, story-telling venue. Talarico, editor of the online publication, will walk attendees through the process (read: patience) of getting this project off the ground, from inception to conception and from production to introduction. She will also share how NOW built and mobilized a student editorial team (read: mentoring oops!), how they promote NOW and encourage story ideas from the community (hint: it’s sweet), and explain how the online newsroom contributes to or streamlines other multiplatform marketing and communications efforts. (For example, the introduction of NOW lead to changes in E-town’s massive weekly internal newsletter.)

Additionally, Talarico will touch on the rebranding of the College’s “subject matter expert list” into “Experts @ E-town,” which includes web, email and postcard campaigns. This presentation is right for anyone looking for a new way of presenting and producing news, but for smaller staffs/institutions, E-town NOW is a testament that it can be done with limited resources.

**CONTENT STRATEGY**  **STUDENT WORKERS**

**WRITERS**

**#MPD5**

**Skyline II**

**Jude’s Law**

Kegan Sims  
*User Experience Specialist  
Oregon State University*

Jude’s Law is an a-typical presentation designed to teach people how to increase creativity and fun in the work place. It applies to all levels of staff in Higher Education. From developers, designers and directors to higher ed rookies and savvy veterans. We all dream about being in that perfect work community, lets help build it!

**COLLABORATION AND TEAMS**  **WORK LIFE BALANCE**

**#UAD5**

**Broadway**

**What Does the Web Say? Thinking about Sound and the Internet**

Aaron Rester  
*Assistant Vice President, Web Development  
Roosevelt University*

When you hear the phrase “sound on the web,” do you immediately have flashbacks to mid-90s Geocities sites with auto-playing MIDI files?
The profession of web design has suffered a hangover from those early abuses of audio for a long time, but the clouds are beginning to lift. This presentation will look at the past, present, and future of the aural web, and will make the case that responsibly done sound design can actually enhance user’s experiences.

**4:15 - 5:00 p.m.**

**#AIM6**

Pavillion Ballroom East

**Sign, Sign, Everywhere a Sign: Easy Digital Signs with WordPress and Raspberry Pi**

Greg Marshall  
*Web Services Manager, Truman State University*

Digital Signs can be a great tool for communicating information to students and visitors to your campus, but who has time to learn and maintain one more system? Learn how Truman State University leveraged its existing WordPress network and low-cost Raspberry Pi computers to deploy easy to update, affordable digital signs. The content can be pre-loaded from any web browser and can also pull automatically from many existing sources on its website and the internet.

**#WordPress**

**3:45 - 4:15 p.m.**

**#COR5**

Skyline III

**Dude, Where’s My Future? Self Service Solutions for Tomorrow’s New Students**

Joe Salowitz  
*User Experience Architect, The C2 Group*

Here’s the deal – students expect to be able to do everything online, yes – everything: research, apply, register for classes, find their career, and graduate. Join us as we take a look at real student stories that illustrate exactly what they want out of the web. We’ll study some websites that creatively address this huge shift in the industry, and share with you our process for designing and building website features that enable students to serve themselves.

**4:15 - 5:00 p.m.**

**#DPA6**

Pavilion Ballroom West

**Beyond the Buildings: A New Generation of Campus Maps**

Mark Lee  
*Associate Director of Web Communications & New Media, Colorado College*

Karen To  
*Director of Web Communications & New Media, Colorado College*

Campus maps are often monolithic and confined to a single page or section on your website, and sometimes are even just a link to a PDF. Lee and To will talk about rethinking the whole idea of the campus map, and how to go from a single stand-alone map to a modular, extensible map system, that you can use throughout your website and build/layer other types of location-based content on top of. For example, a self-guided mobile walking tour of historic buildings, a virtual tour of sustainability features around campus, a landscape/garden tour showing how the landscaping of the physical campus enhances the academic experience. Also: event, parking, and accessibility information; department and office locations.

The session will cover strategy, process, challenges, opportunities, and touch on adding HTML5 geolocation for mobile use, empowering campus groups to make their own simple maps, using available community-generated data, and open-source tools.

**#MCS6**

Galleria

**All Together Now: Mindfully Integrating an Increasingly Disparate Brand**

Magen Tracy  
*Associate Director, Social Media and Online Marketing, Berklee College of Music*

Janelle Browning  
*Director of Marketing and External Affairs, Berklee College of Music*

Who owns a brand? How can a college or university develop, grow, and maintain its
identity while staying abreast of changes in the marketplace, such as demographics with shifting online preferences, as well as new tools, platforms, and technologies? How can a brand grow with all of these challenges along with an increasingly engaged community of faculty, staff, and students, eager to act as advocates for the college?

With employees, students, alumni, prospects, donors, and more to consider, these questions are becoming increasingly challenging for all institutions. Berklee’s marketing leadership shares the struggles and successes of an ongoing brand unification initiative to assimilate disparate campuses, degree programs, institutes, and other programmatic offerings into a coherent brand experience to a wildly diverse audience. Browning and Tracy will discuss working with both outside agencies and internal stakeholders as well as the ongoing process of aligning and developing brand architecture and marketing strategies. Topics and platforms include search and display advertising, web structure, social media strategy, and data analysis.

That IS Your Problem! Creating a Collaborative Campus

Corie Martin  
Manager, Creative Web Services, Western Kentucky University

Are you a party of one? Having trouble getting things done and feeling frustrated with your lack of resources and support? Are you ready to learn how to create your own team using talented folks from across your own campus? It’s not as tough as you might think.

Too often we hear words like “silos” and “vacuums” and “islands” in terms of workgroups on our campuses. Have you ever had someone tell you that your project was not their problem? Declining enrollment and dwindling resources is everyone’s problem and it will take a village to reach a solution.

In an era of declining resources, we’re all expected to do more with less. Working together by utilizing cross-departmental collaboration might sound impossible, but it’s actually quite attainable. From content creation and curation to design and marketing you can use the resources around you to create a truly collaborative campus where everyone wins.

Speaking the Students’ Language: Using Smart Phones & Apps to Enhance Learning in the Classroom

Janet King  
Senior Analyst E-Learning, College of Southern Nevada

Group work and collaboration may be constrained in large classrooms and auditoriums. This presentation will be a hands-on demonstration on how to use technology in large classrooms, focusing on BYOD (Bring Your Own Device). Participants are encouraged to bring their smartphones, tablets, iPad, laptop, etc. to this session. The methods discussed have been used in collegiate auditoriums and classrooms to enhance collaboration and learning. Educators constantly battle with the role that technology would play in their instruction. Some instructors object to using technology claiming that it negatively affects the ways which students learn, whereas others admit they simply don’t use technology due to a lack of experience or training. Despite these constraints, educators can’t deny that students are attached to their phones and other digital devices. Educators shouldn’t see these devices as distractions, but as tools for instruction, collaboration and learning.

PLATFORMS

BRANDING  COLLABORATION AND TEAMS  DIRECTORS AND MANAGERS

#MPD6  Skyline II  #TIE6  Skyline I

#TIE6  Skyline I
Prototyping with WordPress: No Coding Required

Gaurav Gupta
IT Analyst, Virginia Commonwealth University

WordPress is a powerful CMS but it can also be used to build fully functional prototypes. Headway theme’s drag and drop visual editor allows you to create and experiment with different layouts including fixed width and responsive designs. Use the prototypes to collect feedback, test for usability and improve your design on the fly; or clone it to test multiple variations of the same design. Being on a web server, you only need a web browser to edit, share and collaborate on your prototypes. You don’t need to know any PHP. Knowledge of HTML and CSS is helpful but not required.

Here’s the best part: once you are finished, your prototype doesn’t go to waste. If you choose WordPress as CMS, you can simply modify your prototype to build the final website. If not, you can still use CSS generated by the theme.

Join us to learn a simple and quick prototyping tool using a recent project as an example.

Using a real project as an example, learn how to:

• Use visual editor to build a grid based layout from scratch
• Apply custom CSS styles
• Reusing layouts, blocks and styles for different sections of the website
• Export layouts to create multiple prototypes for the same project

Calling all programmers, writers, designers, project managers – EVERYONE at HighEdWeb! Help us give back to our host city of Portland, Ore., through Hackathon 2014. We’ll join together to create a revamped user experience and revised content strategy for The Coalition for a Livable Future’s Regional Equity Atlas. Fueled by food, beverages, music, prizes, and just the fun of a great project, we’ll help overhaul the Regional Equity Atlas. Sign up to participate.

Don’t Like Your Google Search Interface? Make Your Own!

C. Daniel Chase
Lead Web Administrator, The University of Tennessee at Chattanooga

If you use a Google Search Appliance (GSA) or the Google Custom Search Engine (GCSE) sometimes you can find it limiting to have it not well integrated with your web site. Both of these tools have an XML API that will allow you to build your own front-end and still leverage their power.

Search can even be integrated into your 404 (Page Not Found) handling, so when an old URL doesn’t work, it gets used as the basis of an automated search! Old URL is reported as bad to search engines, while user sees the most likely pages that replaced it. Everybody wins!
Despite being creatures made of pixels, codes, and thought, websites are living entities that follow principles similar to the evolutionary principles that predict how life changes and adapts. Using concepts from biology and the natural sciences, Stevens will look at the evolution of the University of Florida Health web presence, a three year process that eventually affected over 500 academic sites, six hospitals, hundreds of medical clinics, and eventually an entire university redesign.

You’re not going to need a lab coat or safety goggles as Stevens investigates how many finches are needed to make a decent digital birdhouse, genetic engineering (how to take learned principles and splice them into new projects), order and understanding through Taxonomy, or punctuated equilibrium (and how to affect what comes next).

The takeaways:

- How Agile came to be and how it can be used everywhere from the corporate world to the ivory tower
- Some of the tools of the trade (including the free ones)
- What the process feels like, from boards to sprints
- Our hits and misses – we tested out a lot of approaches before finding the right fit
- A (nearly) surefire way to introduce the rest of your campus to this brave new world

“In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.”

- Charles Darwin.

By adopting a modified Agile methodology to manage workflow, a team can improve efficiency, create an iterative development environment, increase campus collaboration, and tackle large-scale projects, all without sacrificing creativity.
three years and millions of students have enrolled in these massive open online courses. But has anyone learned anything? And what has higher ed learned about online education as a result of “MOOC madness”? This session will present an overview and history of MOOCs, a look at their place in the larger world of online education and a review of some of the research beginning to emerge about MOOCs and learning.

Mapping the Interior Landscape

Randy Kuehn  
Digital Technologies Systems Librarian  
University of Louisville

Terri Holtze  
Head, Library Web Services  
University of Louisville

The sheer size of campuses and their buildings can be intimidating to new students and visitors. Campus maps have been used for ages to simplify reality and make people more comfortable with finding their way. It’s time to bring that thinking to our interior spaces with interactive maps. Unlike campus maps which depict the environment as a single layer, buildings frequently involve multiple floors.

Learn about techniques for addressing this challenge and about designing interior maps for mobile and desktop devices. Explore options for creating maps with technologies such as Google Maps, HTML5, SVG, and more.

Presenters will show examples of interior mapping projects using a range of tools from open source applications to proprietary mapping suites.

Squiz - Get the Low-Down

Lukas Bower  
Managing Director, Squiz - North America

Phillip Widdop  
Sales Manager, Squiz - UK

What the heck is Squiz?! Get the low-down, and learn about our remarkable technologies and services. We’ll cover some examples of innovative solutions in higher education, and highlight some unique capabilities of the Squiz platform.

Phillip Widdop is UK Sales Manager for Squiz Funnelback, an enterprise search platform that is widely used in higher education worldwide.

9:00 a.m. - 5:00 p.m.

Reimplementing Drupal in Place

Jason Proctor  
Senior Web Applications Developer  
Mount Holyoke College

When Mount Holyoke College first moved its main website into Drupal, the goal was quick migration, not smart implementation, and the school did some decidedly un-Drupalish things. Two years down the road, the team used a major redesign as the opportunity to start figuring out how to make better use of its platform of choice. The catch was the team needed to upgrade in place rather than start over. In this talk, Proctor will share some lessons learned from the process of replacing the wings while the plane is in the air.
Digital Fundraising on the Social Web
Ashley Budd
Assistant Director, Social Media Strategy
Cornell University

The giving experience continues to evolve as the social web plays a larger role in building relationships with our alumni, parents and friends. Budd will explore how rich media storytelling combines with digital content strategy for a winning communication plan that doesn’t just engage, but drives users to act.

Budd will also discuss the basics of higher education development programs, the importance of investing in web infrastructure for annual giving, and a comprehensive review of Cornell University’s 2013 crowdfunding pilot.

Now You’re Speaking My Language! Overcoming Barriers to Technical Collaboration
Samantha Goldstein
Academic Program Advisor
Carnegie Mellon University

David Decker
Senior Systems and Software Engineer
Carnegie Mellon University

Less than two years ago, the largest department at Carnegie Mellon University ran a student database off defunct software, required students to complete forms by hand and collected qualifying exam documents from 25-35 students each semester via email. Since then, the university has updated its student database, built a department-wide data warehouse, introduced interactive forms and created a cloud-like solution for qualifying exam document collection. The key to these improvements has been the fruitful working relationships between academic advisors and technical staff.

This presentation will provide an overview of how the presenters framed and prioritized IT requests, partnered with IT staff to make small and large-scale projects come to fruition and gained support in new IT initiatives. They will address the challenges of communicating across domains of expertise to successfully implement new technology solutions from both a higher education and IT perspective.

Try Before You Buy: User Experience Testing in your RFP Process can Save You Time and Money
David Rosen
User Experience Analyst
University of Minnesota

Learn how user experience testing can save your university money, reputation and headaches. This session will cover the University of Minnesota’s efforts to incorporate user feedback into the software purchasing process. The session will cover several use cases that illustrate the
considerations and challenges faced by teams at UMN making major software investments, and will show how user feedback helped those teams make data-driven decisions, avoid choosing the wrong tool, and prepare for the tools’ rough edges ahead of rollout.

You wouldn’t dream of buying a car without taking a few options for a test drive. Why would you spend what could be millions of dollars on a software solution for your campus without taking the opportunity to test it?

#COR8
Skyline III

Creating a Dynamic and Responsive Online Catalog Using OU Campus and PeopleSoft

Dawn Truelsen
Associate Director, Web Communications, California State University, Fresno

Fresno State has converted its course catalog into a student-focused, data-driven online tool. In this presentation, Dawn will demo their new catalog and discuss their design process, development techniques, data integrity issues, user and device data, and analytics strategy. She will also discuss how they manage workflow, data ownership, collaboration, and information technology. Come see this highly successful solution, much loved by Fresno State’s students, faculty, and staff.

10:15 - 10:45 a.m.
Refreshment Break

10:45 - 11:30 a.m.

#AIM9
Pavillon Ballroom East

Let Your Data Run Free and Run Your University

Steve Fischer
Director, Web & Mobile
The Ohio State University

Glenn Donaldson
Enterprise SOA/Sr. App. Architect
The Ohio State University

Jim Muir
Sr. Mobile Developer, The Ohio State University

Data driven applications have been the norm for years, yet the availability of university data is often lacking. Many of our universities’ data is locked up within departmental silos and closed systems. Our requests to access this data usually result in blank stares, laughter, or confrontation. After all, it’s “my data”! And all the while our applications aren’t as robust as they could be, and users have suffered.

At The Ohio State University their campus mobile app has been a cross-departmental collaboration, aggregating lots of campus data. Other departments have begun to see this as a model to follow.

Building on this success, OSU launched its Enterprise Integration Platform initiative. The goal is for all campus data to be available via RESTful web services accompanied by a user friendly searchable API where any person on campus can easily find data available and request access. It will give developers the ability to create robust applications that extend far beyond the silos that fall within their departments.

This is a technical change as well as it is a cultural one. Developers can create the applications their departments are asking for. It also creates an awareness of the collective capital that resides in campus data.

We’ll share our wins, losses, challenges, and long term plans. We’ll describe the technologies we’re using and things we’d do differently.

#DPA9
Pavilion Ballroom West

Multi-headed Drupal

Larry Garfield
Senior Architect and Community Lead
Palantir.net

A common challenge for large universities is IT’s desire to have a single, centrally-managed web presence while academic departments want to maintain their own individuality, both from a design and management perspective. That leads to an inevitable tug-of-war between “one big site” and “lots of little sites”.

One of the strengths of the Drupal CMS platform is that it has several tools for managing “companion sites”. Those could be entirely separate sites with some commonalities or one “site” that appears as distinct sites to visitors.
Each approach has its own set of benefits and trade-offs.

This session will explore several leading ways to build and manage a multi-headed Drupal installation, including Domain Access, Organic Groups, and Multi-site, including examples of organizations that have done so. It will also ask the question of whether a multi-headed Drupal is necessary in the first place; often it is not. Attendees should come away better-armed to evaluate how, and if, to roll out Drupal for a multi-part site at their institution.

Advanced Techniques

Content Management Systems

Drupal

Front-end Developers

All ‘Growed’ Up: Social Media Matured

Jess Krywosa

Director of Digital Marketing, Wellesley College

By now, we’ve all drank the proverbial Kool-Aid and understand the importance - and requirement - of social media in marketing for institutions. There have been a variety of creative appeals from admission, to student engagement to annual giving. But how can social media be used across an institution at the highest level, and what is an institutional social media strategy?

Krywosa will provide a way forward by investigating integrating the best of discrete social media strategies (informative, fun, engagement and transaction focused) to a brand enhancing platform, as well as defining “best practices” specific to an institutional social media strategy. She will also examine the difference between campaign and organic social media strategies, while discussing means of collaboration to build a consistent brand message from content with social media in mind.

Advanced Techniques

Collaboration and Teams

Content Strategy

Branding

Directors and Managers

Social Media

Human at Work or: How I Learned to Stop Worrying and Get Better at My Job

David Cameron

Recruitment Marketing Web Content Producer, Ithaca College

Where does our time go? Somewhere in the middle of our overlapping project deadlines, meetings, and daily emails, we are all just trying to do good work, but it’s hard to keep up. We do our best to stay organized with productivity apps and calendars and “lifehacks” but in the end we are humans and easily distracted by funny videos of cats — how can we be expected to actually get stuff done each day? It all comes down to habits. The way we check our email, where and when we have lunch, how we take notes in meetings — understanding and changing our work habits is the key to unlocking our productivity, and finding a better work-life balance. I struggled with managing my own workload for years until I started analyzing my personal productivity habits and researching ways I could improve. I found that small changes in the way that I use email, schedule my time, and manage my tasks, not only made me more productive but also led to improved communication and productivity for my team. I’ll show you how some simple changes in the structure of my days and a new approach my work have helped me start replacing bad habits with good ones, and get better at my job. And I’ll teach you how to evaluate your own habits, make focused productivity part of every day, and become a healthier, happier, and way-less-stressed human with way more time for enjoying all those cat videos you crave.

New to the Profession

Work Life Balance

The Content is the Experience: Lessons in Creating a Student-Centered Student Affairs Website

Janeen Alliston

Director, Student Communications Services

University of British Columbia

Brett Lee

UX / Web Designer

University of British Columbia

Students are busy. They are focused on the exam they have to write tomorrow or the paper due at the end of the month. So how do you create a stellar online experience that makes it easy for students to find and use the information they need, delight them while on your site and make them want to
come back? The centralized student service offices at UBC (The University of British Columbia) decided to tackle this challenge by using key elements of the student experience, rather than organizational structure, in the redesign of their website, students.ubc.ca.

This session will discuss the overhaul of students.ubc.ca, a project initiated by the need to replace the CMS being used to manage the site but really about creating a user-centered student affairs website designed around the needs and preferences of current students, not the business owners.

The redesign and redevelopment of students.ubc.ca involved the migration of approximately 12,000 pages of content from 12 distinct microsites into one meaningful, connected and comprehensive site. The content was split into flexible components that can be published in any location on any of the roughly 700 new dynamic site pages.

Learn how the redesign project was designed to ensure the new and improved site delivered on the site goals to make it easy for students to find the information they’re looking for when visiting the site, anticipate the information needs of students as they progress through their studies and experience at UBC, delight students with content and functionality that surpasses what they came to the site for and deliver an intuitive and seamless experience designed around the student experience that helps students act on the information and the invitation to participate.

The presenters will provide a tour of the redesigned site, including before and after, highlighting the site structure, visual design and structured content strategy.

**How One University Increased Visits 45% with Online Forms**

**Chris Lucas**
*Vice President of Marketing, Formstack*

Join Chris Lucas of Formstack, a leading online form solution, as he shares how one university used web forms to considerably increase campus visits and overall attendance. In this session, you’ll learn how to strategically use online forms to meet your department’s unique conversion goals. Chris will also be leveraging data from Formstack’s benchmark report on form conversions, which has been featured in outlets like MarketingProfs, CMO and Higher Education Marketing.

**11:45 a.m. - 12:30 p.m.**

**Taking the Web Offline**

**Erik Runyon**
*Director of Web Communications*
*University of Notre Dame*

Let’s face it. There more devices out there than you can support with dedicated native apps. And except for very specific cases, most of what you’ll want to do with your app is available through web API's. And yes, this includes offline support. During this presentation we’ll take a look at your options for storing data in the client browser and how you can leverage it to speed up your websites. We’ll also spend some time looking at how it was implemented on 2014.highedweb.org.
Where did all my cache go?

John Wagner
Systems Programmer, Princeton University

System running slow? Users pounding on your door wanting to know why the website takes so long to “respond to a simple request”? Programmers yelling at you about ruining their beautiful programming job with your system performance? Wishing Carter had invented a pill that wasn’t for livers or that you had taken the job with the circus?

Don’t give up hope, you may just need more cache.

An overview of what caching is and how it can improve the performance of your web site.

Lessons from Other Sectors in Driving Culture Change. Or, How to Stop Working the HE Way

Ellen Godwin
Digital Communications Manager
Goldsmiths, University of London

Doing things the ‘HE way’ is often used as the excuse for accepting inefficient processes, slow uptake on innovation and stubbornly refusing to change. In a relatively small university like Goldsmiths, we consider ourselves more than aware of these shortcomings, which means encouraging an institution to work digital first is a challenge. So, what lessons can be learned from experience in other sectors to help break out of this mindset? Unsurprisingly, a lot.

At Goldsmiths we’re in the midst of a ‘digital transformation’, where we’re building the foundations for a fundamental, and completely essential, culture change. But, wherever you’d position your organisation in terms of digital uptake, most of these lessons could be applied to the next phase of your digital journey, and give a fresh way to approach those all too familiar challenges.

As well as the tips from outside HE, there will also be a celebration of why digital CAN and SHOULD be easier to embrace in HE, and some of the advantages we have as a sector.
more data-driven than ever before. The funnel is changing, and communication streams are getting more complex. Ensuring that your web team and enrollment team are on the same page is a great way to make sure that your school is maximizing its potential to enroll the right students. Higher enrollment (yield) = more $$ = more HighEdWeb! (What else are you going to do with that? Hire an assistant?)

**COLLABORATION AND TEAMS**

**DIRECTORS AND MANAGERS**

**NEW TO THE PROFESSION**

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**UAD10**

Authors Are People, Too

Nikki Massaro Kauffman
Front-End User Experience Developer
Penn State University

If content is king and user experience is crucial, what can we say about the experiences of people who author content? What makes a good authoring experience, why should I care, and how can I improve my authors’ experience with the CMS?

The fundamental purpose of a CMS is to empower us to create and manage Web content. Good user experience should start with the people who are responsible for using this system to work with content. If the process for authoring and editing content in the CMS is cumbersome, authors won’t be actively engaged in maintaining it, and our sites will be woefully out-of-date.

Good authoring experience (AX) will make the CMS easier to learn and easier to use, increasing the likelihood that authors will take a more active role in creating content. Active authors do not require excessive post-training support and keep content up-to-date. CMSs should be tailored to their authors, not the other way around.

This session will provide experiences and lessons learned as Penn State has iteratively improved its CMS authoring environment to empower its authors.

**COR10**

TERMINALFOUR Higher Education Web Survey – The Results

Piero Tintori
Founder and CEO, TERMINALFOUR

In the summer of 2014, TERMINALFOUR carried out a survey of web, content, marketing and senior management professionals working in higher education. The purpose was to find out the changing attitudes, concerns and trends in the sector towards the role of the web. The response was overwhelming with 169 institutions around the world participating.

This presentation will review these findings including changing reporting structures, who owns the web strategy, what goals really drives online activities, what gets measured and who’s getting it right in relation to international student recruitment.

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And importantly, what does this mean for your web strategy.

**12:30 - 1:45 p.m.**

Grand Ballroom

Lunch Sponsored by OmniUpdate

**AIM11**

Skyline III

Moving to the Client - Writing Full Applications in JavaScript

Chad Killingsworth
Assistant Director of Web and New Media
Missouri State University

JavaScript has moved from providing minor interaction to a full scale development platform. Major application such as Gmail and Google Calendar have hundreds of thousands of lines of code all written in JavaScript. Mobile browsers have full featured browsers but performance and memory constraints become major considerations. And then there is the whole world of single page applications.

This session will look at how to write code that can be maintained as well as developing build processes to catch common errors before deploying to production.

**ADVANCED TECHNIQUES**

**FRONT-END DEVELOPERS**

**JAVASCRIPT**
Just Another Bughunt? Tools to Improve Your Site without Nuking it from Orbit

Kenneth Newquist
Director, Web Applications Development
Lafayette College

Charles Fulton
Senior Web Applications Developer
Lafayette College

It’s not the bugs you know that kill a website. It’s the ones you can’t see, lurking just out of sight, that get you. Learn how Lafayette College identified the Lovecraftian code horrors lurking beneath its feet with tools like Splunk (server log analysis), OSSEC (server-side bad behavior monitor) and SiteImprove (web page auditing tool) and then surgically eliminated the problems.

Examples include PHP scripts spewing error notices into logs, undiscovered CAS authentication failures, and thumbnail generation scripts that choke on large files.

Your Website is the Next Social Medium

Peter Anglea
Web Developer, Bob Jones University

Imagine a university website with content tailored specifically to the individual viewing it - a site where nobody has to hunt to find information relevant to them. Sound like a pipe dream? Maybe, maybe not.

Social media has fundamentally changed the information gathering process. People want to be social anytime they consume media. According to social media mogul Gary Vaynerchuk, “This means that you need to fold a social element into all of your creative… and into every interaction with your customers…. From now on, every platform should be treated as a social networking platform.” Now, considering websites, if it’s not social, it’s not relevant.

Fortunately, there are many ways to leverage the big data of social networks to an institution’s advantage. A few key facts about users (such as age, location, and personal interests) can take content from “generic” to “extremely relevant.” Thankfully, social media APIs make this fairly simple to implement. Anglea will explore the possibilities that exist for integrating the secret sauce of social media into a website. He will also discuss everything from big ideas to small actionable steps to begin enhancing the social relevancy of content.

Things I F#@>$!d Up- Stories from a Young Designer

Jacob DeGeal
Creative Operations Manager
Illinois State University

Over the last seven years, Jacob has worked as a graphic designer at Illinois State University, and he has screwed up. A lot. Working with a super-sized ego at a medium-sized web office, failure comes fast; but so does education. With some humility, a lot of self-deprecation, and just a touch of irreverence, Jacob will share stories of professional embarrassment, creative conflicts, democratic dissolution, and international espionage (note: there is no international espionage). Through these professional flubs, some simple but challenging truths were discovered that helped projects run smoother; even in an environment when common sense solutions can seem elusive.
course developers who are not yet ready to go completely online take a first step in that direction and gain some of the value of the flipped classroom.

#UAD11

Cardsorting for Humanities: Context in Usability Testing

Robin Smail
UX Renegade, Penn State University

When developing websites for students, faculty, and researchers, it can be easy to think that we have all the answers. That all we need to do is pair what we think the solution is with what we think the problem is, and we’re good to go. So why do we get it so wrong so often? Why do so many academic web projects fail to have an impact, to meet the goals and needs of the site’s users? This sessions will explore how usability testing techniques can provide the context we need to avert this kind of mismatch, borrowing a bit from a recent Kickstarter game to demonstrate how things can go down the wrong path (even with the best of intentions). Sometimes we celebrate the worst possible interpretation when conducting user testing, simply by seeing only what we want to see. Knowing how to iterate, how to test, and how to use your user input is key. Otherwise, we’re really just making assumptions, aren’t we?

And you know how that game ends.

#COR11

Skyline III

Secrets of Show, Don’t Tell

David Poteet
President, New City

Teens can smell marketing-speak a mile away. So why do higher ed sites still write things like this? “[Insert school here] delivers an exemplary learning experience that engages the best and brightest people, challenging them to meet ever-higher standards in the classroom and beyond.”

“Show, Don’t Tell” means presenting sensory details and substantive facts and letting people come to their own conclusions. It’s easy to tell people what you want them to think, but when you give them the freedom to reach their own conclusions, they’ll believe what they’ve seen. In this presentation we’ll outline the essentials of this communication tool and show you colleges and universities that are excelling at showing rather than telling.

3:00 - 3:45 p.m.

#AIM12

Pavilion Ballroom East

Building a Room Reservation System with a $0 Budget

Melissa Dix
Web & New Media Director, Beloit College
Amanda Frisbee
Web Designer & Developer, Beloit College

Are you still booking rooms and resources manually for your institution? Or spending thousands of dollars a year for expensive software to manage the process? If you’re a Google Apps for Education school, we’ve got something to show you.

Beloit College built a room reservation system using Google Apps for Education’s Rooms and Resources feature, in under a month with a zero budget. A few room administrator training sessions and some community education and the system has been in successful use for nearly two years.

This session will cover the basics of how Beloit set things up. The presenters will share the training materials they used and the website that they built to act as a partner in encouraging people to book the rooms that will work best for their gathering or event.

#DPA12

Pavilion Ballroom West

IT Orchestration/Automation/DevOps with Ansible

Steve Smith
Web Programmer, Luther College

Ansible is a powerful - yet simple - automation engine. Whether you’re maintaining servers or deploying code, Ansible can help turn the process into headache-free tasks that can be useful for small and big shops alike.
Centralized or Decentralized? The Hybrid Social Media Approach

Chris Barrows
Social Media and Mobile Products Coordinator, New York University

New York University is home to more than 40,000 students, attending 18 schools and colleges in Manhattan and around the world. Though the NYU community is large, the individual schools and colleges are small—each with its own traditions, programs, and faculty. The Digital Communications Group and Office of Public Affairs have used NYU’s central social media accounts to celebrate the successes of each of its schools, and have encouraged interdepartmental and collaborative social media efforts over the past year and a half.

Given the size of the NYU student and employee population, and the extended reach of the NYU global brand, clear guidelines for social media use are essential. In coming together online, through a Google group for social media administrators, and in person at monthly campus meetings to discuss industry news and strategy, NYU’s social media ambassadors participate in the creation and maintenance of data-driven University-wide social media guidelines, while retaining autonomy over the platforms they manage for individual schools and departments. The Digital Communications Group also offers training and workshops on topics suggested in feedback from the social media ambassadors.

In addition to improving the quality of social media messaging to the NYU community, these collaborative initiatives also support efforts to streamline communication within and among University departments.
The Designer’s Guide to “Responsive” Marketing

Mary Macin
Graphic Designer, Web & Interactive Communications, Illinois State

Are you a design team of one? Do you feel like you’re reinventing the wheel for each new promotion, event, or marketing push? Do you spend the bulk of your time recreating page layouts or trying to remember Facebook dimensions? Are you forced to rush your designs or sacrifice your standards?? Me, too.

On the heels of a particularly stressful marketing campaign last fall, I realized my current process was no longer working for me. There had to be a better way to repurpose content between marketing channels with a lot less duplication of effort! The soul-crushing tedium of file prep was killing my productivity and to be frank, was a waste of my design talent.

Looking to Responsive Web Design for inspiration, I saw an opportunity to rethink my approach. It took significant planning. Standards had to be set and templates created, but in the end, I had a manageable marketing workflow. Now, I carry one robust design across multiple templates tailored to each medium—delivering a consistent visual and rhetorical transition between print, digital, and social channels.

I’ll share examples and present my approach to developing a “responsive” marketing workflow.

Plus, to help you get started, I’ll provide a basic planning template and links to a few of my favorite design resources.

content strategy designers responsive web design

WordPress Does It All

Ronnie Burt
Director of Operations, CampusPress

We’ll look at examples of how WordPress is being used as a CMS for websites, blogging, ePortfolios, MOOCs, magazines, and more. We’ll also share must-have plugins, authentication tips, and management best practices. Come see why WordPress powers nearly a quarter of the web and is taking over campuses around the globe.

3:45 - 5:00 p.m.

Posters and Refreshment Break

How Student Web Developers Get Their EDGE

Holly Scholl
Graphic Designer, Augustana Web Guild

The Augustana Web Guild is a student organization that provides an affordable Web presence to nonprofit organizations and small businesses, immersing students in hands-on web experience. Since it was founded in 1998, the Web Guild has provided many students with opportunities to learn more than just web design. Students work directly with clients and are responsible for project development, enabling them to build skills in project management, client interaction, and communication. Members also gain a fundamental knowledge of web usability, search engine optimization, and effective content strategy. Web Guild members also provide at least three training seminars to the Augustana campus each school year. Seminar topics have included site content, design, and an introduction to Photoshop and HTML, as well as more technical topics such as PHP, Ruby on Rails, and WordPress development. By producing quality web services for hundreds of local small businesses and non-profits, the Web Guild has provided significant community outreach for Augustana College. Additionally, the group, based on an entrepreneurial model, is self-funding and has created its own endowed scholarship while providing educational benefits across many different disciplines.
of Technology) Davis wanted to take the migration opportunity to completely revamp the school’s web presence and needed to do it quickly as other academic units were queuing up for the developers’ time.

The poster will describe the key steps that our small team, comprised of Davis and her supervisor, took to successfully and quickly migrate from Site Studio/LCMS to Drupal in just under 6 months.

PST3 Grand Ballroom

Filling the Gaps: SFU’s Enhanced Academic Calendar and Course Outlines Solution

Eryn Holbrook
Information Analyst, Simon Fraser University

Simon Fraser University’s Academic Calendar serves as the central source for senate-approved program information. It serves as an authoritative reference and planning tool for both program advisors and students. In 2013, SFU’s IT Services worked in partnership with the Student Services department to create the university’s first dynamically-generated Academic Calendar. Prior to this, each calendar was manually updated every term by Student Services staff. Beyond the excessive workload, this process introduced the potential for errors. The Calendar pulls its data directly from the university’s curriculum management system (Curricunet), enhanced via an intermediary application (Spiral), and published to the content management system (Adobe CQ).

In 2014, IT Services developed an application that would allow instructors and departmental administrators to create outlines for their courses outlines. Available via a central repository, these outlines will be embedded in the Fall 2014 Academic Calendar. The enhanced Academic Calendar and course outlines repository will allow students a central, authoritative resource for planning their academic careers.

PST4 Grand Ballroom

Keep it Simple - A New Responsive Framework for the Common Man

Andy Shearouse
President, Augustana Web Guild

When the Augustana Web Guild started working in responsive web design, the column system used by all the responsive frameworks turned into a stumbling block. Our designers sometimes struggled to fit their design ideas into the grid system. Even once the designers successfully built a design into the 12-column grid, getting it to translate nicely into a code framework sometimes proved to be a headache. We began thinking, and realized that forcing designs to fit a framework was the exact opposite of the direction we wanted to go. Instead, why not build a framework so flexible that virtually any design can fit right in? So that’s what we did. In the process, we rethought how to handle breakpoints, making it easy to deliver lighter graphics for mobile devices.

PST5 Grand Ballroom

Grunt Automation, the Easy Button

Jacob Oyen
Assistant Communications Director for Online Media, Central College

You know all of those repetitive tasks you do when launching a site? Why not hit the easy button for yourself and let Grunt handle it automagically. Running on node.js, Grunt is easy to integrate into your workflow and will help you speed up your development time. Let Grunt optimize your images, compile your SASS or LESS, compress and minify your CSS and JavaScript and more. Take complicated and time consuming tasks like building an image sprite and let Grunt combine everything into one image and build the CSS for you. Have some unit tests? Let Grunt handle it. With an elementary understanding of javascript, you can be up and running in less than 15 minutes and saving yourself hours.

PST6 Grand Ballroom

FeedMasher – A Social Channel Framework

John-Paul Takats
Information Technology Strategist
Rochester Institute of Technology

In 2014 the Undergraduate Admissions Office at RIT began to create a framework that combines multiple media sources into a single stream organized by channels we define. The content is fetched using plugins. Currently there are plugins for RSS Feeds, YouTube Channels, Twitter, and
Instagram, and more are planned. An example of one channel we created is a Crafts, Design, and Graphic Communications channel. This poster presentation will highlight some of the parallels we found between RIT’s concept and traditional broadcasting which is made up of subscriptions, a TV series, and individual episodes.

**PST7**
Grand Ballroom

**KaratEmail: Putting a Nail in FormMail’s Coffin**

Jake Dolan  
_Director of Web and Digital Communications_  
_Montana State University_

Brett Davis  
_Web Programmer, Montana State University_

A catalyst for change: Hundreds of forms were attacked, tens of thousands of emails were sent, email accounts were overwhelmed and shut down, and business processes ground to a halt. On one cold February morning its web team discovered that their good friend FormMail was neither good nor a friend. After more than a decade of using the renowned FormMail script, we found the immediate need to better handle form submissions to reduce spam, increase security and build on the functionality of FormMail all while maintaining the simplicity that made FormMail such an incredible and widely used script. To satisfy these needs, the team built a new form submissions handler called KaratEmail that could replace FormMail in an entirely passive manner all while vastly improving on the power and functionality of the script. This poster session will look at the features that the team knew needed to duplicate, the surprises the team faced as well as the benefits that were added to make this a success for Montana State.

**PST8**
Grand Ballroom

**Bit.ly, Your TinyURL is Awe.sm! Reinforcing Your Brand with a Custom URL Shortener**

Rebecca Hall  
_Web Development & Marketing Director_  
_UW-Milwaukee_

Robert Nunez  
_Web Consultant, UW-Milwaukee_

After migrating to the campus hosted CMS the UW-Milwaukee, School of Information Studies web team quickly realized that they needed a service that would allow them to create custom shortened URLs for marketing. Within 1 day, the team was able to produce a service that was equivalent to that of Bit.ly, that not only allows them to create shortened URLs, but also track their clicks, the audience reached, reinforce their brand, and much, much more. This poster will show the teams efforts in meeting this goal and the benefits of not relying on a 3rd party service.

**PST9**
Grand Ballroom

**Fill a Gap for Experiential Learning**

Cindy Wagner  
_Webmaster -Western Michigan University_

Focus on experiential learning is more and more important, but how to represent what was done and what was learned to external partners is challenging. Traditional grades and transcripts do not do this. Universities must address how those students continue to showcase what they have learned and how they were assessed once the ‘news’ is over. In response to frequent requests from both students and faculty to fill this need, the Haworth College of Business is piloting a digital badges program—ACEs or Achievement Certification and Evaluation --that strives to provide the assessment and recognition for both the students and the college in their efforts to recognize learning that takes place outside the classroom.

**PST10**
Grand Ballroom

**Redesign and Simplify Website Global Nav**

Joel McPherson  
_Web Content Coordinator, Oregon Tech_

Alan Wallace  
_Analyst Programmer, Oregon Tech_

Tasked with redesigning the Oregon Institute of Technology website for responsive design, a large piece of the puzzle was fixing a convoluted global navigation menu. The team took a multi-layer global nav menu system and condensed it into a single, horizontal nav menu. This involved many hours of Google Analytics review and user input surveys, before launching the new website in January 2014. Sensitivity to political bureaucracy took a backseat as the nav had to be designed for our target audience, prospective students.
Try This Before You Redesign
Elizabeth Schroen
Strategic Web Content Manager
University of Maryland University College (UMUC)

University of Maryland University College thrived for years as one of the only nonprofit public universities with fully online programs. With an open enrollment design and no limits on our online capacity, UMUC strive to continue to grow and educate more students. As the marketplace began to explode with more and more public universities going online, UMUC had to adapt its marketing strategies and website to work harder and stand out among its target audience of adult students. With a new CMO and new marketing leadership, the team began incremental improvements to its outdated technologies, broken CMS, fragmented user experience, and institutionally driven (lack of) content strategy.

This presentation shows how you can make incremental gains in the prospective student’s online experience, use data to persuade stakeholders, develop microsites, improve landing pages, implement SEO best practices, enable tracking, and refresh your design—all without a new CMS or major changes to your site architecture. These baby steps can build buy-in for a larger website overhaul project while providing your team with data and learnings to be better informed for the major investment of a new site.

Using Storify for Professional Show & Tell
Wendy Darling
Communications Specialist, Emory University

If you’re an online new junkie (or a social media junkie), you’ve probably seen Storify used to present media story or events as they’ve unfolded online. But have you thought about using Storify yourself to document your department’s work? At Emory University, Wendy Darling has for the past couple of years been using Storify to document how her department and the university as a whole handles pitching big stories online, and what the results have been.

When a major medical research finding is released, how does Emory present it online? Where are the news releases? Video? Tweets? Facebook posts? Media coverage? Bloggers analyzing? What’s Twitter saying? Using Storify, Wendy has created packages that, once completed, can present a clear picture of how stories played out. These packages can be shared with leadership, with professors, and with others in communications and marketing.

Rather than a dry report or a list of media hits, Storify can offer an interactive, “Wow”-generating report that gives people an idea of the value of communications and marketing.

A Do-it-yourself Guide on How to Communication News Content Directly to Key Target Audiences
Carla Cantor
Managing Editor, Rutgers Today
Rutgers University
Greg Trevor
Executive Editor, Rutgers Today
Rutgers University

How does your communications team engage your target audiences when the reach of the traditional media is dwindling? You do it yourself.

In fall 2009, Rutgers University launched a universitywide news center to publish the most timely and interesting information about Rutgers to the broadest possible audience. Since then, the site has prompted non-Rutgers media to publish more than 20,000 positive stories about the university, including nearly 2,000 articles and videos that were republished word-for-word.

This session will explore the how-to’s of building, promoting, maintaining and growing a news hub that becomes:

- the “must go” information destination
- a source of pride for your institution
- a key mechanism to communicate news content directly to key target audiences and the public.
But It’s MY Website: Moving from Ownership to Collaboration with Single-Sourcing
Alex Skorpinski
Web Content Manager
Illinois State University
Ameliah Tawlks
Web Content Specialist
Illinois State University

As information architects for an institution of over 20,000 students, 3,000 faculty and staff, and 400 distinct websites, managing web content at Illinois State University has become exponentially more difficult over time. Beyond that, shrinking budgets in higher education have reduced the resources available to effectively manage information across the university and reach our target audiences.

To answer this increasingly difficult challenge, Illinois State developed some unique ways to single-source varying types of content, allowing it to ensure consistency across its web presence. Admissions and completion requirements of our academic programs, news stories, and events can be stored and updated in a single location, and leveraged across a multitude of sites.

With a distributed content model, there is an ongoing problem with content ownership. Single-sourcing helps to remove “that's my text” roadblocks while still leveraging the input and knowledge of subject matter experts. Through the use of content management software such as OU Campus and WordPress, the team is able to allow many authors to maintain our content, yet also corral the departmental silos into working together (whether they realize it or not).

The single-sourcing strategies have allowed for a stronger audit process, ensuring information provided by departments can be confirmed and finessed by data custodians like Admissions, the Registrar, and Media Relations.

I Can’t Believe I Ate the Whole Thing: From Redesign to Launch in Four Months
Luci Geraci - Director of Digital Communications
St. John’s University
Christopher Semetis - Web Content Developer
St. John’s University

Everyone knows that redesigning a website takes time—a lot of time. But when you factor in a new CMS, a hard deadline for launch, and the untimely departure of a key developer along the way, you could have a recipe for disaster.

You are invited to hear the harrowing tale of how St. John’s four-person web team moved from an eight-year-old CMS to Drupal, cut 50,000 pages of content down to just under 4,000 and more importantly, lived to tell about it.

In this presentation, you’ll learn how St. John’s was able to use a new CMS and a new developer to launch a new responsive website that complemented a new brand campaign. Step into the thought process of deciding what was important, which policies needed to be implemented, and how the group remained focused on targeting the ever-important prospective student.

The Sweetness of the Low-Hanging Fruit: Getting Traction On Social Media With Limited Resources
Lacey Luce
Director of Web Management
Columbus College of Art & Design
Amanda Pierce
Media Coordinator
Columbus College of Art & Design

Have you recently been handed the social media hat to add to your already overpopulated hat collection? Not sure how to tackle social media on behalf of your college and/or department? Hear how Lacey Luce and Amanda Pierce with Columbus College of Art & Design learned to make the most of “low-hanging fruit” and grow their social media channels without suffering a nervous breakdown or giving up all of their personal Netflix time, and earning CCAD some national attention along the way.

Lacey and Amanda will share the story of DangerDust: two students who started leaving stunning chalkboard messages on campus just for the joy of creating them. Hear how CCAD began sharing the random acts of art and how the campus and the media responded.

Finally join this two-person (this isn’t their only job) team in learning to celebrate and build on baby-step growth.
How Seven Seconds on Social Media Can Bring More Attention Than Any Advertising Campaign

Brad Brown
Public Relations Director
St. Louis College of Pharmacy

We’re all looking for ways to stand out in a crowded educational marketplace. Learn how St. Louis College of Pharmacy utilized a voting contest tied to the city’s 250th birthday to grab media attention, break into the public conversation, and become known as the College with the cake.

Search Engine Optimization - The Essentials to Boosting Your Search Engine Ranking

Robin Kelly
Webmaster, The University of Texas at Tyler

Contrary to what many believe about Search Engine Optimization, adding simple keywords to your website content will not do the trick. In this poster presentation, learn how The University of Texas at Tyler implemented successful SEO across their university website to significantly increasing organic traffic.

Robin will demonstrate how to increase your SEO rankings by configuring URLs, writing proper metadata, creating killer content, using internal links along with other techniques. Robin will also discuss Google rules and guidelines, SEO end-use training tips, answer your SEO questions and much more.

Paying Your Way to the Top: Advertising on Social Media

JP Rains
Manager, Digital Strategy
Laurentian University

You should think that you can get to the top of the social networks organically. This should be the “right” way to get ahead. Well, as we know, isn’t exclusively the only way to get there. Advertising on Facebook and Twitter with a budget can yield significant results for your business goal as well as positive results for your brand. Especially when your department isn’t paying the bill ;)

Having spent the last 4 years advertising campaigns on Facebook and Twitter totalling in the six figures, Rains will like to share insights, failures and successes.

Here’s an overview of the presentation:
• Earning executive support to spend $
• Targeting tips and tricks
• Proposing and implementing an agile plan
• Reporting on your successes

The Importance of Web in an Integrated Marketing Communications Strategy

Jennifer Younker
Executive Director of Marketing & Communication, Saint Xavier University

Your website is your number one marketing tool in higher education, yet many marketing and web professionals do not work strategically or cohesively to make sure their institution’s website is branded to uniquely identify their institution. Marketers strive to increase brand recognition, profile and reputation of their institution to prospective students, current students, and alumni and friends. However, this is often not a web developer’s idea of what a website should be, thus resulting in a nonintegrated marketing communications strategy.

At Saint Xavier University, the team practice an integrated marketing communications strategy that fosters team dynamics between web, social media, marketing and communications by bringing these different areas together under one executive director. Implementing an integrated marketing strategy across platforms can be done in simple stages that mesh together all the skills sets from web, marketing, content, design and other mediums.

Even if all these different areas report to different directors, there are ways to develop communication and cohesion in all marketing and web processes to create an integrated marketing strategy to develop a strong brand presence that revolves around an institutional website being the key component in building a compelling brand.
In this presentation, Younker will discuss how your website and marketing communications can provide one consistent voice to provide greater brand differentiation, trust and dialogue through increasing marketing and web interaction; the way to get these teams to work together, thus implementing a cyclical process of discover, create, implement and assess; and how implementing an ARC (access, reach and connect) engagement review process into your web and marketing dynamics will result in a compelling, strong brand image.

PST21 Grand Ballroom

Writing for the Web

Amanda Crittenden
Web Developer
University of Utah Marriott Library

Tracy Brewer Medley
Head of Discovery & Web Development
University of Utah Marriott Library

Research shows that we use different parts of our brains when reading online than we do reading books, print, or other materials offline. Our brains are conditioned to skip around when reading online, making web content choices crucial. Utilizing a compilation of web and neuroscience research, Amanda and Tracy will present key tips for writing user-friendly content. Attend this session and you will learn the differences between traditional, long form writing and content for the web. Plus, you’ll leave with lots of tips and tools to create better content on your own academic site.

PST22 Grand Ballroom

Fresno State’s Journey to a Dynamic, Responsive Online Catalog

Dawn Truelsen
Associate Director, Web Communications California State University, Fresno

With the demise of its printed general catalog, Fresno State decided it was time to convert its course catalog into a student-focused, data-driven online tool. To benefit on-the-go students, Fresno State also decided to make its catalog responsive. In this presentation, Dawn will discuss their design process, the responsive techniques used, data integrity issues, user and device data, and their analytics strategy. She will also discuss how faculty and staff adjusted to the changes in workflow, data ownership, collaboration, and information technology.

PST23 Grand Ballroom

Learning How Students Think: A Redesign of our Advising Website

Alex Aivars
Webmaster, Western Michigan University

Over the past 3 years the College of Education and Human Development’s advising website has gone through many changes. These have been a direct result of usability testing, which showed surprising results. These results radically changed how our advising website was structured. Students don’t see the university and/or college the same way as a faculty or staff member. A staff member knows their College, department, and office they work in. A student only knows their major and maybe their department. This simple fact had huge implications for our advising website.

PST24 Grand Ballroom

Doctor Gato-love: Developers and Support Working Together to Build a Better CMS

Thomas Tostanoski
User Services Consultant I, Texas State University

In 2007, Texas State University abandoned a CMS that wasn’t working for anyone and implemented an in-house system based on open source software. They called it Project Gato. Deciding to do it ourselves was a calculated risk. Our unique team ensured that that risk paid off. In fact, it was an astonishingly good idea.

Seven years, a lot of fighting in the War Room, and close to 350 websites later, Gato is still going strong. What’s the secret Doomsday Machine behind the success? The way our support team interacts with our development team.

Representatives from both the support and development staffs will talk about this relationship and why it’s made Gato a better product for the university community. They will also share past successes, problems they overcame, and what lies ahead for our humble little cat, er, CMS.
The University of Michigan’s College of Literature, Science, and the Arts (LSA) has 75 academic departments, 126 websites, and more than 200 people on our content management system contacts list. In 2012, user satisfaction for our CMS was low and frustration/suspicion among users high.

The LSA Web Service team saw this as an opportunity to improve our customer service and formed the CMS User Group. Departmental representatives trained in the current content management system (CMS) were invited to join members of the LSA Web Services to connect with our users on a different level -- as peers.

Two years later, the group holds monthly meetings to learn about new features in the CMS, ways to improve their own departmental or program website, and hear from their peers on their web management experiences. The group also connect with each other virtually through the CMS User Group Google+ community.

The LSA Web Service team is now poised to lead this group through a major transition into a new content management system in late 2014. The CMS User Group will serve as an important resource for the LSA Web Service Team, giving us an opportunity to engage and teach our users the importance and value of their web presence.

This presentation will show how the LSA Web Service Team goes beyond the web support ticketing system by working with this community group. The CMS User Group engages the users to continually think about their websites, help the web service team develop advanced features for the system, and learn ways to manage and maintain a sometimes challenging system.

Using Social Media to Connect with International Students

Jon-Stephen Stansel
International Communications Manager
University of Central Arkansas

When planning a Social Media strategy for your school it is important to remember to engage with your international student population. Social Media outlets can increase international student involvement in events, inform international students of immigration and visa issues, connect with international alumni, and even help your international recruiting efforts in order to increase diversity on your campus.

Social media can be a powerful tool to promote cultural understanding and also effectively communicate with second language learners. In this session, using several popular social media platforms, we will discuss effective techniques to successfully use social media to engage with international students.

In addition, we will discuss how to use Facebook’s targeted ads to best tailor ads to your target international demographic, using Chinese social media outlets, and working with the international office at your university to create a social media campaign that is truly global.

“The problem is choice”

Whether it’s automating a business process, storing and displaying data or managing a communication campaign - IT solutions don’t just grow on trees. At the end of the day we are left with a decision: Do we buy these tools from someone else or build them ourselves?

When faced with a new project, how do you determine which direction to go?

At UCF, the team has done both and can help you navigate the decision making process – weighing the costs, politics, time management, customization, functionality, testing and long-term support of taking ownership of a new piece of software.

The choice to buy or build depends on making informed decisions. Understanding how the software should work, what you need it to do and what you can support, will help you be confident that you’ve made the right decision.
The Trials and Tribulations of Being (a) SMUG Throughout a Brand Evolution
Beth Pullias
Social Media Coordinator, Creative Services George Mason University
Kerone Wetter
Web Designer, College of Science George Mason University

Though we’ve had numerous “official” social media accounts at George Mason University, the appointment of a new university president in 2012 – who used Twitter to directly engage with students – inspired many units to create accounts in order to catch his attention. With no marketing plan or approval needed to start a social media account representing the university, the results are far from pretty.

Social Media Users Groups (SMUGs) aren’t new, but George Mason University has only just started one to help wrangle the handles and messages into a cohesive, yet still diverse, voice that we hope will stand the test of our branding evolution. We illustrate our approach to SMUG in Mason’s decentralized marketing and communications environment from the perspective of the university’s Social Media Coordinator and her SMUG co-chair, what has and hasn’t worked, what we’ve learned, and our plans for the future.

Bringing in Business: Experimenting with In-House Paid Web Services
Brenna Harris Switzer
Web Developer
Oregon Health & Science University

With a small, experimental paid services program, the web team at Oregon Health & Science University went from outsourcing all custom development requests to completing many of them in house. After a year, it’s paid off. As the team plans for a slow and steady expansion of its paid services program, the team has reflected on why the program has worked, what it would do differently, and how the model could be adjusted across institutions. Switzer will share our experience through three main guidelines for groups who are considering or implementing paid services:
• Understand the opportunity
• Plan carefully, and
• Collect the data

Bringing Student Forms Online: A Federated Collaboration
Adam Finlayson
Manager of Functional Solutions
Northwestern University
Daniel Johannsson
Technical Solutions Manager
Northwestern University

In January 2014 Northwestern University made two student forms previously filled out on paper available online (finally). Instead of being developed by the central IT department, this system was developed by the Weinberg College of Arts and Sciences (Northwestern’s largest school) in collaboration with central IT and offered to the entire campus as a free service. This tool will be used to bring a number of central and school-specific forms online. The poster will discuss:
• How the project was conceived and the question of building a custom solution versus purchasing software from a vendor.
• “Embracing Rogue” or the “Federated Service Model” advocated by IT@ Northwestern to foster more rapid technological innovation, and how it was applied to this initiative.
• Challenges involved with changing a fundamental business process for students, the Registrar’s Office, and six undergraduate schools… all on the same day.
• Unexpected insights gained discussing this project with school stakeholders.
• What the Online Forms system does offer for the University: visibility rules, access control,
pre-defined or ad hoc assignment, and a custom jQuery for interface enhancements.

• What the Online Forms system doesn’t offer and the value of not letting the perfect be the enemy of the good when advancing change.

• Using the power of XPath and PHP’s DOMHelper to parse and manipulate HTML documents.

• Optimize code last (or never) only when performance bottlenecks are identified.

6:30 - 10:30 p.m.
World Forestry Center
HighEdWeb Big Social Event
Go really green with HighEdWeb as we take in the natural beauty of Oregon at the World Forestry Center. There will be interactive exhibits, grazing food stations, live music and the special one-night-only HighEdWeb Lounge.

WEDNESDAY OCT. 22
7:30 - 8:30 a.m.
Grand Ballroom
Breakfast
8:30 - 8:45 a.m.
Grand Ballroom
Red Stapler (Best of Track) Announcement

9:00 a.m. - 1:00 p.m.
Plaza Foyer
Sponsor Exhibits Open

10:30 - 11:30 a.m.
General Session:
Chris Hardwick
CEO of Nerdist Industries
Grand Ballroom
Lunch, sponsored by Promet Source

11:30 a.m. - 1:00 p.m.

1:00 - 4:30 p.m.
#WRK6 Broadway i / II
Finding Your Way: Fixing (Conflicting) Map Data and Building an Interactive Campus Map
Aaron Knight
Senior Programmer/Analyst, SUNY-ESF

Wayfinding and map data: so many (conflicting) data sources out there, so little time - but so much potential for losing your future students before you’ve even made the pitch. We’ll look at ways to correct your campus data in major mapping systems, and then we’ll use that to form the building blocks of a fairly easy to build, inexpensive, mobile-friendly interactive map for your campus. This workshop requires at least a working knowledge of JavaScript.
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.

A Nuts-and-Bolts Introduction to Client-side Interactivity with jQuery and AJAX

Jason Woodward
Principal, State & Plain

Today's website consumers demand a tremendous amount of flexibility, responsiveness and interactivity from the sites they visit. People are used to web applications like Facebook, GMail and Twitter, which make heavy use of Web browser, client-side programming in JavaScript and interaction with Web services using the AJAX programming model. This workshop will teach the basics of Web browser, client-side programming using Web standards. We’ll take a quick tour of HTTP, DOM, Javascript, XML and JSON, and then jump in with hands-on exercises using the jQuery Javascript library â€“ building up an interactive website utilizing AJAX web services.

Responsive Web Design

Peter Anglea
Web Developer, Bob Jones University

Responsive web design (RWD) is the biggest paradigm shift in web design in the last decade. The best practices we’ve relied on for years are becoming obsolete. Today’s modern web developer needs to have a firm grasp on responsive techniques.

In this workshop, we’ll cover a wide range of responsive design topics including: media queries, CSS grids/frameworks, responsive design workflow, responsive email and more. We’ll look at code samples and evaluate your own sites and projects. A survey will be provided to registrants in advance of the workshop to ensure the topics most pertinent to you are addressed.

RWD is best learned with a hands-on approach, so bring your laptop and get ready to code. An intermediate-to-expert understanding of HTML/CSS is preferable, but don’t worry, we’ll make sure no one gets left behind.

Getting Beyond the Basics with Google Analytics: Supercharge Your Insights With Universal Analytics, Google Tag Manager

Aaron Baker
Lead Analyst SEO/SEM
University of Arkansas at Little Rock

By now you have been using Google Analytics for years. You’ve found tremendous value into how users interact with your web presence and you have certainly incorporated this data analysis routine into your regular work schedule. Right?

In this workshop I want us to move past simple reports on visits and pageviews—in most cases those “vanity” metrics are next to meaningless when trying to assess how we market ourselves to prospective audiences. Let’s consider how many of those visits were from potential recruits versus people who are already associated with the University. Can we segment our data into different target populations to make informed decisions about how to improve and optimize the website? Perhaps the real question is: what data is missing from my analytics reports and how do I get it there?
Times are changing, y’all. You can tell because each time you log into Google Analytics they’ve redesigned the application, moved all the reports around, and changed all the labels. Now they’re pressuring you to “upgrade” to Universal Analytics. But before you go bothering IT to change that javascript code on every single web page, consider moving to Google Tag Manager (GTM) and using it to load analytics instead.

We’re going to 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. 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.

How One University Increased Visits 45% with Online Forms

COR9 Corporate
Tuesday, 10:45 - 11:30 a.m.

Increase applications and enrollment with smarter online forms. Join Formstack’s Chris Lucas for Tuesday’s interactive session and learn how you can meet your conversion goals with online forms.

We can’t wait to see you there!

…and remember to stop by the Formstack booth for a chance to win an iPad prize package. We came all the way from Indiana to meet you!
## Sessions by Tag

### Accessibility
- **DPA3** Building (or Choosing) an Accessible Media Player
- **DPA5** Navigating a diverse campus (DPA5)

### Advanced Techniques
- **DPA1** WordPress and Beer: Homebrew web applications with WP
- **AIM3** Node.js + Higher Ed = Awesome!
- **MCS3** Own the Second Paragraph
- **DPA6** Automate all the things with Yo, Grunt and Bower
- **DPA7** Beyond the Buildings: A New Generation of Campus Maps
- **DPA8** Don’t like your Google Search Interface? Make your Own!
- **AIM7** Mapping the Interior Landscape
- **MCS9** All ‘Growed’ Up: Social Media Matured
- **DPA9** Multi-headed Drupal
- **AIM10** Taking the Web Offline
- **UAD5** What Does the Web Say? Thinking about Sound and the Internet
- **AIM11** Moving to Client - Writing Full Applications in JavaScript
- **MCS11** Your Website is the Next Social Medium

### Agile
- **MPD1** Scrum Hell or High Water: 3 Easy Ways to Make Agile Efforts More Effective
- **MPD7** Agile in higher ed? Yes you Kanban!

### Automation
- **AIM1** Novice to Pro: The Journey of a Self-taught Web Developer
- **AIM3** Node.js + Higher Ed = Awesome!
- **AIM4** Connecting Reusable Disconnected Content: Our CampusData Project
- **AIM5** Automate all the things with Yo, Grunt and Bower
- **MPD12** Better Living Through Automation: Defeating Time Sucks and Doing Better Work
- **DPA12** IT Orchestration/Automation/DevOps with Ansible

### Analytics and Metrics
- **TIE1** Words of Wisdom from 100 Tech-Savvy Students
- **TIE5** Focusing on Student Success

### Back-End Developers
- **AIM1** Novice to Pro: The Journey of a Self-taught Web Developer
- **AIM3** Node.js + Higher Ed = Awesome!
- **AIM4** Connecting Reusable Disconnected Content: Our CampusData Project
- **AIM8** Extreme APIs for a Better Tomorrow
- **TIE8** Now You’re Speaking My Language! Overcoming Barriers to Technical Collaboration

### Branding
- **UAD4** A Game of Clones: For Your Site Is Dark and Full of Terrors
- **MCS4** Be Yourself: Embrace Authentic Content
- **MCS6** All Together Now: Mindfully Integrating an Increasingly Disparate Brand
- **MCS9** All ‘Growed’ Up: Social Media Matured
- **MCS12** Centralized or Decentralized? The Hybrid Social Media Approach

### Collaboration and Teams
- **AIM2** It Takes a Village: Moving Toward Mobile
- **DPA2** Moving to Git-based Version Control with Small Teams
- **MPD3** Playing Politics: How To Get Exactly What You Want at Any Given Time
- **TIE3** The Library Who Came In From The Cold
- **MPD5** A Game of Clones: For Your Site Is Dark and Full of Terrors
- **MPD6** Jude’s Law
- **MPD7** All Together Now: Mindfully Integrating an Increasingly Disparate Brand
- **MPD8** Agile in higher ed? Yes you Kanban!
- **TIE8** Now You’re Speaking My Language! Overcoming Barriers to Technical Collaboration
- **MCS9** All ‘Growed’ Up: Social Media Matured
- **AIM9** Let Your Data Run Free and Run Your University
- **MCS12** Centralized or Decentralized? The Hybrid Social Media Approach

### Content Management Systems
- **DPA7** Confessions of a CMS Generalist
- **DPA8** Reimplementing Drupal in Place
- **UAD8** Try before you buy: user experience testing in your RFP process can save you time and money
- **DPA9** Multi-headed Drupal
Authors Are People, Too

Content Strategy

There Are No Break Points in Your Web Strategy: Going Responsive Without Screwing Everything Up

Mix it up! The art of remixing content.

Engaging Prospective College Students and Their Parents Online: New 2014 E-Expectations Findings

Own the Second Paragraph

The art of remixing content.

There Are No Break Points in Your Web Strategy: Going Responsive Without Screwing Everything Up

Mix it up! The art of remixing content.

No Better Time Than “NOW”: Telling the Story of How We’re Telling our Story

The Voyage of the Beagle: Biology, Evolution, and Content Strategy

Digital Fundraising on the Social Web

All ‘Grown’ Up: Social Media Matured

The content is the Experience: Lessons in Creating a Student-Centered Student Affairs Website

Is Tumblr Right for Your School?

Chunking and Flipping: What Do Teachers Know about Content Delivery That You Don’t?

The Designer’s Guide to “Responsive” Marketing

Designers

Website Deathmatch - What I Learned by Choosing My NCAA Winners Based on Websites

Mix it up! The art of remixing content.

Things I F#$@ld Up- Stories from a young designer

The Designer’s Guide to “Responsive” Marketing

Directors and Managers

Scrum Hell or High Water: 3 Easy Ways to Make Agile Efforts More Effective

Engaging Prospective College Students and Their Parents Online: New 2014 E-Expectations Findings

Moving to Git-based Version Control with Small Teams

Own the Second Paragraph

Be Yourself: Embrace Authentic Content

Essential Strategies for a Student-Staffed Social Team

All Together Now: Mindfully Integrating an Increasingly Disparate Brand

Agile in higher ed? Yes you Kanban!

Try before you buy: user experience testing in your RFP process can save you time and money

All ‘Grown’ Up: Social Media Matured

Data and APIs

Connecting Reusable Disconnected Content: Our CampusData Project

Fix All The Map Data!

Don’t like your Google Search Interface? Make your Own!

Extreme APIs for a Better Tomorrow

Now You’re Speaking My Language! Overcoming Barriers to Technical Collaboration

Let Your Data Run Free and Run Your University

Taking the Web Offline

Your Website is the Next Social Medium

Drupal

Confessions of a CMS Generalist

Reimplementing Drupal in Place

Multi-headed Drupal

Putting students first: The uOttawa.ca redesign

Front-End Developers

WordPress and Beer: Homebrew web applications with WP

Mix it up! The art of remixing content.

Building (or Choosing) an Accessible Media Player

Rebooting Your Responsive Workflow with Pattern Lab

Get with the Program: Building Better Program, Major and Degree Pages

Automate all the things with Yo, Grunt and Bower

Navigating a diverse campus

Beyond the Buildings: A New Generation of Campus Maps

Prototyping with WordPress: No coding required

Confessions of a CMS Generalist

Don’t like your Google Search Interface? Make your Own!

Reimplementing Drupal in Place

Multi-headed Drupal
### Instructional Designers
- **TIE2**: Talk MOOC to me
- **TIE5**: Focusing on Student Success
- **TIE6**: Speaking the Students’ Language: Using Smart Phones & Apps to Enhance Learning in the Classroom
- **TIE7**: Much of a MOOC-ness: What Have We Learned So Far?
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### Javascript
- **AIM3**: Node.js + Higher Ed = Awesome!
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### Maps
- **DPA4**: Fix All The Map Data!
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### Multimedia
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### New to the Profession
- **AIM1**: Novice to Pro: The Journey of a Self-taught Web Developer

### Website Deathmatch - What I Learned by Choosing My NCAA Winners Based on Websites
- **MPD3**: Playing Politics: How To Get Exactly What You Want at Any Given Time
- **MPD9**: Human at Work or: How I Learned to Stop Worrying and Get Better at My Job
- **MPD11**: Things I F#$@!d Up- Stories from a young designer

### On a Shoestring
- **MPD2**: Mix it up! The art of remixing content.
- **MPD6**: That IS your problem! Creating a collaborative campus
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- **TIE11**: Flipping the Classroom through Blended Learning

### Project Managers
- **MPD1**: Scrum Hell or High Water: 3 Easy Ways to Make Agile Efforts More Effective

### Moving to Git-based Version Control with Small Teams
- **DPA2**: Agile in higher ed? Yes you Kanban!

### Redesigns
- **UAD1**: There Are No Break Points in Your Web Strategy: Going Responsive Without Screwing Everything Up
- **TIE3**: The Library Who Came In From The Cold
- **UAD4**: A Game of Clones: For Your Site Is Dark and Full of Terrors
- **MCS7**: The Voyage of the Beagle: Biology, Evolution, and Content Strategy
- **DPA8**: Reimplementing Drupal in Place
- **UAD9**: Putting students first: The uOttawa.ca redesign
- **TIE9**: The content is the Experience: Lessons in Creating a Student-Centered Student Affairs Website

### Responsive Web Design
- **UAD1**: There Are No Break Points in Your Web Strategy: Going Responsive Without Screwing Everything Up
- **AIM2**: It Takes a Village: Moving Toward Mobile
- **UAD3**: Rebooting Your Responsive Workflow with Pattern Lab
- **UAD9**: Putting students first: The uOttawa.ca redesign
- **AIM10**: Taking the Web Offline
- **UAD12**: The Designer’s Guide to “Responsive” Marketing

### Social Media
- **TIE1**: Words of Wisdom from 100 Tech-Savvy Students
- **MPD4**: Essential Strategies for a Student-Staffed Social Team
- **MCS8**: Digital Fundraising on the Social Web
All ‘Growed’ Up: Social Media Matured
Is Tumblr Right for Your School?
Your Website is the Next Social Medium
Centralized or Decentralized? The Hybrid Social Media Approach

Student Systems and Services
Words of Wisdom from 100 Tech-Savvy Students
Talk MOOC to me
Essential Strategies for a Student-Staffed Social Team
Focusing on Student Success
Speaking the Students’ Language: Using Smart Phones & Apps to Enhance Learning in the Classroom
Now You’re Speaking My Language! Overcoming Barriers to Technical Collaboration
Putting students first: The uOttawa.ca redesign
The content is the Experience: Lessons in Creating a Student-Centered Student Affairs Website

Student Workers
Essential Strategies for a Student-Staffed Social Team
No Better Time Than “NOW”: Telling the Story of How We’re Telling our Story

Systems Administration
Where did all my cache go?
Just another bughunt? Tools to improve your site without nuking it from orbit
IT Orchestration/Automation/DevOps with Ansible

Usability Testing
Website Deathmatch - What I Learned by Choosing My NCAA Winners Based on Websites
Let’s face it: We’re not sixteen anymore
Prototyping with WordPress: No coding required
Try before you buy: user experience testing in your RFP process can save you time and money
Cardsorting for Humanities: Context in Usability Testing

WordPress
WordPress and Beer: Homebrew web applications with WP
Prototyping with WordPress: No coding required
Sign, Sign, Everywhere a Sign: Easy digital signs with WordPress and Raspberry Pi
Confessions of a CMS Generalist

Work-Life Balance
Jude’s Law
Beyond the Screen
Human at Work or: How I Learned to Stop Worrying and Get Better at My Job
Better Living Through Automation: Defeating Time Sucks and Doing Better Work

Writers
Mix it up! The art of remixing content.
Own the Second Paragraph
Be Yourself: Embrace Authentic Content
Get with the Program: Building Better Program, Major and Degree Pages
No Better Time Than “NOW”: Telling the Story of How We’re Telling our Story

Authors Are People, Too
Is Tumblr Right for Your School?
Chunking and Flipping: What Do Teachers Know about Content Delivery That You Don’t?
Alex Aivars
@alexaivars
Webmaster
Western Michigan University

I have worked at WMU for 5 years, first in the College of Arts and Sciences and now in the College of Education and Human Development. I work on graphic design and also code with PHP, MySQL, CSS, Javascript, and HTML.

Rick Allen
@epublishmedia
Content Strategist
Meet Content

Rick Allen has worked in higher education for more than 14 years helping to shape communications and content strategy. As co-founder of Meet Content, a content strategy consultancy and online learning resource, Rick partners with higher education institutions and organizations to drive and sustain bold goals.

Rick is an international speaker on content and communications, and an adjunct professor at Emerson College where he teaches electronic publishing and content strategy in the MA Publishing program.

Janeen Alliston
@JaneenTheBean
Director, Student Communications Services
University of British Columbia

Janeen Alliston is the director of Student Communications Services at the University of British Columbia. She is responsible for providing vision and leadership for a team of communications, user-experience and design professionals tasked with delivering strategic and tactical communications support for the university’s vice-president, students portfolio. Since joining UBC in June 2011, Alliston has been focused on leading the development of a cross-unit, multi-channel, integrated strategic communications plan aimed at delivering meaningful, coordinated and innovative communications to encourage student engagement and positively impact the student experience.

Prior to joining UBC, Alliston was the manager, student recruitment and client services within the Marketing and Communications Department at the British Columbia Institute of Technology. She holds a bachelor of arts, general studies and a master of arts in adult education from the University of British Columbia.

Peter Anglea
@peteranglea
Web Developer
Bob Jones University

Peter Anglea is not your ordinary developer. He hates using technical jargon and prides himself in being able to explain complex ideas to just about anyone using everyday language. He has an eye for front-end design and a knack for back-end coding. Peter is the lead developer for Bob Jones University’s marketing division where his responsibilities range from programming to social media. As a self-taught web developer with over a decade of experience, he is keenly aware of the pressures facing “armies of one” and the issues of working in a larger team environment.

At HighEdWeb 2013 in Buffalo, Peter’s track session presentation on responsive web design workflow won Best of Conference. In addition, two websites designed and developed by BJU’s marketing team won a combined haul of seven eduStyle awards in 2013. When Peter is not busy cranking out code, you might find him putting his master’s degree in music composition to good use or acting in various dramatic productions.

Aaron Baker
@helveticaman
Lead Analyst SEO/SEM
University of Arkansas at Little Rock

Chris Barrows
@CBarrows
Social Media and Mobile Products Coordinator
New York University

Chris Barrows is Social Media and Mobile Product Coordinator at New York University and currently based in New York, NY. He has worked in higher education and social media since 2007. He has previously spent time building social media for Wilkes University and serving a community manager role at Likeable Media.

In his current role, he serves as both a strategist (with a touch of content) for New York University’s social media presence. In addition, he is acts as social media trainer/consultant to the university as a whole. He also manages the university’s Social Media Ambassadors group which brings together over 150+ social media administrators at the university.

He holds a BS in Digital Media (Marywood University) and a MS in Instructional Technology (Wilkes University).
Waylon Baumgardner  
@waylonrobert  
Website Manager  
California Baptist University

Waylon Baumgardner is the Website Manager for California Baptist University, one of Southern California’s fastest growing private universities. He has a combined 17 years experience with building websites, starting when he was in middle school. He has spent the last five years working in higher education, starting as a front-end developer at the University of California, Riverside. His current role sees him managing the university’s public web presence while also leading a small team of web professionals. Some of his operational tasks include developing web content strategy, user testing, as well as front-end development.

Lougan Bishop  
@lougan  
Social Media & Digital Marketing Specialist  
Belmont University

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.

Karlyn Borysenko  
@KarlynMB  
Principal  
Zen Workplace

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. An award-winning presenter, 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 MBA from Norwich University, and is currently ABD her Ph.D. in psychology from Capella University.

Brad Brown  
Public Relations Director  
St. Louis College of Pharmacy

Brad Brown is the public relations director for St. Louis College of Pharmacy. He comes to the job following more than a decade of experience in newsrooms across the country. Brown is in charge of the College’s media outreach and some social media channels. This year marks the 150th birthday of the founding of St. Louis College of Pharmacy and Brown has been involved with planning numerous events both on campus and in the community.

Janelle Browning  
Director of Marketing and External Affairs  
Berklee College of Music

Janelle Browning is the Director of Marketing and External Affairs at Berklee College of Music. She spent her formative years studying words, reading books, editing stories, and overseeing marketing and promotions at various live music venues in Colorado. She holds a B.A. in English from Truman State University and an M.A. in English/Communications Development from Colorado State University, and spends her free time teaching and practicing yoga at her favorite local studio.

Ashley Budd  
@ashley_budd  
Assistant Director, Social Media Strategy  
Cornell University

Ashley Budd is working toward the advancement of higher education. Through speaking, writing and research she offers insights into contemporary issues in college enrollment, development and communication.

Budd is assistant director of social media strategy, serving alumni affairs and development at Cornell University. Prior to joining the social media team at Cornell, Budd spent over five years at her alma mater, Rochester Institute of Technology, where she lead social media strategy for undergraduate admissions. Budd serves as producer and host on the Higher Ed Live network where she explores contemporary issues and innovations in higher education.

Erin Callihan  
@erincallihan  
Senior Director of Interactive Media & Global Communications  
New York University

Erin Callihan is the senior director for interactive media and global communications at New York University, where she has spent the past 15 years in various marketing,
media, photo/videography and communications roles, spanning admissions, student life and alumni relations. She splits her days between New York City and Abu Dhabi and may well be the happiest frequent flier you’ve ever met. Callihan also enjoys coloring outside the lines, hiring recent grads, container gardening and craft beer. Read more about her at about.me/erincallihan

David Cameron
@davecameron
Recruitment Marketing Web Content Producer
Ithaca College

Completely unrelated to the current UK Prime Minister, this David Cameron started out in the NYC entertainment industry, working in talent management and award-winning production companies for nearly a decade. Then his awesome wife got an awesome job and they relocated to Ithaca, NY, where his Higher Ed career began in various communications and special projects roles at Cornell University. In 2010 he joined the awesome marketing communications team at his alma mater, Ithaca College, where he is currently responsible for producing and managing admission and enrollment web content, overseeing prospective student social networks, and developing new recruitment marketing efforts through social media and other interactive technologies. He is passionate about user experiences, content strategy, teamwork, local food and drink, and mastering slight-of-hand card techniques. Awesome is his favorite word.

Carla Cantor
Managing Editor, Rutgers Today
Rutgers University

Carla Cantor, managing editor of Rutgers Today and assistant director of editorial services, joined the Office of Media Relations in 2002. She served as editor of the university’s faculty and staff publication until becoming managing editor of the university’s news center in 2009. Before coming to Rutgers, Cantor was the editorial director of the health channel at America Online. She also has worked as an editor at CBS HealthWatch and as director of publications at New York University Medical Center. Cantor holds a bachelor’s degree from the University of Rochester and a master’s degree from Columbia University’s School of International and Public Affairs.

Jennifer Chance
Web Team Manager
University of Texas at Austin

Jennifer Chance is the web team manager for the McCombs School of Business and is a graduate of the Austin Peay State University (’02). Before joining McCombs and becoming part of The University of Texas at Austin family, she spent nearly a decade in software development and worked for a number of high-profile employers—most notably, NASA. Since presenting at the 2013 HighEdWeb Conference in Buffalo, Chance has been an active and earnest promoter of anti-bullying initiatives for youth around Austin. She has also been delighting the ears of hipsters far and wide with her sweet trombone skills at festivals like Honk! TX and Honk! Fest West.

C. Daniel Chase
@cdcchase
Lead Web Administrator
The University of Tennessee at Chattanooga

Dan Chase is responsible for the management of the OU Campus content management system (CMS) recently deployed for the UTC main website. Chase originally came to UTC for his undergraduate degree in 1993, and after being introduced to the Internet by Dr. Eric Lane, one of his physics professors, he got seriously distracted! In 2000, he wrote the job description for the campus’ first webmaster position in University Relations and stepped into that role. At the time he was a ‘one man shop’, managing all parts of the web site from hardware to web server. Today, he is the man-in-the-middle, managing the CMS and arranging training for 300+ users, as well as the web server architecture. Still Dan-of-all-trades, he gets his fingers in everything.

Georgy Cohen
@radiofreegeorgy
Associate Creative Director, Content Strategy
Meet Content

Georgy Cohen is associate creative director for content strategy at OHO Interactive, a digital agency based in Cambridge, Mass. She is also co-founder of Meet Content, a resource empowering higher education to create and sustain web content that works.

Georgy previously worked at Tufts University and Suffolk University, in addition to her own independent consultancy. She speaks frequently, receiving Best of Conference honors at HighEdWeb 2011 for her session, “Reinventing News on your University Website,” and delivering the keynote addresses at HighEdWeb Pittsburgh 2014 and HighEdWeb Arkansas 2011.
Amanda Crittenden
Web Developer
University of Utah Marriott Library

Amanda Crittenden works as a web developer for the University of Utah Marriott Library. Her educational background includes Linguistics and Teaching English to Speakers of Other Languages. In addition to reviewing pages for content and adherence to web standards, she works to train librarians and staff using OmniUpdate’s Content Management System (CMS) and assists University of Utah affiliates in the Usability Lab. Over the past five years working in web development, she has developed a strong interest and an evolving understanding of Web Accessibility, Usability, and Writing for the Web.

Wendy Darling
@wcdarling
Communications Specialist
Emory University

Wendy Darling is responsible for digital communications in Emory University’s Woodruff Health Sciences Center, including its website and social media, as well as the School of Medicine’s website and Facebook page. Darling also works with the Emory News Center, a key component of news distribution for research, Emory Healthcare, and the schools of medicine, public health and nursing. She has built a career in web content management with institutions and nonprofit groups. Besides her day job, Darling operates a blog on Art Deco architecture and is a published fiction author as well as a sometime editor with U.K.-based Immanion Press.

Brett Davis
Web Programmer
Montana State University

Brett Davis is a Web Programmer in the Web and Digital Communications department at Montana State University. He is a Vermont native with a background in freelance web design and bike shop wrench-wielding. Brett enjoys building usable things out of pure logic.

Leah Davis
Assistant Director, Web & Digital Communications
IIT Stuart School of Business

Leah Davis is Assistant Director of Web & Digital Communications at IIT Stuart School of Business, and joined Stuart in May 2013. She is responsible for managing the website, social media channels, and weekly e-newsletters to students and faculty.

Jake Dolan
Director of Web and Digital Communications
Montana State University

As the director of the Web and Digital Communications team for Montana State University, Jake Dolan has spent the last twelve years growing with the Web at the university. In that time, he and his team have evolved greatly alongside higher education and digital communications.

David Decker
Senior Systems and Software Engineer
Carnegie Mellon University

Dave Decker has been enamored with technology since he first played Pitfall on his family’s Atari 2600 game console in the early 1980s. His interest in all things digital continued as he went on to earn a degree in computer media studies from Juniata College in 2000. His current role of Senior Systems/Software Engineer at Carnegie Mellon University has him creating web applications and solutions for the Department of Computer and Electrical Engineering. Dave enjoys ice hockey, photography, and spending time with his wife Bridget and daughter Evelyn.

Jacob DeGeal
@JacobDeGeal
Creative Operations Manager
Illinois State University

Jacob has been a graphic designer with Illinois State University’s web office for 7 years. 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. In his spare time, Jacob established the 501(c)3 “Cat Bike Sanctuary,” as he owns four cats, three bikes and way too much time on his hands.

Melissa Dix
@akamelissa
Web & New Media Director
Beloit College

Melissa Dix, Web & New Media Director, has been managing the web at Beloit College for nine years. Her background includes 6 years with Motorola, managing and collaborating on web development projects spanning manufacturing, e-commerce and mobile commerce & two years as a developer for Full Audio, an online, subscription based, music software startup in Chicago.
Glenn Donaldson  
@gdonaldson  
Enterprise SOA/Sr. App. Architect  
The Ohio State University  
Glenn is as close to a super hero as you can get without people knowing about your powers. He has almost 20 years' experience in higher education. He’s architected several student systems including class registration, financial aid, and course catalog. In his current role he oversees the architecture of many systems including the Enterprise Integration Platform, a central campus system for web service APIs.

Christopher D’Orso  
@cdorso  
Assistant Director of Enrollment Communication  
Stony Brook University  
Chris D’Orso is the assistant director of enrollment communications for Stony Brook University, coordinating social media outreach for one of the top-ranked public research universities in the northeast. He is also a host of the bi-weekly web show “Admissions Live,” part of the Higher Ed Live network.

D’Orso is a State University of New York lifer; he has BA from SUNY Geneseo in communications, and worked as the acting director of student activities at Finger Lakes Community College and as an admissions counselor/orientation director at SUNY Old Westbury before joining Stony Brook University as an assistant director of admissions in 2005. He is a husband and father, a Mets fan and baseball card collector, and is the on-field host of the Spirit of Stony Brook marching band during football games. He also also got his butt kicked on “Jeopardy!” in 2009, a defeat he rues to this day. He earned his MS in college student development at Long Island University.

Kelly Elander  
@kelander1  
Asst. Professor of Communication and Coordinator of the Web Design and Interactive Media Program  
Harding University  
Kelly Elander earned his undergraduate degree in radio/TV communication at Ohio University and his master’s in adult instruction and performance technology from the University of Michigan. Kelly spent a number of years working as an instructional designer for Arthur Andersen and a number of training and e-learning contracting companies in the Chicago area, specializing in web-based training, e-learning and multimedia training. Recently Elander completed his Ph.D. with an emphasis in instructional design for online learning at Capella University. Dr. Elander currently teaches a variety of communication courses and coordinates the web design and interactive media program at Harding University in Searcy, Arkansas.

Adam Finlayson  
@nullfame  
Manager of Functional Solutions  
Northwestern University  
Adam Finlayson came to Northwestern in 2001 as a web developer in University Relations, Northwestern’s central marketing and communications group. In 2006 he moved to the Weinberg College of Arts and Sciences, Northwestern’s largest school based on student enrollment, where he started as a web developer then later became Co-Manager of Web Application Development. Currently Finlayson manages the Functional Solutions group, a team of business analysts that identify technology needs in the College and manage projects to address those needs. Outside of Northwestern Finlayson is involved in his local community. Most recently he co-founded the Grandmother Park Initiative, a successful five-year project raising money to acquire land and develop a new playground. He has a bachelor of arts in mathematics and computer science from Cornell College in Mount Vernon, Iowa.

Steve Fischer  
@minnow61  
Director, Web & Mobile  
The Ohio State University  
Steve Fischer is Director of Web & Mobile in the Office of the CIO at The Ohio State University. His group oversees OSU Mobile, the university’s institutional mobile application, and several web applications. He has Bachelor’s degrees in Communication and Computer Science as well as a Master of Business Administration from Ohio State. He and his wife Jodi have a son and a daughter, Wynsten and Genevieve.

Jason Fish  
@jasondfish  
Director of Informatics  
Purdue University  
Jason Fish is the director of informatics within Purdue University’s central IT organization where he is responsible for providing vision in the areas of teaching and learning technology. His experience includes development, project management and driving new and creative web and mobile strategies. The work of his group has been featured by the New York Times, CNET and The Chronicle of Higher Education.
Amanda Frisbee
@frisbeeA
Web Designer & Developer
Beloit College

Amanda Frisbee is the Web Designer & Developer at Beloit College. In her past life, Amanda was a graphic designer working in ad layout for Roundy’s Supermarkets and in the print industry for a local printer. After freelancing for a few years, she went back to school for web programming and realized her dreams of working full time in the dynamic realm of the web and in higher ed. When she’s not working with code, Amanda enjoys outdoor adventure and traveling. She and her husband have visited nearly half of the U.S. National Parks in the last 7 years.

Charles Fulton
@mackensen
Senior Web Applications Developer
Lafayette College

Charles Fulton is a Senior Web Applications Developer at Lafayette College. He helps oversee Lafayette’s web infrastructure, including Moodle, WordPress, Drupal, Redmine and MediaWiki. He architected Lafayette’s version control environment and works closely with the server administration team to create and manage the college’s web servers. Fulton also serves on the Development Committee for the Collaborative Liberal Arts Moodle Project (CLAMP) and helps integrate the Liberal Arts Edition distribution.

Doug Gapinski
@DougGapinski
Strategist
mStoner

Doug Gapinski is a user-centered digital strategist. In his pursuit to create delightful, effortless and highly functional things, he has evolved from a designer to a creative director to a strategist over the last 13 years.

At mStoner, Gapinski has led initiatives for mobile and responsive design, web performance and integrated marketing. He has worked for Ivy League universities, community colleges and pretty much every other kind of education institution you can think of.

Larry Garfield
@Crell
Senior Architect and Community Lead, Palantir.net

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. As a freelancer he worked mostly for Chicago-area politicians before graduating to full time consulting with Palantir.net. At Palantir, he 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.

Garfield 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.


Luci Geraci
@LuciGeraci
Director of Digital Communications
St. John’s University

Luci Geraci oversees the recasting and development of St. John’s digital media strategy. Geraci has worked in the Marketing and Communications field for over 15 years and has focused mainly on web development and digital media. She has worked at St. John’s University for over 8 years for Marketing and Enrollment Management, and has worked closely with key internal stakeholders to determine best use of digital media for respective areas and audiences.

Stephanie Geyer
@StephGeyer
Vice President, Web Strategy and Interactive Marketing Services
Noel-Levitz

Stephanie Geyer directs website development and e-communications projects for 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 the Internet and e-recruitment behaviors of high school juniors. Prior to joining Noel-Levitz, Geyer directed recruitment
Ellen Godwin
@ellen_godwin
Digital Communications Manager
Goldsmiths, University of London

Ellen Godwin is Digital Communications Manager at Goldsmiths, University of London. Previously she’s worked in digital roles at fashion retailer New Look, MSN and Johnson & Johnson.

Jennifer Godwin
@jenncg
Senior web content manager
University of Arkansas at Little Rock

Jennifer Godwin still has the rainbow Apple sticker from her first Mac product. She’s a fan of tap dancing, cats, and adventures. As a senior digital strategist at the University of Arkansas at Little Rock, Godwin works (usually in a collaborative setting) to make it better, whatever that “it” is on any given day. A former journalist, her insistence on strong storytelling can border on obsession. And after two years in higher ed, she’s finally come around to the Oxford comma.

Samantha Goldstein
Academic Program Advisor
Carnegie Mellon University

Samantha Goldstein, senior academic programs advisor and special projects coordinator, has been at Carnegie Mellon University since 2012. In this role, she administratively advises over 300 Ph.D. students in electrical and computer engineering and helps drive technical projects both big and small to improve the experiences of her faculty, students and colleagues. Prior to CMU, Samantha was a manager of content services at Eduventures, Inc. in Boston where she specialized in custom research projects pertaining to online higher education and continuing and professional education. Goldstein obtained her Ed.M. in higher education from Harvard Graduate School of Education and her B.A. from Northwestern University.

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 an award winning speaker who is known for his thoughtful vision of the future of the web and technology on college campuses. He is very active in the web community serving on numerous boards and committees. Mark has worked at the University at Buffalo (UB) for 27 years. He currently serves as the Director, Office of Web Services, a position he has held since 2001. From 1997-2001, he was the Web Development Manager for Computing and Information Technology and the CIO’s Office. He began his career at UB as a supervisor for Instructional Technology Services where he played a significant role in integrating technology into the classroom. Mark has also served as a visiting instructor in UB’s former School of Informatics. His research interests include emerging technologies, social media, the mobile web, the Millennial Generation and their use of technology.

Brandon Groves
@DField_FL
Programmer
UCF

Brandon Groves is a programmer with eight years experience developing user-centered, data-driven web and stand-alone applications for Lockheed Martin and the University of Central Florida. If there is a process that needs improving, Groves will fight to the end to improve it (or just write a script to automate it).

Curtiss Grymala
@cgrymala
University of Mary Washington

Curtiss Grymala, founder of Ten-321 Enterprises, is the Senior Web Technologist at the University of Mary Washington (UMW). At UMW, Curtiss manages all custom development for the University’s unique implementation of WordPress as its CMS. He has developed more than 50 custom WordPress plugins, released 9 public plugins and created more than 20 custom themes for various organizations.

Stephanie Guay
@techiestephanie
Director of Web Projects
Duke University

Stephanie Guay runs a 2.5-person web shop for the Nicholas School at Duke University. She’s responsible for everything from project management to programming.

Gaurav Gupta
@frshbakedpixels
IT Analyst
Virginia Commonwealth University

Gaurav Gupta works as IT Analyst in Office of the Vice Provost for Learning Innovation and Student Success at Virginia Commonwealth University. In his current position...
he 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 the latest in instructional technology.

Rebecca Hall
Web Development & Marketing Director
UW-Milwaukee

Rebecca Hall, Web Development & Marketing Director for the School of Information Studies (SOIS) at UW-Milwaukee, has over 13 years of experience in higher education. With roots in both graphic design and instructional technology, she is passionate about digital media and exploring new and innovative ways to use digital media for communication and student engagement. In her current role at SOIS she oversees the marketing and web development initiatives of the school.

Mark Heiman
Senior Web Application Developer
Carleton College

In more than twenty years supporting higher education technology, Mark Heiman has done a little of everything, from technical writing to system administration, help desk to programming. He is currently senior Web application developer for Carleton College’s Web team, specializing in data integration, social tools, and beard cultivation.

Eryn Holbrook
Information Analyst
Simon Fraser University

Eryn Holbrook leads the Content Management System team in the IT Services department at SFU. Since 2000, she has built user-centred websites for SFU and, in 2013, launched the university’s first fully responsive design.

Terri Holtze
@tiholt02
Head, Library Web Services
University of Louisville

Dave Housley
@dhousley
Manager for Web Strategy
Penn State University

Dave Housley is the Manager for Web Strategy at Penn State Outreach and Online Education, where he oversees a group of developers, project managers, and usability experts who create and manage websites, most notably the Penn State World Campus site. He has been the webmaster at the World Wildlife Fund, Peace Corps, Appalachian Regional Commission, and consulted for many other organizations in nearly two decades of working in web communications and fundraising. He teaches an online Technology Tools for Writers class for the Johns Hopkins University’s Masters in Writing program.

Nick Jensen
@nickj47
Manager of Marketing, Communications, & Web-Based Technologies, New York University

Originally from Nebraska and a proud NYU alum, Nick Jensen helped start the NYU Office of Interactive Media. He is an avid traveler, a voracious reader and enjoys running through Brooklyn. For more information, follow @nickj47 or check out about.me/hashtagnick

Daniel Johannsson
Technical Solutions Manager
Northwestern University

Daniel Johannsson works as the Technical Solutions manager for the IT group serving the Weinberg College of Arts and Sciences at Northwestern University. This group develops custom web applications to solve business problems in the College and at the University. He has a bachelor of science in Computer Science from Illinois Wesleyan University, and a master of science in Computer Information Systems from Northwestern University.

Robin Kelly
@robinkelly
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, OU Campus CMS/design and social media.

With 20+ years experience in the industry, Kelly developed numerous 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 re-designs and, most recently, a complete overhaul of the site.

Kelly has been a presenter for the OmniUpdate National Conference for several years and recently presented at the National Conference on Student Recruitment, Marketing and Retention. Kelly is a devoted mother of four children ranging in age from nine to 29.
Chad Killingsworth  
@chadhikes  
Assistant Director of Web and New Media  
Missouri State University

Chad Killingsworth is the technical lead for the main Missouri State website. Killingsworth is also a committer to the Google Closure-Compiler project, has contributed to jQuery and Co-chair of the HighEdWeb Technical Committee.

Janet King  
@msjanetking  
Senior Analyst E-Learning  
College of Southern Nevada

Janet King is a senior analyst in the Department of E-Learning at the College of Southern Nevada. King is currently completing a doctorate in educational technology from UNLV. She has more than 25 years of experience in the community college and university settings as an instructor.

Aaron Knight  
@farktal  
Senior Programmer/Analyst  
SUNY College of Environmental Science and Forestry

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 six years. Currently working in the college’s Information Systems group, he began his ESF career as a Web Developer under Communications.

Megan Kohler  
@msm26  
Instructional Designer  
Pennsylvania State University

Megan Kohler is an instructional designer with a passion for technology, education and communication. As a member of the Teaching and Learning with Technology instructional design team at Penn State, her role varies from providing design consultations with faculty to exploring educational technologies, developing online education and researching pedagogical strategies. She has presented concepts such as blended learning and rubrics at several international venues. While the vast majority of her work is focused to resident faculty and students, MOOCs offer the opportunity for her work to be viewed by the mainstream population.

Jessica Kowalewski  
Web Content Coordinator  
University of Michigan - LSA Web Services

Jessica Kowalewski works for the LSA Web Services at the University of Michigan. As a Web Content Coordinator, she works hands-on with departments in website migration and maintenance in the content management system. She also serves as a consultant for best practices, helps test enhancements to the content management system, assists in system support, and other related tasks. Kowalewski serves as the facilitator of the college-wide CMS User Group. She has a master’s in Educational Leadership from Eastern Michigan University and a bachelor’s in Communications from University of Michigan Dearborn.

Jess Krywosa  
@jesskry  
Director of Digital Marketing  
Wellesley College

Jess Krywosa is a passionate and creative integrated marketing professional with over fourteen years of experience in communication problem solving with a special focus in digital brand strategy. She creates innovative, integrated and interactive ways to combine voices and media to best showcase brand experiences and build cases for support.

Currently the director of interactive content strategy at Hamilton College, Krywosa has also served as the director of web communication at Suffolk University focusing primarily on using digital media to enhance brands, inform business decisions via analytics and social media sentiment and to creatively engage consumers at all points in the cycle. She also has consulted with several agencies and institutions. Krywosa holds a MA in Integrated Marketing Communication from Emerson College and a BA in Communications from Northeastern University.

Randy Kuehn  
Digital Technologies Systems Librarian  
University of Louisville

Jesse Lavery  
@jesselavery  
Director of Web Communications  
Allegheny College

Jesse Lavery is the Director of Web Communications at Allegheny College, a national liberal arts college of 2,100 students in Meadville, PA. 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. In addition to his day-to-day duties, Lavery is proud to serve on Allegheny’s Bicentennial Committee. Allegheny is the 32nd oldest college in the
nation and is currently celebrating its 200th anniversary.

**Brett Lee**  
@brettjlee  
UX / Web Designer  
University of British Columbia

Brett Lee is a user experience / web designer with Student Communications Services at the University of British Columbia. Lee was instrumental in conceptualizing the redesign of students.ubc.ca, the website for all current UBC students with information on all of the services, programs, opportunities and resources provided by the “central” student services. Lee holds a bachelor of engineering in computer science from the University of Victoria and is currently completing his master’s in library, archival and information studies at the University of British Columbia.

**Mark Lee**  
@therealmarklee  
Associate Director of Web Communications & New Media  
Colorado College

Mark Lee is the Associate Director of Web Communications & New Media at Colorado College. He has been working in the higher ed web field for over a decade, and continues to wear many hats and learn many new things every day. His work and interests include web design and development, user experience, social media, content strategy, and much more, but blending html, css, and javascript to bring stories to life is his favorite thing ever.

**Evelyn Li**  
@eli2884  
Instructional Technologist/Webmaster/Lecturer  
University of Wisconsin-Fox Valley

Evelyn Li wears several hats on a small campus: instructional technologist, webmaster, social media specialist and computer science lecturer. Her daily tasks require her to work closely with faculty, staff and students on campus or in cyberspace. A master’s in computers in education from Bank Street College was the unexpected successor to a bachelor’s in Chinese literature. Being a jack-of-all-trades lets Li still enjoy working at UWFox after 15 years.

**Conny Liegl**  
@connyliegl  
Senior Designer for Web, Graphics and UX  
Robert E. Kennedy Library, California Polytechnic

Conny Liegl has been working in higher education institutions for more than a decade. She currently works as a Senior Designer for Web, Graphics and UX at Robert E. Kennedy Library, California Polytechnic State University. She holds a Master of Arts in Information Science from Saarland University, Germany.

Liegl makes users happier by building intuitive interfaces, so they are more productive and less frustrated. She translates between developers and users, to help teams transform user-focused ideas into engaging and powerful tools.

**Lacey Luce**  
@LaceyLuce  
Director of Web Management  
Columbus College of Art & Design

Lacey Luce is the Director of Web Management (this title will likely be changed in summer 2014) at Columbus College of Art & Design. She got her BA in Journalism at the Ohio State University and refuses to capitalize the THE. Her favorite thing in life is and has always been stories. Books, TV, Movies, pictures, video, strangers on a train…she loves them all. Luce may never remember your name, but if you share a story, that she will remember.

**Mary Macin**  
Graphic Designer  
Web & Interactive Communications, Illinois State

Mary Macin is a Graphic Designer for the Web and Interactive Communications (WEB) office at Illinois State University. A web designer at heart, she also has experience in print design, brand management, multi-channel marketing, event planning, and performing miracles with few resources and even less time. In her current position, she designs all manner of marketing materials for TechZone, a department dedicated to providing technology resources to students at ISU.

Macin was the first documented female fighter pilot in the Peloponnesian War. She was also the only fighter pilot in the Peloponnesian War, as the airplane as we know it would not be invented for another 2307 years.

**Greg Marshall**  
Web Services Manager  
Truman State University

Greg Marshall has served in a variety of IT roles over 15 years at Truman State University, a public liberal arts university of about 6,000 students in rural Missouri. His current role is Web Services Manager, where he supervises all things related to...
the public website, intranet, and portal. With a background in desktop support and help desk management, as well as a degree in music, Marshall has earned a reputation at Truman for being able to “explain technical things without making you feel stupid.”

Corie Martin
@coriemartin
Manager, Creative Web Services
Western Kentucky University

Corie Martin joined Western Kentucky University in 2008 and serves as the Manager of Creative Web Services for the Division of Public Affairs. Her office oversees Web content and marketing initiatives as well as WKU’s award-winning social and interactive media programs. Martin serves as a member of the WKU News team, and chairs the WKU Web Council and Web Standards Committee. Martin has published in LINK: The Journal of Higher Ed Web Professionals and has been featured in University Business Magazine. Martin’s presentations include HighEdWeb, CASE-KY, the Noel-Levitz National Conference on Student Recruitment, Marketing & Retention, OmniUpdate User’s Conference, and the 2014 AASCU Academic Affairs Winter Meeting. Martin is currently pursuing a doctorate in Postsecondary Educational Leadership with a research emphasis in social media recruitment and retention.

Nikki Massaro Kauffman
@NikkiMK
Front-End User Experience Developer
Penn State University

Nikki Massaro Kauffman has degrees in both computer science and education and over 14 years experience in education and technology. As a programmer, an interface designer, and an educator, her passion 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.

Aaron Maturen
@atmaturen
Developer
Saginaw Valley State University

Aaron Maturen is a developer with 4 years of professional experience, interested in all kinds of digital media, but with a major focus on designing websites and web applications. Recently Maturen has been playing with AngularJS and Laravel while conducting usability testing to see if users find everything as intuitive as him.

Nichole McGill
@nicholemcgill
Web Communications Director
University of Ottawa

Nichole McGill has transformed the Web presences of major organizations for more than a decade, and in the process, challenged and refined the ideology and processes behind digital communications.

Currently responsible for the overall Web strategy and presence of the University of Ottawa, in the past, she has redesigned and managed the Web presences of Health Canada, culture.ca and Foreign Affairs, the latter for which she received a Public Service of Excellence Award (interdepartmental team) for managing the Web communications surrounding Canada’s response to the earthquake in Haiti. A frequent speaker and lecturer on Web and social media, Nichole is also an OpEd writer and fiction author. She holds a Bachelor of Arts with High Honours in Mass Communications and blogs occasionally at NicholeMcGill.com.

Tracy Brewer Medley
Head of Discovery & Web Development
University of Utah Marriott Library

Tracy Medley is the Head of Discovery & Web Development at the J. Willard Marriott Library, University of Utah. Her team provides website development, design and usability analysis for the Marriott Library, University community and partners across the region. Since 2009 she has also been responsible for the University of Utah Libraries’ discovery layer (Primo), which provides millions of resources to students and researchers. Tracy has worked in higher education for 14 years.

David Merchant
Communications Editor
University of Michigan International Institute

David Merchant has worked at the University of Michigan International Institute since 2007. His current role has him managing the websites of four of the institute’s centers as well as overseeing the site of the College...
of Literature Science and Arts “India in the World” theme semester. He has been a member of the Web Service Team steering committee since 2013.

David holds a BA in English Language and Literature from the University of Michigan.

**Lance Merker**
@lancemerker  
President and CEO  
OmniUpdate, Inc.

Lance Merker is the President and CEO of OmniUpdate, Inc., located in Camarillo, CA. Under his leadership, OmniUpdate has become the leading provider of web content management software (CMS) to higher education. The company’s flagship CMS product, OU Campus™, is used to manage more than 550 college and university websites. Merker is a regular guest speaker on the subject of web CMS and social networking at industry conferences nationwide. He has more than 15 years experience in the software industry.

**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, Grails, Rails, PHP, Node.js, responsive web, HTML5, Bluetooth LE, Smartwatches, and the Internet of Things.

**Gabriel Nagmay**
@nagmay  
Web Analyst  
Portland Community College

Serving 100,000+ students a year, Portland Community College is the largest institution of higher education in the state of Oregon. As a web analyst for the college, Gabriel Nagmay works with a small, but very dedicated team who is charged with providing web services for the entire PCC community.

**Lili’a Uili Neville**
@luilineville  
Interactive Art Director  
University of Tennessee

Lili’a Uili Neville is an Interactive Art Director in the Office of Communications and Marketing at the University of Tennessee. Neville is the lead developer for the university’s interactive map and also serves on the university’s branding and social media teams. She is a graduate of Southern Illinois University (’07) and the University of Wisconsin-Madison (’09). She loves long distance running and despises soggy tacos.

**Kenneth Newquist**
@NukeHavoc  
Director, Web Applications Dev.  
Lafayette College

Kenneth Newquist (@knewquist) is the Director of Web Applications Development at Lafayette College. Newquist is the co-host of the ITS Coffee Break, an occasional podcast about the intersections of academia and technology at Lafayette. He also served on the inaugural steering committee of the Collaborative Liberal Arts Moodle Project (CLAMP) and has spent far too much time on tracking down xenomorphs hiding in Moodle, WordPress, and Drupal.

**Chris Nixon**
@theCNIXON  
Director  
University of Arkansas

Chris Nixon is the Director of Digital Design and Development at the University of Arkansas. He has been with the university for sixteen years, and is responsible for managing the universities web presence, mass communications and other digital communications.

**Robert Nunez**
Web Consultant  
UW-Milwaukee

Rob Nunez, Web Consultant for the School of Information Studies (SOIS) at UW-Milwaukee, has over 8 years of experience in higher education. He has helped refine web tools and create applications that help to improve the user experience. Combined with his passion to learn about emerging web and online education technologies, he is always striving to improve the web and mobile experience.
Dave Olsen  
@dmolsen  
Professional Technologist  
West Virginia University  

Dave Olsen has been a developer and project manager with the University Relations - Web unit at West Virginia University (WVU) for the last twelve years. Over that time he has worked on and led projects that range from developing a university-wide CMS to creating award-winning marketing websites. Olsen’s primary role is to help find the balance between tech, content, and design for many of the University’s biggest projects. For the last four years he has also been responsible for implementing mobile solutions for the University. These include SMS-based services, WVU’s central mobile web portal, as well as a number of responsive design-based websites. In addition to his work at WVU, Olsen actively participates in open source projects as well as writes. In 2012, Olsen contributed a chapter to Smashing Magazine’s, “The Mobile Book,” and he shares what he’s learned about mobile, as well as his reactions to mobile trends, on his personal blog.

Caroline Osse  
@CareOsse  
Social Media & Communications Manager, New York University  

Caroline Osse is the social media manager at the Office of Interactive Media at her alma mater, New York University, where she manages HashtagNYU and the student internship program. She focuses on how to use social media to communicate and engage students on campus, and all over the world. When she’s not stuck on Twitter, it’s all about writing, traveling, and exploring NYC. For more info on Osse: http://about.me/careosse

Jacob Oyen  
@jacoboyen  
Assistant Communications Director for Online Media  
Central College  

Jacob Oyen is the Assistant Communications Director for Online Media at Central College in Pella, Iowa where he manages the online initiatives of the college. With almost ten years of experience in K-12 and higher education environments, he has focused on making the technical nature of the web more accessible. His experience includes custom web application development, project management and creative solutions to complex problems.

Lori Packer  
@loripa  
Web Editor  
University of Rochester  

Lori Packer is responsible for the design, maintenance and content strategy for several central University of Rochester websites, including the university’s homepage and news site. Packer is also part of the design and editorial team for Futurity.org. Before coming to higher ed, Packer was the lead U.S. editor for MSN Search -- Microsoft’s pre-Bing search engine -- and received a master’s degree in communications from the University of Washington. She is currently working toward her MSLIS from the iSchool at Syracuse University. Packer has served on the HighEdWeb organizing committee since 2003. She is a Phillies fan, a beer snob and an insomniac, and she blogs sporadically at www.goddessofclarity.com.

Ken Petri  
Program Director, Web Accessibility Center  
The Ohio State University  

Ken has been the director of the The Ohio State University Web Accessibility Center since 2005. He consults across the university on IT accessibility issues, including the accessibility of web sites and applications, video and audio content, and accessible document creation. He gives workshops on these and related topics, including web accessibility evaluation and web programming techniques. Ken has worked on many enterprise-level purchasing procedures for the university, influencing purchasing decisions to help ensure technologies are usable by students, staff, and faculty, regardless of ability. And he collaborates with administration at many levels to help shape the university’s strategic approach to IT accessibility. He also enjoys web programming and, when he can, will shirk other responsibilities in order to code. Before he started working with computers and the web, he was pursuing a PhD in English. Go figure…. Together with his lovely wife and daughter, he tries to manage a house filled with four cats and an extremely dense 90-lbs pit bull. Fantasy?: Cross-country motorcycle camping.

Amanda Pierce  
Media Coordinator  
Columbus College of Art & Design  

Amanda Pierce is the media coordinator at Columbus College of Art & Design. She joined CCAD on Sept. 23, 2013 a fresh graduate from The Ohio State University. A few short weeks after jumping into the CCAD fire she experienced her first
Higher Ed Web conference. Pierce is a deft storyteller who keeps the CCAD blog-o-sphere well stocked.

**Kelly Anne Pipe**  
@kellygrape  
Front-End Web Developer  
Saint Joseph’s University

Kelly Anne Pipe has been working on the web team at Saint Joseph's University since 2012, but has been building websites since she first discovered HTML in 2000. As part of the web team, she has been involved in a variety of web projects, including the release of mobile websites and the design of a new student portal. Outside of work, Pipe is involved with photography, theater, and sometimes remembering to update her personal website.

**Marcello Prattico**  
@mprattico  
Director of Web Services  
Syracuse University

Marcello Prattico is Director of Web Services for Syracuse University Advancement and External Affairs. Prattico leads a small team of Developers in redesigning Syracuse University’s main website and several sites on the SU Campus. Prattico uses all tools from Cascade CMS to Wordpress to Node.js and Angular.js in building sites. Prattico also likes to build apps and new sites such as Vinozo for tracking your wines.

In his spare time Prattico likes to race his bikes on the road and through the mud in Cyclocross events. Prattico is married and has two kids.

**Jason Proctor**  
@jmpmhc  
Senior Web Applications Developer  
Mount Holyoke College

Jason Proctor has been working on the web since 1994, and in higher ed since 1998. You’d think he’d be better at it by now. His background includes computer science, system administration, and a couple different flavors of information architecture. For the last seven years, Jason has worked at Mount Holyoke College in Massachusetts, where he helps make Drupal a usable, useful tool for campus communicators in between maintaining, supporting, and sometimes writing other web applications.

**Rebecca Pugliese**  
@beccarun  
Information Architect  
Penn State University

Rebecca Pugliese is an Information Architect at Penn State University. She has seven years of experience as an Information Architect. Her experience spans from working at a financial institution to now working in higher education. Most recently she has been working on website redesign projects that incorporate responsive design, including the new Penn State University Website. Rebecca holds a B.S. degree in Information Technology with a concentration in Human Computer Interaction.

**Beth Pullias**  
Social Media Coordinator, Creative Services  
George Mason University

Beth Pullias is the Social Media Coordinator for George Mason University. Her current claim to fame includes running the #MasonNation twitter campaign for @georgemasonu where a different member of the Mason community takes control of the university account to highlight different aspects of the campus experience. When not monitoring the university social media accounts she spends as much of her off time as possible with her beautiful Goldendoodle puppy.

**JP Rains**  
@jp_rains  
Manager, Digital Strategy  
Laurentian University

JP Rains is the Manager of Digital Strategy at Laurentian University in Sudbury, Ontario, Canada. Having started his career in student recruitment, JP has transitioned to Marketing, Communications and IT over the last 5 years at Laurentian. JP is on the board of advisors for the Post Secondary Education Web Conference of Canada (#PSEWEB).
and is a winner of Sudbury’s Top 40 under 40 in 2013. JP is the owner of Rains Media, a digital marketing consulting firm with clients in Education, Sport, Politics and Industry.

Aaron Rester  
@aaronrester  
Assistant Vice President, Web Development  
Roosevelt University

Aaron Rester built his first website in 1996 and has been working in the higher ed web since graduating from Oberlin College in 1999. He held several jack-of-all-trades, code-to-content web positions at the University of Chicago, where he also earned an MA from the Divinity School while studying the effects of emerging media on the transmission of traditional narratives. In 2014 he became Assistant Vice President, Web Development at Roosevelt University.

Katye Robare Munger  
@mungerette  
Director of Digital Media  
Castleton College

Katye Robare Munger has been fascinated with social media since Friendster came onto the scene in 2002. Munger’s expertise lies in applying best social media marketing practices intended for large businesses to small business models and non-profits. Munger can often be found teaching workshops on social media throughout Vermont and has been brought in as a social media and marketing consultant for various local businesses, government offices and branding campaigns.

In 2010, she joined the Castleton College Admissions team as associate director and e-recruiter. In this role, Munger worked with students directly, as well as managed the Admissions web site and social media channels. She developed several e-recruitment strategies still in place today.

In 2012, she moved to the Marketing & Communications department as director of digital media. She still works closely with Admissions, but guides the entire institution in their website development, content and social media strategies.

Brian Rogers  
@typewritersball  
Web Services Librarian  
University of Tennessee at Chattanooga

Brian Rogers is the web services librarian for Lupton Library at the University of Tennessee at Chattanooga.

Audrey Romano  
@iAudrey  
Web Strategist/Designer  
Pennsylvania State University

Audrey Romano is lead web designer for Teaching and Learning with Technology at Penn State, focusing on UX and web strategy. Her super powers are having a keen eye for all things design, an [un]healthy addiction to productivity apps and wielding a figurative machete.

David Rosen  
@DRosen_UX  
User Experience Analyst  
University of Minnesota

David Rosen has worked in user experience at the University of Minnesota as either analyst or manager for 10 years. Rosen’s experience in both front-line work and management has uniquely connected him to an understanding of end-users, design teams, and the strategic thinking of leadership at the University. Rosen’s role is to assist teams on campus with their efforts to understand and serve the University of Minnesota community. He develops and leads the execution of formal and informal projects between these teams and their end users. Rosen co-teaches a half-day user experience training course at the University on a semesterly basis to help those working in web design to involve users in their work. He is also responsible for the maintenance, scheduling, and use of a world-class usability lab.

Erik Runyon  
@erunyon  
Director of Web Communications  
University of Notre Dame

Erik Runyon is Director of Web Communications at the University of Notre Dame where he oversees the development of over 400 university web properties, development standards for University Communications, and the campus CMS.

Holly Scholl  
@holldoll_12  
Graphic Designer  
Augustana Web Guild

Holly Scholl is a junior at Augustana College majoring in Graphic Design. She is in her second year with the
Augustana Web Guild, where she has worked on a variety of design projects.

Elizabeth Schroen
Strategic Web Content Manager
University of Maryland University College (UMUC)

Elizabeth Schroen has worked as a newspaper editor, nonprofit writer, and spokesperson for a government agency. In 2012, she joined UMUC, the largest public online university in the nation, educating 93,000 students worldwide. As a web writer/editor, she became well versed in SEO and digital marketing. She was soon promoted to Marketing Content Manager 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. She holds a Bachelor of Arts in Communication from Seton Hall University and is pursuing a Master of Arts in Publication Design with a focus in web design from University of Baltimore.

Christopher Semetis
Web Content Developer
St. John’s University

Christopher Semetis is a web producer in the Office of Marketing and Communications at St. John’s University. Semetis has worked in various higher education institutions for over 10 years as a content manager, traffic analyst, and photographer, the latter a self-taught skill. He has a B.S. and M.B.A. from St. John’s University.

Andy Shearouse
President
Augustana Web Guild

Andy Shearouse is a senior at Augustana College, majoring in Business (Management Information Systems and Marketing concentrations) and Computer Science with a minor in Mathematics. He is in his fourth year with the Web Guild, where he works as the main project manager, is an occasional website designer, and is a frequent site developer.

Dan Shisler
@danshisler
Director of Digital Strategy
University of Arkansas at Little Rock

Dan Shisler, director of digital strategy, came to UALR in early 2013 with more than 15 years of experience in the area of digital marketing and analytics. He previously worked at Dillard’s, Inc. corporate headquarters, where he served as lead analyst and SEO-SEM manager, managing all aspects of the digital marketing program. Since the creation of the Department of Digital Strategy, Shisler has developed and managed plans to re-envision the website properties for UALR by creating content and usage partnerships and driving responsive, accessible, and forward-thinking web environment for the university. When Shisler isn’t busy transforming the UALR web presence, he enjoys being a new dad to his baby boy, who already knows how to use an iPhone.

Kegan Sims
@Keganator
User Experience Specialist
Oregon State University

Kegan Sims has worked in Higher Education for the last six years. Specializing in social media, video production and web development. As the User Experience Specialist at Oregon State University it is his job to balance the needs of OSU’s many audiences with the universities integrated marketing communications plan.

Alex Skorpinski
@ajskorp
Web Content Manager
Illinois State University

Alex Skorpinski has been working on the Web in Higher Education since 2004. Having lived through a number of reorganizations and system implementations, his day-to-day is strategizing how to best leverage the content Illinois State has to offer over their 400 sites without going insane. He has yet to succeed when it comes to that last part.

Robin Smail
@robin2go
UX Renegade
Penn State University

Robin2go [noun]: An authentic voice who is never afraid to dissent. Powerful observer. Loves to try things a different way. Enthusiastic in that infectious way you can’t escape. User Experience specialist. Technology advocate. People person. Robin Smail focuses on the connections between learning, community, and user interaction design and experience. She works with clients to create authentic conversations and is a (vocal) advocate for the user experience. She consults with faculty to create opportunities for student engagement, active learning, digital scholarship and collaboration. She speaks throughout the United States and Canada at higher education conferences. She blogs at Robin2go.net, and is online everywhere as Robin2go.
Steve Smith
Web Programmer
Luther College

Steve Smith is a programmer/composer at Luther College in Decorah, IA. Smith is a contributor to Reason CMS - the best edu-based CMS you’re not using (plug).

Amanda Smith
Graphic Designer
Illinois State University

Amanda Smith has been a graphic designer in Web and Interactive Communications at Illinois State University since 2009. In addition to working in higher education, she has spent several years as an agency designer in the private sector. She graduated from Illinois State in 2006 with a double major in Graphic Design and Photography. In her spare time, Amanda enjoys shoeing unicorns and raising an army of basset hounds in hopes of world domination.

Donald St. Martin
@doogleng
Content Systems Administrator
Texas A&M Engineering Communications

Donald St. Martin is a Content Systems Administrator for the Dwight Look College of Engineering at Texas A&M University and a member of the university’s Go Mobile! Strategy and Technical teams. He manages the content management system (Umbraco) for the college and the Texas A&M Engineering Experiment Station. He is a Level 1 & 2 Certified Umbraco Developer and has embraced the “Mobile First” approach when building new and redesigning websites.

Jon-Stephen Stansel
@jsstansel
International Communications Manager, U. of Central Arkansas

Jon-Stephen Stansel is the International Communications Manager at the University of Central Arkansas.

Jeff Stevens
@kuratowa
Assistant Web Manager
UF Health Web Services

James, T. Kirk once said “Let Me Help” are perhaps the most important words ever said by a human. Jeff Stevens agrees. In his thirteen 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 over 450 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.

Brenna Harris Switzer
Web Developer
Oregon Health & Science University

Brenna Harris Switzer has over 13 years experience in web programming and design. After working at both large organizations and small agencies, she founded a web development firm and worked with clients throughout the entire project life cycle. In 2013, she joined Oregon Health & Science University’s Web Strategies team to lead a new paid services program.

John-Paul Takats
@jptweb
Information Technology Strategist
Rochester Institute of Technology

John-Paul Takats is an Information Technology Strategist currently at RIT Undergraduate Admissions with experience developing sites with usability, simplicity and search engine optimization in mind. He utilizes open source CMS technologies such as Joomla and other content management systems to build efficient sites that are easy to maintain.

Donna Talarico
@donnatalarico
Director, Integrated Communications
Elizabethtown College

Donna Talarico-Beerman has been helping tell the Elizabethtown College story since 2010. Her past experiences in radio, newspapers, eCommerce and education thrive together in happy harmony at E-town, where she is Director, Integrated Communications. She manages the College’s official social media channels and is editor of Elizabethtown magazine and the online newsroom E-town NOW. She also collaborates with her team on marketing planning, media relations, copywriting and multimedia storytelling for a variety of projects.

Ameliah Tawlks
Web Content Specialist
Illinois State University

Ameliah Tawlks is a Content Specialist extraordinaire at ISU’s Web and Interactive Communications office. She has experience in tech writing, web content, metadata, and print. She earned her BA in English from Illinois State and is currently working on her MA in Professional Writing.
and Rhetorics. She once attempted to create a new species by grafting the head of a llama onto the body of a different llama. She called the result a “llllama.”

**Terrill Thompson**  
@terrillthompson  
Technology Accessibility Specialist  
University of Washington

Terrill Thompson is 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. Thompson has twenty years experience in the IT accessibility field, and has presented at numerous conferences and consulted widely with government, private industry, and K-12 and postsecondary education entities on IT accessibility issues.

**Magen Tracy**  
@magentracy  
Associate Director, Social Media and Online Marketing  
Berklee College of Music

Magen Tracy is the Associate Director for Online Marketing and Social Media at Berklee College of Music. She worked previously in marketing and promotions for Live Nation New England, and has presented on topics including fan marketing, social media strategies, and careers in music at conferences include SXSW Music and High Ed Web National. She holds a B.A. from Brown University and an M.A. in Media Arts from Emerson College, and is an active musician in the Boston area and volunteer for Girls Rock Campaign.

**Greg Trevor**  
Executive Editor, Rutger Today  
Rutgers University

Greg Trevor, executive editor of Rutgers Today, has served as senior director of the Office of Media Relations at Rutgers since March 2004. He was previously a senior information officer for the Port Authority of New York and New Jersey. Trevor managed the Port Authority’s regional and national media campaign promoting the redevelopment of the World Trade Center site after the September 11, 2001, terrorist attacks. He holds a bachelor’s degree from the University of Virginia.

**Doug Tschopp**  
@prof_doug  
Entrepreneurial Center Director  
Augustana College

Doug Tschopp is the Entrepreneurial Center director at Augustana College in Illinois. He is a full-time administrator who 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 a track focused on content and design, and he is now in his 12th year as the conference’s program chair.

**Zac Vineyard**  
@zvineyard  
Director of Web Development  
Northwest Nazarene University

Zac Vineyard is the Director of Web Development for Northwest Nazarene University and has been building websites for over ten years. He specializes in front-end web design, content management, and application development. He is also the author of Web Development with PyroCMS. He lives in Meridian, Idaho with his wife and twin girls. You can follow him on Twitter: @zvineyard.
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Cindy Wagner
@cwagnerWMU
Webmaster
Western Michigan University

Cindy Wagner creates, directs and maintains electronic communications for Western Michigan University’s Haworth College of Business, home to one of the largest undergraduate business programs in the United States. She is a graduate of Michigan State University (B.A. in Journalism) and Western Michigan University (M.A., Educational Technology) and has more than 20 years of marketing/communication, training and web experience. In her current position, she oversees web development and implementation of branding strategies for the college in addition to serving as editor of the monthly newsletter.

John Wagner
@jwagner504
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 Collaborative Services Group which is responsible for the care and feeding of the exchange, sharepoint, streaming media, listserv, and web services systems. He subscribes to the motto, “If you know we are there, we haven’t done our job”. Wagner has been on the conference program committee since 2001 and co-chair of the TPR/DPA track since 2004.

Alan Wallace
Analyst Programmer
Oregon Tech

Kerone Wetter
@maKeronie
Web Designer, College of Science
George Mason University

Kerone Wetter is a new comer to the higher ed world, having been hired in 2013 as the Web Designer in the College of Science at George Mason University. In this role she is responsible for web design and web content strategy, and social media strategy and content curation, and occasionally dabbles in policy creation.

Lindsey Whissel
Producer/Director
Pennsylvania State University

Lindsey Whissel is an award-winning producer/director at WPSU, Penn State Public Media and has worked on a variety of broadcast and non-broadcast media projects for
television, radio and the web. She has been involved in the creation of numerous online courses, including several MOOCs, and enjoys working with instructional design teams to maximize the impact of video in online education.

**Hannah Williams**
Multimedia Specialist
Pennsylvania State University

Hannah Williams is a multimedia specialist for Teaching and Learning with Technology. She has more than 12 years experience working with both digital and print media, solving creative problems in the areas of high-performance computing, gravitational wave physics and materials research. Williams now focuses her time on design for educational initiatives.

**Roger Wolf**
Assistant Director of Web Communications
UCF

Roger Wolf is the Assistant Director of Web Communications for the University of Central Florida’s Marketing Department.

He has been a professional Web developer since 1996. In 1998, for 4 years he built the software running EMusic.com. Then, for 10 years he built Web content management and administrative Web applications for Cornell University. He left in 2011 to pursue his own ventures, eventually co-founding RecoVend and BetaMatch. He holds a BS and M.Eng in computer science from Cornell University.

**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. In 1998, for 4 years he built the software running EMusic.com. Then, for 10 years he built Web content management and administrative Web applications for Cornell University. He left in 2011 to pursue his own ventures, eventually co-founding RecoVend and BetaMatch. He holds a BS and M.Eng in computer science from Cornell University.

**Jennifer Younker**
@JenniferYounker
Executive Director of Marketing & Communication
Saint Xavier University

Jennifer Younker has more than 15 years of experience in marketing, publications and higher education, first at Inland Arts and Graphics, followed by Governors State University and Federal Signal Corporation and is currently the executive director of marketing and communications for the Office for University Relations at Saint Xavier University. As a member of the University Relations team, Younker is responsible for managing and executing the University’s marketing, publication, web, social media and video strategies for internal and external integrated promotion.