

2026 Schedule

Subject to change without notice.

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Tuesday

Wednesday

Thursday

Tuesday, July 14, 2026

	Registration	Coral A Room	Coral B Room	Coral C Room	Coral D Room	Scarlet C Room	Scarlet D Room
7:00 am							
8:00 am	7:15 am - 5:30 pm Registration — Welcome Experience Sponsored by Manaferra	8:00 am - 11:00 am A Masterclass in Operationalizing Digital Storytelling Voltaire Santos Miran Staci Grimes Marketing, Communications & Analytics	MEALS, BREAKS & EXHIBITOR NETWORKING 7:00 am - 9:30 am Breakfast: 2nd Floor Drury (No Ticket Required)				
9:30 am			9:30 am → 9:00 min The End of A/B Testing: How Ursinus College Uses AI Simulation to Predict Enrollment Outcomes Dallin Palmer Jess Van Berkel Artificial Intelligence	9:30 am → 9:00 min Design Your Own MarCom Bootcamp Kelly O'Donnell Andrew Murphy Jason Rich Marketing, Communications & Analytics	9:30 am → 9:00 min From Inquiry to Enrollment: Admissions-Driven Storytelling and Data Strategies That Convert Austin Blair Data Insights and Analytics	9:30 am → 9:00 min The New Front Door to Enrollment: How Generative Engine Optimization (GEO) Is Reshaping Student Disc Laura Beth Telep Artificial Intelligence	9:30 am → 9:00 min How to Get ChatGPT to Recommend Your School Granit Doshlaku Artificial Intelligence
11:00 am	MEALS, BREAKS & EXHIBITOR NETWORKING 11:00 am → 3:00 pm Exhibits Open & Break						
11:30 am	CORAL A - D 11:30 am → 4:55 pm Opening Kick Off (Coral A - D)						
12:15 pm	MEALS, BREAKS & EXHIBITOR NETWORKING 12:15 pm → 80 min Lunch & Networking (Ticket Required) - 2nd floor						
1:15 pm	CORAL A - D 1:15 pm → 60 min Finding Fit: Applying Ikigai to the .edu Experience Raffi Der Simonian Artificial Intelligence Leadership and Career Development Marketing, Communications & Branding Strategy and Planning						
2:15 pm	MEALS, BREAKS & EXHIBITOR NETWORKING 2:15 pm → 30 min Break & Exhibitor Networking						
2:45 pm	2:45 pm → 45 min The Great Attribution Illusion: Why Your Dashboard Isn't Telling the Whole Story Jennifer Lonchar Artificial Intelligence	2:45 pm → 45 min From Skeptics to Superheroes: Leading your team into AI adoption Tina Miller Artificial Intelligence	2:45 pm → 45 min Brand at Scale: University Leaders and Canva on Modern Marketing Solutions Nick Gyanl Marketing, Communications & Analytics	2:45 pm → 45 min "We Need to Talk": Creating Clarity and Confidence out of Anxiety Elizabeth Gray Leadership and Career	2:45 pm → 45 min Analytics: Because Hope Is Not a Strategy Jeremy Britten Data Insights and Analytics	2:45 pm → 45 min Actually Doing More With Less: Scaling Retention Marketing with Shrinking Budgets Toni Marie Perilli Marketing, Communications & Analytics	
3:30 pm	MEALS, BREAKS & EXHIBITOR NETWORKING 3:30 pm → 15 min Break & Exhibitor Networking						
4:30 pm		3:45 pm → 45 min Choose Your Own Adventure (Roundtables): Main Street Showcase	3:45 pm → 45 min Choose Your Own Adventure (Roundtables): Imagineering Workshop		3:45 pm → 45 min Choose Your Own Adventure (Roundtables): Finding Your Ohana	3:45 pm → 45 min Choose Your Own Adventure (Roundtables): Behind the Magic	
4:30 pm	MEALS, BREAKS & EXHIBITOR NETWORKING 4:30 pm → 15 min Break & Exhibitor Networking						
5:30 pm		4:45 pm → 45 min "Our Website is a Mess!" Preparing for and Leading a Major University Website Redesign Emmaline Massaglia Data Insights and Analytics	4:45 pm → 45 min Survey Says: What Students Really Think About College Marketing Melissa Florenzo Allison Turcio David Capranos Data Insights and Analytics	4:45 pm → 45 min Work Smarter: Enlist your target audience in building a "content-first" campaign Natalie Ipson Chad Little Data Insights and Analytics	4:45 pm → 45 min Living with the Land(ing Pages): How Data Assists Multi-Channel Marketing for Alumni Events Brett Ackerman Data Insights and Analytics	4:45 pm → 45 min Beyond the buzzwords: Topical authority for the AI-first student journey Diane Kulseth Artificial Intelligence	4:45 pm → 45 min Planning for Operations: Not Just Launch: Transforming a Complex Higher Ed Web Ecosystem Mike Haley Jenna Westbrook Enrollment Growth
5:30 pm	MEALS, BREAKS & EXHIBITOR NETWORKING 5:30 pm → 60 min Welcome Reception among Exhibitors — Sponsored by Manaferra						

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Thursda

	Registration	Coral A Room	Coral B Room	Coral D Room	Scarlet C Room	Scarlet D Room	Meals, Breaks & Exhibitor Networking
7:00 am	MEALS, BREAKS & EXHIBITOR NETWORKING7:00 am → 8:00 min Breakfast: 2nd Floor Drury (No Ticket Required)						
8:00 am	CORAL A - D8:00 am → 60 min The State of AI Search in Higher Ed: 7 Findings That Should Change How You Think About Visibility Faton Sopu Data Insights and AnalyticsMarketing, Communications & BrandingStudent Journey						
9:00 am	MEALS, BREAKS & EXHIBITOR NETWORKING9:00 am → 30 min Break & Exhibitor Networking						
9:30 am	9:30 am → 45 min Turning Every Web Visit Into a Personalized Video Experience Ann Paolo Bill Haley Data Insights and	9:30 am → 45 min Conscious Use of AI: Building an Intentional, Human-Centered Partnership Milena "Mila" Lozina Artificial Intelligence	9:30 am → 45 min Clarity Is Equity: Building Trust Through Student-Centered Messaging Kristin Nichols Laura Rudolph Enrollment Growth	9:30 am → 45 min Storytelling as Strategy: How to Drive Enrollment Through Authentic Voices Kelly Peiffer Enrollment Growth	9:30 am → 45 min The Other Side: What I Learned From 3 Years Undercover in Agency Life Gene Begin Data Insights and	9:30 am → 45 min Front-Line Storytellers: Building a High-Impact Brand Ambassador Program Cinnamon Dowd Emily Williams Social Media, Web &	
10:15 am	MEALS, BREAKS & EXHIBITOR NETWORKING10:15 am → 15 min Break & Exhibitor Networking						
10:30 am	10:30 am → 45 min From First Touch to Lifelong Engagement: Overcoming Challenges to create meaningful journeys Peter Cropper Marketing,	10:30 am → 45 min From Attention to Action: Turning Gen Z Engagement Into Enrollment Growth Carlos Aguilera Enrollment Growth	10:30 am → 45 min From Website Maze to Magic Map: Designing Intuitive Student Journeys Across Institutional Websites Eric Butler Marketing,	10:30 am → 45 min Remembering Your Why: Finding Joy, Purpose, and Meaning in Higher Ed Marketing Webb Lewis Leadership and Career	10:30 am → 45 min How Purdue Makes Sponsorship Dollars Work Harder Bailey Leffler Katie Weismiller Ellis Data Insights and	10:30 am → 45 min The Multi-site Survival Guide: Component-Driven Architecture for Scalable Campus Ecosystems Joshua Northcott Marketing,	
11:15 am	MEALS, BREAKS & EXHIBITOR NETWORKING11:15 am → 45 min Lunch 2nd Floor (Ticket Required)						
12:00 pm	CORAL A - D12:00 pm → 60 min When Everyone Has AI, What's Your Edge? Michael Stratta Artificial IntelligenceData Insights and AnalyticsEnrollment GrowthStrategy and Planning						
1:00 pm	MEALS, BREAKS & EXHIBITOR NETWORKING1:00 pm → 30 min Break & Exhibitor Networking						

1:30 pm	1:30 pm → 45 min When AI Answers First, Who Controls Your Story? Audrey Ward Data Insights and	1:30 pm → 45 min Data and Daring: Balancing New Ideas with Data-Driven Decisions for Social Media Melissa Rubens Data Insights and	1:30 pm → 45 min Pre-Application to Matriculation: Communication Strategies for International Enrollment Growth Brianne Dowler Data Insights and	1:30 pm → 45 min Breaking Into New Markets: Building Awareness, Engagement, and Enrollment from the Ground Up Jeff Holeman Cecily MacConchle Marketing,	1:30 pm → 45 min Career Success Revolution: How Placing Internships in Comms & Outreach Transformed LSC-CyFair Michelle Tran Patty James Leadership and Career	1:30 pm → 45 min Social Media Strategies for Small Colleges with Limited Resources Hanna Solorzano Social Media, Web &		
2:15 pm	2:15 pm → 15 min PS: When Brand Guidelines Aren't Enough: How to Build a Brand System Campus Partners Actually Use Travis Jordan Marketing,		2:15 pm → 15 min PS: From Blue Jays to Bright Futures: Hatching a Podcast for Enrollment & Engagement Kelly Pfeiffer Anthony Machcinski Marketing,	2:15 pm → 15 min PS: From Chaos to Cohesion: Building and Implementing a Unified Brand Across Multi-Campus Systems Lauren Donaldson Marketing,	2:15 pm → 15 min PS: Leading Through Crisis: A Practical Response Framework for Higher Ed Teams Jonathan Clemmons Cynthia Pinon Williams Ronith Sharmila Leadership and Career	2:15 pm → 15 min PS: Accessibility Without Anxiety: Building Inclusive Emails Step-by-Step Elly Lewis Monica Cutler Social Media, Web &	2:15 pm → 45 min Poster Sessions (Welcome Entrance), Snack Break & Exhibitor Networking	
	2:30 pm → 15 min PS: I Solemnly Swear We're Up to Good (Email) Metrics: Turning Email Data into Campus Footsteps Samantha Behm Data Insights and	2:30 pm → 15 min PS: Navigating the AI Search Landscape: Building Discoverable Content Kaleigh Miller Kaitlin Bedell Artificial Intelligence		2:30 pm → 15 min PS: Is Turnabout Fair Play? When Change Management is Focused Inward Davin Miller Cathleen Caldwell Leadership and Career	2:30 pm → 15 min PS: Use of Generative Artificial Intelligence (GenAI) to Maximize Doctoral Learning Experiences Lori Demeter Artificial Intelligence	2:30 pm → 15 min PS: Website Redsign & Rediscovery in the AI world Rebecca Corwin Artificial Intelligence		
3:00 pm	3:00 pm → 15 min Hofstra Brand Refresh Ashley Brennan Terry Coniglio Marketing,	3:00 pm → 15 min Between 8 and 13 Reasons Why the Calendar is the Most Important Page on your Website Jason Pontius Enrollment Growth	3:00 pm → 15 min Fun is an Effective Strategy: Mascot Glow-Up Brittany McGowan Marketing,	3:00 pm → 15 min Why the future belongs to Institutions that choose better. Ed Layt Richard Badley Artificial Intelligence	3:00 pm → 15 min Beyond the Inbox: Using Data to Personalize the Student Journey Brooke Harper Data Insights and	3:00 pm → 15 min Earn Your AI Search Star: 5 Tactics to Make Your Institution the Trusted Answer Torin Keefer Artificial Intelligence		
MEALS, BREAKS & EXHIBITOR NETWORKING 3:15 pm → 15 min Break & Exhibitor Networking								
	3:30 pm → 45 min Level Up: Gamification as an Engagement Tactic for Digital Natives Eric Menna Andrew Murphy Enrollment Growth	3:30 pm → 45 min Innovation Without Harm: Navigating AI Ethics in University Marketing Thomas Fields Artificial Intelligence	3:30 pm → 45 min Beyond Class Year and Demographics: What Actually Motivates Alumni to Give Pete Tontillo Carrie Schum Catherine Schum Data Insights and	3:30 pm → 45 min Fish Out of Water: The Communications Pro in Student Affairs Dan Desrochers Artificial Intelligence	3:30 pm → 45 min From Creative to Career: Teaching Brand Strategy Through Creative Entrepreneurship Aylsha Thompson-Olajide Marketing,	3:30 pm → 45 min Interns as Contributors: Building a Program that Increases Team Capacity Melissa Rubens Teneria Orange Landin Lynd Data Insights and		

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Tuesday Wednesday **Thursday**

Thursday, July 16, 2026

	Coral A Room	Coral B Room	Coral C Room	Coral D Room	Scarlet C Room	Scarlet D Room
7:00 am	MEALS, BREAKS & EXHIBITOR NETWORKING7:00 am → 60 min Breakfast: 2nd Floor Drury (No Ticket Required)					
8:00 am	MEALS, BREAKS & EXHIBITOR NETWORKING8:00 am → 30 min Exhibits Open					
8:30 am	8:30 am → 45 min Students Expect More Than “Dear (FirstName)” Nathan Monk Data Insights and Analytics	8:30 am → 45 min Beyoncé Energy Meets Big Tech Strategy: Turning Admissions Into Fan Engagement DeRecco Lynch Artificial Intelligence	8:30 am → 45 min Building an Engagement-First Measurement Framework for Analysis and Impact Zoe Graham Data Insights and Analytics	8:30 am → 45 min Using AI Across your Institution Chaney Moore Artificial Intelligence	8:30 am → 45 min Beyond the Booth: How Experiential Marketing Cuts Through in Higher Ed Justin Bell Laura Cioffi Marketing, Communications &	8:30 am → 45 min Being Digital Crisis Ready: A Guide for Higher Ed Teams Navigating Online Issues and Crises Katie Stompor Leadership and Career Development
9:15 am	MEALS, BREAKS & EXHIBITOR NETWORKING9:15 am → 15 min Break & Exhibitor Networking					
	9:30 am → 45 min AI in Action at Norwich University: Accessible, Trusted, On-Brand Content Caryn Sobieski-VanDelinder Jason Black Artificial Intelligence	9:30 am → 45 min Making Impact Visible with Data: Using AI to Tell a Compelling Story Tia Loehnert Felicia Skowron Data Insights and Analytics	9:30 am → 45 min From Student Voices to Strategic Impact: Admissions Social Media Through a New Liaison Model Greg Carter Liz Taylor Social Media, Web & Digital	9:30 am → 45 min It's not the CMS, It's the mindset: Reframing Digital Transformation as a Cultural Shift Mike Hoogterp Social Media, Web & Digital	9:30 am → 45 min New research to understand and engage with the 2+2 transfer audience Kim Zinda Jackie Esselman Data Insights and Analytics	9:30 am → 45 min What if fundraising started with a vibe check, not a donate button? 🎶 A Case Study Joey Raditch Autumn Barker Data Insights and Analytics
10:15 am	MEALS, BREAKS & EXHIBITOR NETWORKING10:15 am → 30 min Break & Exhibitor Networking					
10:45 am	CORAL A - D10:45 am → 30 min Closing (Prizes/Awards/Announcements/Beyond the Summit)					
11:15 am	CORAL A - D11:15 am → 60 min Proving Marketing Works: A Clearer Way to Show Impact — Sponsored by Stamats Staci Grimes Data Insights and Analytics Social Media, Web & Digital Strategy and Planning					