July 14-16 | Orlando

2026

# Attendee Justification Kit

eduWeb Summit

# From Our Chair

Hello —

As Chair of the 2026 eduWeb Summit, I want to invite you to the community.

The Learning Topic Experts have created an excellent program that will make your time at eduWeb valuable and help you and your institution move from theory to practice.

We are also built in additional space to unpack your learnings, collaborate, and network with your peers.

Again, welcome, and please let us know if you have any questions.

We can't wait to see everyone in Orlando, Florida in July!

*Allison*

Allison Turcio
2026 Program Chair, eduWeb Summit
Dean of Enrollment and Marketing
Siena College

# Why attend?

**3**

Attending a conference isn't just about what you learn but also about who you'll meet and about affording yourself the time to build relationships. Many of our participants have been attending year after year for more than a decade, and the events are a reunion each year for lifelong relationships.

**50+**

Build knowledge and know-how with over 50 sessions, master classes, and networking opportunities in nine Learning Topics: Social Media, Digital & Web, Enrollment Growth, Data Insights & Analytics, Leadership & Career Development, Strategy & Planning, Marketing Communications & Branding, Student Journey, and American Intelligence (AI). And, with various session formats, you'll return home with fresh concepts, deeper understandings, and new ideas you can implement immediately.

**200+**

People come from over 200+ institutions in 50 states and countries all over the world, as well as over 25 business partners and exhibitors with expertise in higher education, which means you'll have ample opportunity to exchange fresh ideas and gather new perspectives.

**+**

**Value:** free workshops, team discounts, and affordable rates.

**Collaboration:** eduWeb is in-person for a reason. Its size and event design is created to maximize your ability to listen, unpack, and engage with your peers and industry leaders.

**Action Over Theory:** Conferences typically just cram in sessions and call it value. We purposely built a program to move from theoretical to action.

**Location:** A world-class city to not only learn but connect with alumni, donors, prospective students, and more.

## Relevance & ROI

...to your career and your institution. Higher education is at a crossroads and the program is designed around you and your challenges.

# Who Attends

Come join your campus colleagues from the diverse group of departments.

**Marketing & Communications**
Advertising, Branding, Content Strategy, Creative, Editorial, Inbound, Social Media, Performance Analysis

**Enrollment Management, Admissions Leadership & Staff**
Undergraduate, Graduate

**Websites & Digital Engagement**
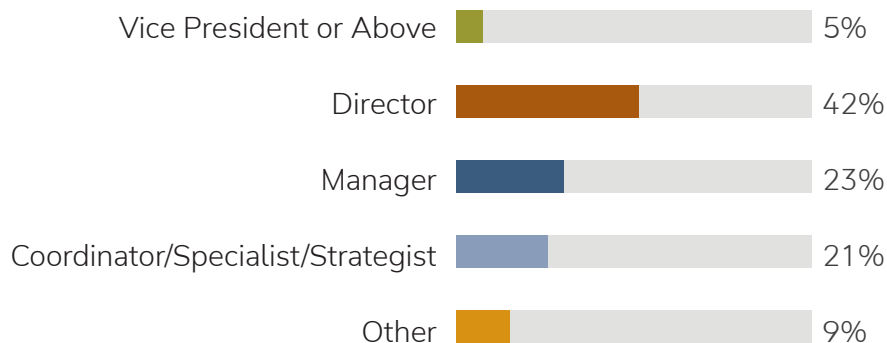Site Development, Search Engine Optimization, Web Governance, Content Strategy

**Advancement**
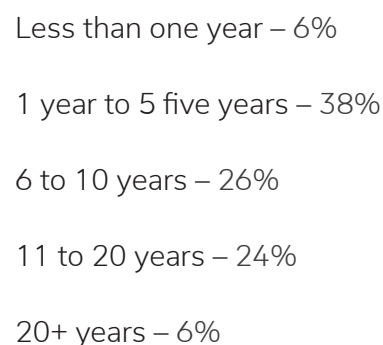Alumni Relations, Development Marketing

# Makeup & Demographics

In the past five years alone, eduWeb events have welcomed over 900 unique institutions around the country and the world.

## Institutional Role

| Role | % |
|---|---|
| Vice President or Above | 5% |
| Director | 42% |
| Manager | 23% |
| Coordinator/Specialist/Strategist | 21% |
| Other | 9% |

## Years in Higher Education

Less than one year – 6%

1 year to 5 five years – 38%

6 to 10 years – 26%

11 to 20 years – 24%

20+ years – 6%

# Letter to your Boss

Subject: Request for Approval to Attend the 2026 eduWeb Summit

Dear [Manager's First Name],

I am writing to seek your approval to attend the 2026 eduWeb Summit, scheduled for July 14-16 in Orlando, Florida. This event is a key conference for higher education professionals and offers an excellent platform for networking, learning, and sharing innovative ideas.

The eduWeb Summit has been instrumental in shaping the higher education landscape for over 20 years, bringing together thought leaders and experts. **The conference offers visionary keynote speeches, over 50 sessions on cutting-edge research, and valuable networking opportunities with peers from across the globe.**

Here are a few highlights:

- **Insightful Keynote Speakers:** Leaders in higher education will share their experiences and visions for the future, providing strategic insights that we can adapt to our context.

- **Educational Sessions**: The sessions are selected through a rigorous peer-review process, ensuring relevance and quality. They cover the latest trends and research, with practical takeaways I can implement immediately to enhance our strategies.

- **Collaborative Opportunities:** With attendees typically from over 200+ institutions across 50 states and various countries, the conference provides a unique opportunity to exchange ideas with peers, gain fresh perspectives, and potentially lead to collaborative initiatives.

- **Exhibit Hall Access:** Interaction with over 25 solution providers will offer direct insights into overcoming specific challenges we face and could help expand our impact through innovative solutions.

Attending this Summit will directly contribute to my professional development goals of [specific goals], enhancing my ability to contribute more effectively to our team.

The Early Bird registration fee is $1,175 through March 2, 2026; the Regular registration fee is $1,275 until July 14, 2026. This includes one Disney Epcot ticket and the meals listed on the registration webpage. When registering three or more team members, you can save an additional $150 per person.

Please let me know if you need further information to consider this request or if you would like to discuss it in more detail. You can find more at eduwebsummit.com

Thank you for considering this professional development opportunity.

Best regards,
[Your Name]

# 2025 eduWeb Attendees

eduWeb has always represented a wide array of roles and institutions in the U.S. and abroad. From small private and community colleges to large universities and teams of one to institutions bringing eight, eduWeb represented schools from 39 states and abroad.

**Insitutions:**

Angelo State University
Anne Arundel Community College
Appalachian State University
Arkansas Tech University
Auburn University
Babson College
Bates College
Boston University Metropolitan College
Brigham Young University
California State University, Bakersfield
Campus Auxiliary Services at SUNY Geneseo
Carroll Community College
Coe College
College of DuPage
Cornell University
CSUMB - University Corporation
Cypress College
Dartmouth
East Tennessee State University
Eastern Kentucky University
Erik Jonsson School of Engineering and
   Computer Science at the University of Texas at
   Dallas
Extended Education Ventures | The University of
   Texas at Austin
Florida Agricultural and Mechanical University
Florida Gulf Coast University
Florida SouthWestern State College
Four Kitchens
Franciscan Missionaries of Our Lady University
Franklin Pierce University
Gardner-Webb University
Goldey-Beacom College
Grayson College
Hofstra University
Indiana University Indianapolis
Indiana University-Bloomington
John Jay College, CUNY
Johns Hopkins University
Johnson & Wales University
Kansas State University
Kennesaw State University
Landmark College
Lee College
Lehigh University
Lewis University
Liberty University
Maine College of Art & Design
Maine Maritime Academy
Massachusetts College of Liberal Arts
Massachusetts Institute of Technology
McMaster University

MD Anderson Cancer Center
Medical University of South Carolina
Medical University of South Carolina College of Nursing
Merrimack College
Messiah University
Miami University
Michigan State University
MIT
MIT Sloan
MIT Sloan School of Management
Montclair State University
Murray State University
NC State University
New England Law | Boston
New Mexico Highlands University
New York University
Nicolet College
North Carolina State University
Northeast Wisconsin Technical College
Northern Essex Community College
Northshore Technical Community College
Northwest Florida State College
Northwestern Michigan College
ODUGlobal, Old Dominion University
Parker University
Penn State Eberly College of Science
Penn State University
Pikes Peak State College
Prairie View A&M University
Princeton University
Purdue Northwest
Purdue University
Radford University
RIT
Rochester Institute of Technology
Rose-Hulman Institute of Technology
Rutgers Law School
Rutgers University
Rutgers, The State University of New Jersey
Saint Francis University
Salt Lake Community College
Saybrook University
School of the Art Institute of Chicago
Siena College
Slippery Rock University
SLM Education Services
Snow College
Southern Illinois University
Southern Utah University
Southwest Wisconsin Technical College
Southwestern Oklahoma State University
Stanford University

SUNY Geneseo Campus Auxiliary Services
Swarthmore College
Tarleton State University
TCU
Teachers College, Columbia University
Texas A&M AgriLife
Texas A&M University
Texas A&M University College of Engineering
The Higher Ed Geek Podcast
The University of Alabama in Huntsville
The University of New Mexico
The University of Texas at Austin
The University of Vermont
Tiffin University
Tippie College of Business, University of Iowa
Toyota Technological Institute at Chicago
TUC Neeley School of Business
Tulane University
Uintah Basin Technical College
Ultimate Medical Academy
UNC Wilmington College of Health and Human Services
UNCW
Università Cattolica del Sacro Cuore
University of Alabama at Birmingham
University of Alaska Fairbanks
University of Arizona
University of Arkansas
University of Colorado Denver
University of Georgia
University of Guam
University of Houston
University of Iowa Center for Advancemen
University of Kentucky
University of Maine at Augusta
University of Maine at Presque Isle
University of Manitoba
University of Maryland
University of Miami
University of Michigan
University of Michigan - Flint
University of Michigan, Stephen M. Ross School of Business
University of Missouri
University of New England
University of New Hampshire
University of North Alabama
University of North Carolina-Chapel Hill
University of North Texas Health Science Center
University of Pittsburgh
University of Tennessee
University of Tennessee, Knoxville
University of Texas at Arlington
University of Texas at Austin
University of Texas at Tyler
University of the Cumberlands
University of the District of Columbia
University of Vermont
UT Health San Antonio
UT Health Science Center San Antonio
Valencia College
Vanderbilt University
Virgina Tech
Wake Forest University

Wake Forest University School of Business
WashU
West Texas A&M University
West Virginia University
Western Governors University
Yale School of Management
Yeshiva University

## Titles (excludes duplicate or similar titles):
A. Director of Grad. Program Marketing, Adj. Prof. at M.S. in Digital Marketing
Academic Program Coordinator
Admissions Manager
Admissions Operations Manager
Admissions Outreach Coordinator
Admissions Specialist
Advertising Strategy Manager
Assistant Director for Communication Technology
Assistant Director for Marketing & Communications
Assistant Director for Social Media
Assistant Director of Marketing & Student Outreach
Assistant Director of Marketing and Communications
Assistant Director, Program Marketing
Assistant Provost of Graduate Admissions & Recruitment
Assistant Vice President for Digital Strategy and Web Development
Assistant VP of Enrollment and Marketing
Assistant VP of Marketing
Assoc. Director of Communications
Assoc. VP for Marketing & Communications
Associate Dean
Associate Director
Associate Director for Digital Operations
Associate Director for Marketing and Events
Associate Director for Web Applications
Associate Director of Communication and Marketing
Associate Director of Communications
Associate Director of Graduate Recruitment
Associate Director of Marketing & Communications
Associate Director of Social Media
Associate Director of Student Services
Associate Director, Communications
Associate Director, Go-To-Market
Associate Marketing Director
Associate Vice Chancellor, Marketing
Associate Vice President, University Web Services
AVP, Marketing & Digital Strategies
Brand Manager
Chancellor
Chief Marketing and Communications Officer
Chief Marketing Officer
CIO
CLA Public Information Officer
CMO
Communication and Website Specialist
Communication Specialist II
Communications & Marketing Director
Communications and Events Coordinator
Communications Associate
Communications Coordinator
Communications Manager
Communications Specialist

Director of Marketing and Communications
Director of Media Services
Director of Media Strategy (PR)
Director of Operations
Director of Social Media
Director of Strategic Communications
Director of Student Communication
Director of Web and Digital Marketing
Director of Web Innovation & Strategy
Director of Web Operations
Director of Web Services / Asst Dir of Marketing
Director, Enrollment Communications
Engagement Manager
Exec. Director Web Development
Executive Director
Executive Director for Digital Experience and Marketing
Executive Director of External Relations
Executive Vice President
Front End Developer & UX Specialist
Front-End Developer/Designer
Graphic Designer
Information Officer
Junior Developer
Lead Information Architect / SEO
Manager - Marketing and Communications
Manager of Digital Content
Manager, Communications and Marketing
Manager, Publications & Technical Writing
Marketing & Communications Specialist
Marketing & Outreach Officer:
Marketing and Communications Writer
Marketing and Content Coordinator
Marketing Coordinator
Marketing Director
Marketing Manager
Media Developer
Media Relations Officer
Office Manager
Officer, Student Outreach and Educational Development
Online Infrastructure Manager and MBA Marketing
   Instructor
PhD candidate
Program Communicator
Program Manager
Public Relations Manager
Recruiting and Impact Coordinator
Senior Communications Manager
Senior Communications Specialist
Senior Director of Web Strategy
Senior Finance and Marketing Manager
Senior Graphic Designer
Senior Manager
Senior Vice President, Enrollment Management
Senior Web Developer
Senior Web Strategist
Social Media Content Specialist
Social Media Coordinator
Social Media Manager

University Photography Manager
Vice President Round Rock Campus
Vice President, Marketing & Communications
Videographer
VP - Marketing Communications and Government
   Relations
VP Enrollment and Marketing
VP of Communications & Marketing
Web Administrator
Web Content Manager
Web Developer
Web Development & Digital Research Manager
Web Services Manager
Webmaster
Website Administrator
Website Content Coordinator
Website Content Manager
Welcome Center Coordinator

**eduWeb Summit**
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