APLU’s Council on Strategic Communications
2019 Summer Meeting — July 14-16
Boise, Idaho

Sunday, July 14

6:00-7:30pm  Welcome to Boise!
Location: Boise Art Museum Sculpture Court
670 Julia Davis Drive, Boise, Idaho
Please join us for a special welcome reception at the Boise Art Museum Sculpture Court where we’ll kick off the conference.
Beverages and delicious hor d’oeuvres will be served as you meet your CSC colleagues from across the country in advance of the formal meeting that begins the following morning.

A three-minute walk from the hotel

Monday, July 15

7:30-8:00am  Registration & Breakfast
Location: Boise Centre East
Room 410
850 W. Front Street
Boise, ID
Morning sessions will be held at Boise Centre (a five-minute walk from the hotel).

8:00-8:45am  Good Morning, Boise! (Breakfast continues until 9:00am)
An icebreaker for everyone to learn more about their CSC colleagues.

Led by:
Jeff Lieberson, Senior Vice President, Public Affairs; Chief Strategy Officer, APLU
Dana Topousis, Chief Marketing and Communications Officer, University of California, Davis & Chair-Elect, APLU Council on Strategic Communications
Greg Hahn, Associate Vice President for Communications and Marketing, Boise State University

8:45-10:00am  We’ve All Got Issues
Unfortunately, on college campuses, it’s inevitable that issues will arise. While it’s impossible to predict exactly what crises might happen in a given academic year, it is critical to plan and prepare for them. Our panel will share their approaches to issues management – from systems for annual crisis planning to management structures, communication templates and decision-making tools.
They’ll describe how their approaches work in actual issue responses, and they’ll offer recommendations for managing longer-term situations. They’ll also explore
the differences between responses to tragedies that happen to a university community and those that are self-inflicted, and they’ll share what they’ve learned from managing high-profile challenges.

Moderator
Dana Topousis, Chief Marketing and Communications Officer, University of California, Davis

Panelists
J.B. Bird, Director of Media Relations and Newsroom, University of Texas at Austin
Chris Nelson, Communications Director, University of Utah
Nicholas Scibetta, Vice President for Communications and Marketing and Chief Communications Officer, Stony Brook University

10:00-10:15am Coffee Break

10:15-11:30am They Did WHAT? When Student Behavior Drives Your Day
Our students bring energy, ideas and new perspectives to our campuses and communities. Our newsfeeds fill with their accomplishments and accolades. But sometimes, our newsfeeds fill with headlines we would prefer not to see. From riotous celebrations to racial slurs on social media, our students’ behaviors often create a communication crisis, as well as a potential scar on the university’s brand. Three universities will share their stories on how their students’ choices took over their calendars and put into motion a variety of strategies and tactics to minimize damage and regain control of the narrative. Panelists will also share lessons learned and advice to prepare you for the next time you ask the question, “They did WHAT?”

Moderator/Panelist
Sharon Martin, Vice President for University Relations and Enrollment Management, West Virginia University

Panelists
John Bolt, Senior Executive Director of Communications, West Virginia University
Pam Lepley, Vice President for University Relations, Virginia Commonwealth University
Joel Seligman, Associate Vice President for Strategic Communications, University of Maryland

11:30am-12:30pm Making Believers Out of Skeptical Audiences: Successes and Strategies for Communicating about Affordability and Value
Public research universities across the nation are doing life-changing and society-improving work every day, but the success and value that our institutions provide is too often lost on an increasingly skeptical public. In this session, APLU members will share success stories related to their work to communicate about their institutions’ commitment to affordability, access and economic engagement. The session will be presented as a hybrid of case study and moderated panel discussion that also will provide an opportunity for audience interaction.

Moderator
Robin Kaler, Associate Chancellor for Public Affairs, University of Illinois Urbana-Champaign
Panelists

**Joe Galbraith**, Associate Vice President, Strategic Communications, Clemson University  
**Jack Martin**, Assistant Vice President for Communications, University of Washington  
**Ryan Piurek**, Assistant Vice President, Presidential Communications & Special Projects, Indiana University  
**Tara Romanella**, Director of External Communications, Clemson University  
**Phil Weiler**, Vice President for Marketing and Communications, Washington State University

**12:30-1:30pm**  
**Sponsored Lunch Presentation: Meeting Trust Expectations in Higher Education**  
Over the last 19 years, the Edelman Trust Barometer has detected and documented some of the largest opinion shifts shaping the world and the 2019 Trust Barometer provides valuable insights into how universities can meet these expectations. Higher education institutions are facing increased pressure to defend their value proposition in a changing and divisive external environment. During this luncheon, Edelman’s Senior Counselor Charles Bakaly and Senior Vice President Ryan Colaianni will walk attendees through the 2019 Trust Barometer, call out key learnings for higher education, and also discuss recent Edelman research that looked at public perception of higher education in relation to the college admissions scandal.

**Presenters**  
**Charles Bakaly**, Senior Counselor, Edelman  
**Ryan Colaianni**, Senior Vice President, Edelman

**1:30-2:15pm**  
**Networking Break**

**2:15-2:30pm**  
**Walk to Boise State Computer Science Center**  
*Location: Clearwater Building  
777 W. Main Street  
Boise, ID*

**2:30-3:45pm**  
**Building a Tech Hub in Boise by Bringing Everyone to the Table**  
Boise has become one of the fastest-growing cities in the country, and high-tech and software industries are a major driver. How did this happen when the local comprehensive university produced just 27 computer science graduates only six years ago? In short: teamwork. Local businesses chipped in for scholarships. State government offered grants and other funding. City and regional economic development leaders jumped on board. And the university made bold promises and kept them.

**Panelists**  
**Amit Jain**, Chair of the Department of Computer Science, Boise State University  
**Jay Larsen**, Founder and CEO, Idaho Technology Council  
**Nic Miller**, Executive Director, College of Innovation and Design, Boise State University; Former Director of Economic Development Director, City of Boise
3:45-4:00pm  Walk to Boise State eSports facility
Location:
Colliers Building
301 S. Capitol Blvd
Boise, ID

4:00-5:00pm  How Public Universities Can Benefit from and Contribute to an Emerging Industry
Boise State has one of the leading teams in the new but fast-growing collegiate eSports space, which is evolving outside the traditional NCAA guidelines. See what is currently the largest university eSports arena and learn how the university and other schools are leveraging their eSports programs to attract students, build revenue and reach new audiences — and help prepare students for careers in computer science, industrial game applications and more.

Presenter
Chris Haskell, Co-Director and Head Coach of eSports, Boise State University

5:00-6:00pm  Break

6:00-6:45pm  Tour of the Basque Museum & Cultural Center
Learn about the Basque population in Boise and how the museum and cultural center is working to preserve, promote, and perpetuate Basque history and culture.

A six-minute walk from the hotel.

6:45pm-7:00pm  Performance by Basque dancers
Located outside Basque Museum & Cultural Center

7:00-9:00pm  Let’s Eat! Dinner at Bardenay Distillery
Enjoy traditional Basque fare.

Located across the street from Basque Museum and Cultural Center.

Tuesday, July 16

7:45-9:00am  Breakfast (continues through following session)
Sessions will be held at the Alumni and Friends Center on the Boise State University campus located one mile from the hotel. Shuttle service will be provided at 7:30, 7:45; and 8:10am. Attendees can walk if they prefer.

Location:
Alumni and Friends Center Ballroom
1173 University Drive Boise, ID

8:20-8:30am  Welcome Remarks from Boise State University President Marlene Tromp

8:30-9:30am  Keynote Address - The Power of Communications: A President’s Perspective
Few things are more important to universities today than successful communications. But with fast-evolving media platforms, increasing needs for rapid response and ever-more engaged lawmakers, alumni and other university
constituents, what works and doesn’t? The president of Florida’s largest land-grant university—and a national top ten public university—shares his experience and perspective on presidents’ expectations for senior communications leaders and how they can best serve their presidents and universities in these challenging times.

Speaker
Kent Fuchs, President, University of Florida

**9:30-10:45 am**  
Our Responsibilities in Advancing Diversity, Equity and Inclusion

The stories we choose to tell, and the ways we tell them, have tremendous power. Consciously or unconsciously, our words, posts and visuals shape people’s understanding of how higher education works — and who it works for.

As campuses and communities become increasingly diverse, how can communications and marketing help create a truly inclusive environment? Periodic scandals over altered images garner the attention, but there are other, more subtle ways that we — even inadvertently — send messages that devalue the experiences of community members and run counter to the inclusivity our universities seek to create.

Communicators are positioned to be leaders in equity work: We can improve our own practices, using our influence to advance structural work that addresses inequities in higher education and the society we serve. This session will explore using an equity lens in our work and ways to go deeper when it comes to diversity in our communications.

Moderator
Leslie Webb, Vice President for Student Affairs & Enrollment Management, Boise State University

Panelists
Leilani Lewis, Associate Director of Diversity Communications & Outreach, University of Washington
Carol A. Sumner, Vice President of the Division of Diversity, Equity & Inclusion and Chief Diversity Officer, Texas Tech University

**10:45-11:00am**  
Coffee Break

**11:00am-12:15pm**  
Preparing for Political Activity on Campus

In preparation for what is expected to be a heated 2020 presidential campaign – What steps are universities taking to allow the free expression of ideas while keeping tensions low? What have campuses done to share information with faculty, staff and students to ensure participation in the political process while respecting state laws and policies that prohibit universities from taking positions. Hear from experts in civil discourse, as well as practical examples to foster appropriate participation by individuals.

Moderator
Bill Manny, Managing Editor, Idaho Statesman

Panelists
Keith Allred, Executive Director, National Institute for Civil Discourse, The University of Arizona
Bob Kustra, President Emeritus, Boise State University
Katie Paquet, Vice President, Media Relations & Strategic Communications, Arizona State University

12:15-1:45pm  Lightning Round of New, Creative, Awesome, and/or Mind-Blowing Ideas
Enjoy lunch while designated attendees each take 5-7 minutes to describe and discuss something unique and different they are doing on campus to more effectively carry out their work. By the end of lunch, you’ll be full of food and new ideas.

Moderator:
Jeff Lieberson, Senior Vice President, Public Affairs; Chief Strategy Officer, APLU

1:45-2:15pm  Walk to Gene Bleymaier Football Center & Brief Tour
Location:
Gene Bleymaier Football Center
1185 Cesar Chavez Lane Boise, ID

2:15-3:30pm  Building a Brand that Lasts
It takes a campus to brand a campus. Brand identity is more than a logo or campaign delivered by the marketing office. It is how colleagues across the campus describe their work and the experiences others have with our university. Our panel will share how to develop, maintain, and evolve a university-wide approach to brand messaging and graphics that defines your campus in the sea of competitors. Learn from colleagues who have launched and sustained brands how to implement a relationship-based strategy to move from a “house of brands” to a “branded house,” whether your initiative is DIY or consultant-supported. And learn how leaning into brand values can pull a campus together in a time of crisis.

Panelists
Lisa Akchin, Associate Vice President for Engagement, University of Maryland, Baltimore County
Cinnamon Blair, Interim Deputy Chief of Staff and Chief Marketing & Communications Officer, The University of New Mexico
Greg Hahn, Associate Vice President for Communications and Marketing, Boise State University

3:30-4:00pm  Open Forum

4:00pm  Official Meeting Concludes / Board Shuttle Bus to Return to Inn at 500

6:30-10:30pm  Optional Networking Outing: Boise Hawks Minor League Baseball Game
Tickets are $10 each (in addition to the meeting registration fee). Traditional baseball food/drinks will be available for purchase at the stadium.

A bus will transport attendees to and from the game at no additional cost.

Please email Allie Maniglia at amaniglia@aplu.org if interested in purchasing a ticket.
Wednesday, July 17

6:00-8:30am  Extra Optional Excursion: Hike Table Rock Trail
Looking to take in the sights of Boise before your flight leaves? Join us as we hike to the top of Table Rock trail to take in the Boise skyline.

Boise State staff will transport interested hikers to and from Table Rock.

Hikers will meet outside the Inn at 500 promptly at 6am.