



**APLU's Council on Strategic Communications
2016 Summer Meeting – July 11 & 12**
The Commons Hotel
615 Washington Avenue SE
Minneapolis, MN 55414

Monday, July 11

8:00am

*All Hotel Meetings
in Pinnacle Ballroom*

Registration & Breakfast

8:15-9:15am

Welcome to Minneapolis!

University of Minnesota President Eric W. Kaler will welcome the CSC to campus and detail the communications challenges and opportunities he sees facing public universities. An opening icebreaker for everyone to learn more about their CSC colleagues will follow.

Led By

Eric W. Kaler, President, University of Minnesota

Chuck Tombarge, Chief Public Relations Officer, University of Minnesota

Jeff Lieberson, Vice President, Public Affairs, APLU

Tom Milligan, CSC Chair/Vice President for External Affairs, Colorado State University

9:15-10:30am

It's All Part of the Masterplan: Restructuring University Communications & Marketing Shops

With media relations and marketing efforts constantly evolving, university relations, communications and marketing offices must evolve too. Factor in budget constraints and institutions have to get creative. Find out how public universities are reorganizing their communications and marketing shops to ensure coordination across campus and maximize efforts to reach all of their many stakeholders.

Speakers

Cinnamon Blair, Chief Marketing & Communications Officer, University of New Mexico

Kyle Henley, Vice President for University Communications, University of Oregon

Chuck Tombarge, Chief Public Relations Officer, University of Minnesota

10:30-10:45am

Break

- 10:45am-12:00pm** **A Science-Based, Victim-Centered Blueprint for Sexual Assault Response**
 A unique collaboration between The University of Texas System Police and researchers at UT Austin’s Institute on Domestic Violence & Sexual Assault led to the creation of The Blueprint for Campus Police: Responding to Sexual Assault UT System Police. The 170-page document is based on the integration of science, philosophy and protocols and provides the UT System’s 600 sworn campus police officers with guidance to better engage with and understand victims of sexual assault at all 14 UT institutions. The blueprint is designed to help the handling of campus sexual assault cases from the initial report until the conclusion.
- What went into developing the blueprint, how has it been received throughout the UT System, and what can other public universities and university systems learn and potentially copy to apply back home?
- Speakers
Michael J. Heidingsfield, Director of Police, University of Texas System
Noël Busch-Armendariz, Professor, Associate Dean for Research, and Director, Institute on Domestic Violence and Sexual Assault, The University of Texas at Austin
- 12:00-1:15pm** **Lunch: Thunder Round of Quick Ideas on How to Tackle Some of the Greatest Communications Challenges facing Public University Campuses**
 Enjoy lunch (at least try to enjoy it) while designated attendees each take 5-7 minutes to describe and discuss how they managed some of the greatest communications challenges and controversies facing public university campuses. Have you had to manage challenges such as faculty unionization, calls for fossil fuel divestment, movements to boycott/divestment/sanction Israel, administrator salaries, athletics spending, politically motivated video “sting” websites, or other complex issues? By the end of lunch you’ll be full of food and new ideas. At the very least, you’ll probably feel better about your own campus.
- Those interested in presenting should e-mail Jeff Lieberson (jlieberson@aplu.org) with their brief pitch.
- Moderator:
Jeff Lieberson, Vice President, Public Affairs, APLU
- 1:15-1:45pm** **Networking Break**
- 1:45-3:00pm** **Diversity/Inclusiveness/Campus Climate**
 Learn from your peers as they navigate delicate and important issues on their campus.
- 3:00-3:15pm** **Break**
- 3:15-4:15pm** **Tour of University of Minnesota (Minneapolis Campus)**
 Join our hosts on a walking tour of campus. Learn about Minnesota’s flagship, land-grant university and its 30,000 students. You may even spot a gopher!
- 4:15-5:15pm** **Athletics: Minnesota Vikings– Communicating the Value of Public Investment in New Stadium & Building Strong Relationships Between Athletics & The University At Large (Tentative)**
 We’ll visit TCF Stadium, which is home to the University of Minnesota football team and for the past few years served as the temporary home of the Minnesota Vikings.

In this two-part session, we'll learn how Vikings officials worked to communicate why partial public funding of their new stadium (U.S. Bank Stadium) was a worthwhile investment and how Minnesota residents stand to benefit. We'll also hear from the University of Minnesota's athletics department and other school officials about the strong relationship that's been developed over years.

5:15-6:15pm

Break

6:15-6:30pm

Travel to Dinner

6:30-8:30pm

Dinner Out in Minneapolis

Network with your colleagues from across the country over food and drinks.

Tuesday, July 12

8:30am

Breakfast

9:00-10:00am

It Takes Two to Tango: The Keys to Successful Town-Gown Relationships

Increasingly, communications offices are playing a central role in facilitating complex town-gown issues. Construction issues, crime, and noise from rowdy students are just some of the most common issues. Learn some of the most effective approaches to building a better relationship with your university's city or town.

Speakers

Beth Bagwell, Executive Director, International Town-Gown Association

University of Minnesota Official

10:00-11:00am

We're Actually Awesome: Creatively Telling the Public Value of Public Universities

All of our universities are doing outstanding work every day in service of students, our home communities, the state and nation. One of the challenges we all face, however, is cutting through the information clutter to drive home key messages and stories that leave no doubt that public universities are among the most valuable of our nation's public assets.

Thanks to an ever-expanding array of communications tools, and the creativity and passion of our communications teams, universities are rising to these challenges in a variety of ways. Listen as some of our members share their success at developing and distributing rich, compelling content designed to effectively communicate our powerful stories to our most important audiences.

11:00-11:15am

Break

11:15am-12:15pm

1.21 Gigawatts! -- Unique Ways of Communicating Research

Translating much of the complex research conducted at public universities into compelling stories that captivate the public and policymakers is an endless challenge. With recent budget cuts and increasingly skeptical lawmakers, public universities need to find new ways to bring research conducted on campus to life. Learn about some innovative approaches being undertaken at public research universities to better communicate just what happens in labs and in the field. And also learn about potential pitfalls when communications efforts go wrong.

Speakers

Kim Krieger, Research Writer, University of Connecticut

TBA

12:15-1:45pm

Lunch: 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.

Those interested in presenting should e-mail Jeff Lieberson (jlieberson@aplu.org) with their brief pitch.

Moderator:

Jeff Lieberson, Vice President, Public Affairs, APLU

1:45-2:00pm

Break

2:00-3:00pm

If You Build It They Will Come: Communications Strategies for Successful Admissions Marketing

Details to Follow

3:00-3:15pm

It's Been Real, Minneapolis!

Before heading offsite for our final session, we'll conduct a brief recap of our meeting and look ahead at what's on the horizon (APLU's annual meeting November 13-15 in Austin, Texas) and how APLU's public affairs office can provide enhanced value for its members.

Led By:

Jeff Lieberson, Vice President, Public Affairs, APLU

Tom Milligan, CSC Chair/VP for External Affairs, Colorado State University

3:15-3:45pm

Break

3:45-4:00pm

Travel to University of Minnesota's St. Paul Campus

4:00-4:30pm

Driving Tour of University of Minnesota's St. Paul Campus

4:30-5:30pm

Fly Like an Eagle: Visit to UNIVERSITY OF MINNESOTA'S RAPTOR CENTER

The Raptor Center at the University of Minnesota's College of Veterinary Medicine rehabilitates approximately 800 sick and injured raptors each year, while helping to identify emerging environmental issues related to raptor health and populations. An internationally renowned education facility, The Raptor Center trains veterinary students and veterinarians from around the world to become future leaders in raptor medicine and conservation. In addition, The Raptor Center reaches approximately 150,000 people annually through its unique public education programs and events. If you ever wanted your picture taken with a bald eagle, this is the session for you!

5:30pm

Official Meeting Concludes

5:30-5:45pm

Travel to CHS Field/Downtown St. Paul

The bus will first travel from The Raptor Center to CHS Field (home of the St. Paul Saints baseball team) and downtown St. Paul where those attending the optional networking outing at the baseball game will be dropped off. Those not

going to the game will remain on the bus and then immediately be taken back to the hotel. The bus will return to the baseball stadium and transport everyone else back to the hotel at the conclusion of the game at approximately 9:45pm.

5:45-10:00pm

Optional Networking Outing: Visit to St. Paul & St. Paul Saints Baseball Game vs. Sioux Falls Canaries

Enjoy this independent baseball league game that is known for its fan entertainment antics as it is for the action on the field. (\$15 extra) Those not interested in the game may find the downtown area adjacent to the stadium to be a fun location to have dinner and network with colleagues and peers.