

80s

THE ANNUAL U of MN
COMMUNICATOR'S FORUM CONFERENCE

**BACK TO THE 80'S: CELEBRATING 20
YEARS OF THE COMMUNICATORS FORUM**

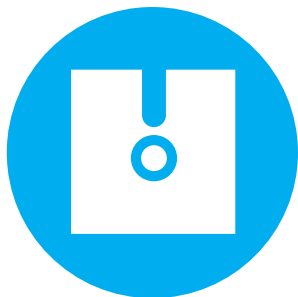
MAY 2ND, 2007, 8:00AM – 4:30PM
COFFMAN MEMORIAL UNION
TWIN CITIES CAMPUS



SESSION ONE
GREATEST HITS 9:30AM–10:30AM



SESSION TWO
TOTAL INSPIRATION 11:00AM–12NOON



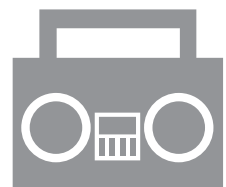
SESSION THREE
RADICAL NEW IDEAS 2:30PM–3:30PM



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KEYNOTE SPEAKERS



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SESSION BIOGRAPHIES



PAGE 8
FORUM MEMBERS
SPECIAL THANKS

SCHEDULE

8:00-8:30 a.m. **Registration, Breakfast and Ice Breaker**

8:30-8:35 a.m. **Welcome**

8:35-9:20 a.m. **Featured Speaker**
Nora Paul

9:30-10:30 a.m. **Session One: Greatest Hits**



Marketing to Millenials
Bob Phillipczak

Writing
Stephen Wilbers

Web Design and Demographics: How Boomers, Gen-X, and Gen-Y Use the Web
Jen Alsted

E-newsletters I
Leslie O'Flahavan

10:30-11:00 a.m. **Break / Vendor Expo**

11:00 a.m.-Noon **Session Two: Total Inspiration**



Advanced E-newsletters II
Leslie O'Flahavan

Herding Cats: How to Create a Strategic, Integrated Communications Plan
Mary Pattock

Creativity by Numbers
Tim Busse

Big Promotions, Small Budgets
Experts Panel Discussion
Rachel Fulkerson, Sarah Cafilisch, Sarah Peters

Noon-1:00 p.m. **Lunch / Vendor Expo**

1:00-1:30 p.m. **Maroon, Gold & Margo Awards**

1:30-2:15 p.m. **Featured Speaker**
Katherine Lanpher

2:15-2:30 p.m. **Break**

2:30-3:30 p.m. **Session Three: Radical New Ideas**



Experience Marketing in a Higher Education Setting: Research-Based Approach
Robert A. Sevier

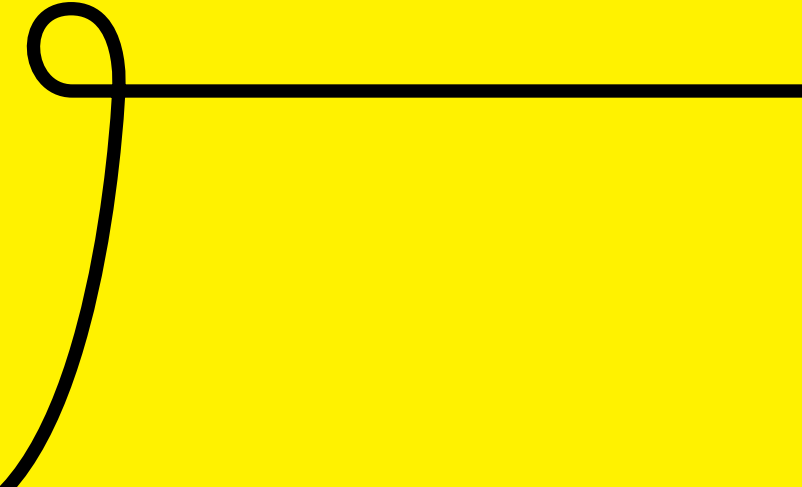
Podcasting for Higher Education
Mike McGraw and Gary Gruba

Design Before Advertising
Ed Bennett

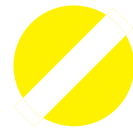
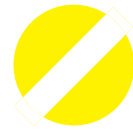
ABBA Remix
Karen Himle

Keeping it Real - Editing University Magazines
Panel Discussion
Eugenia Smith, Peggy J. Rader or Diane Cormondy,
Cheryl Reitan, Laura Weber

3:30-4:30 p.m. **Reception, Prizes, Mike Award**



STARRING
NORA PAUL
AND
KATHERINE LANPHER





NORA PAUL **8:35–9:20AM**

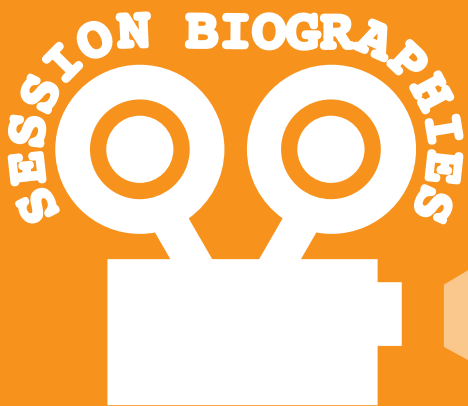
Nora Paul is Director of the Institute for New Media Studies at the U of MN. From 1991–2000, Nora was at the Poynter Institute teaching news library management, computer-assisted research, and new media leadership. She was editor for information services at the Miami Herald from 1979–1991.

Nora is the co-author of *Behind the Message: Information Strategies for Communicators*. She is a member of the board of the World Press Institute and Intermedia Arts. Nora has traveled worldwide presenting seminars and lectures on research methods and on innovation in online news. Her current work at the Institute for New Media Studies focuses on evolving digital storytelling forms.

Using our Back to the 80s theme as a launching point, Nora will help us better understand how the media and technology landscapes started to significantly change in the 80s, how these changes have impacted communicators and audiences today, and how the resulting digital landscape continues to evolve. She will challenge us to more effectively leverage these changes, and use them to our advantage by critically reviewing how we tell stories.

KATHERINE LANPHER **1:30–2:15PM**

Katherine Lanpher is the former host of MN Public Radio's Midmorning show and reporter of 16 years at the Pioneer Press. Now living in New York City, Katherine is the author of *Leap Days: Chronicles of a Midlife Move* and hosts the show *Moretime* on XM Satellite Radio. She is an award-winning journalist for her column in the Pioneer Press and her work has appeared in the New York Times.



SESSION ONE: GREATEST HITS

A Practical Approach to Communicating with the Millennial Generation ○ Bob Filipczak

The first part of this presentation will examine the seven core characteristics of the Millennial generation and how they affect the way we should communicate with young people. Then the group will examine a selection of existing university materials in light of these characteristics with the aim of providing a practical approach to finding messages that resonate with this audience.

Bob Filipczak started his journey into generational issues while writing for *Training Magazine*. His ground-breaking cover story *It's Just a Job: Generation X at Work* led to his collaboration with Claire Raines and Ron Zemke on the book *Generations at Work* (1999). His employment in higher education revived his interest in generational issues, especially the next cohort of young people. He is currently the Brand Communications Writer for Capella University.

The Evolution of the Email User: How to Connect with a Moving Target ○ Stephen Wilbers

Explore persuasive strategies and stylistic techniques to help you connect with a harried, hurried, impatient reader, with emphasis on how to use your email correspondence - especially your openings and closing - to create goodwill and affirm relationship.

Stephen Wilbers is a writing consultant, author, and syndicated columnist (for the *Minneapolis Star Tribune* and other Newspapers). In addition he offers on-site training seminars and he teaches writing in the U of MN's Management of Technology Program. In 1995 he won an Outstanding Faculty Award for his teaching in Hamline University's Graduate Public Administration Program. He has published two collections of his columns, *Writing for Business* (MN Book Award, 1994) and *Writing by Wilbers*. His most recent book, *Keys to Great Writing*, is now available in paperback.

Design and Demographics: How Boomers, Gen-X, and Gen-Y Use the Web ○ Jennifer Alsted

In the past decade since the Internet's first burst on the scene, the patterns and history of usage have changed and evolved. Jennifer will talk about how Boomers, Gen-Xers, and Gen-Yers are using the Internet in their lives—and how the patterns established online are transforming other parts of society.

Jennifer Alsted is the President and co-founder of bswing, a Minneapolis-based firm that provides interactive product development that puts people first. bswing's strength is helping you attract, engage, and retain your online audience. The firm has also done ground-breaking work including one of the first online health research studies funded by the National Institutes of Health; the first non-partisan electoral information web site (Web White & Blue) sponsored by the Markle

Foundation, The Shorenstein Center on Politics and the Press at Harvard University; and the web site for the McKnight Foundation.

Jennifer is a member of the Board of Trustees for the U of MN Foundation and is an adjunct faculty member at the Minneapolis College of Art & Design. Jennifer is also a member of the advisory board for the MN Interactive Marketing Association. Jennifer was named by the Small Business Administration as MN's Young Entrepreneur of the Year in 2000.

Writing E-Newsletters That Work ○ Leslie O'Flahavan

E-mail newsletters are the mainstay of online publishing. But with readers inundated, how do you create a newsletter that stands out, one your subscribers are eager to receive? This session will cover different types of e-mail newsletters and help you decide what type of e-newsletter you should publish or how to update the newsletter you publish now.

You will learn:

- How to choose or develop content for your newsletter
- How to set an appropriate tone in your writing
- How to write a must-open subject line
- How to develop a newsletter content formula to match your newsletter goals.

Leslie O'Flahavan is a co-founder and partner in E-WRITE, where she has helped thousands of people learn to write well for online readers. She has developed and delivered customized writing courses for customer service agents, help desk staff, web content contributors, and more. She is the co-author of *Clear, Correct, Concise E-Mail: A Writing Workbook for Customer Service Agents*.

Before founding E-WRITE, Leslie was a writing instructor and author of educational materials for the Smithsonian Institution, National Geographic, and Cable in the Classroom. She's written articles, curricula, brochures, and teaching posters on topics ranging from helicopters to Hamlet.

SESSION TWO: TOTAL INSPIRATION

Taking Your Newsletters to the Next Level: Metrics and Archiving ○ Leslie O'Flahavan

You've been publishing an e-newsletter for a while, and you'd like answers to two important questions all newsletter publishers ask:

- How can I measure how well my newsletter is performing?
- How should I present the back issues of my newsletter online?

This session will help you develop a strategy for measuring your newsletter's performance. You'll review Mailer Mailer's *Email Marketing Use and Trends Report* for data on:

- Open, click, and bounce/delivery rates
- How quickly subscribers open newsletters
- Best and worst days of the week to send newsletters.

Herding Cats: How to Create a Strategic, Integrated Communications Plan ○ Mary Pattock

A how-to session on how to create a communications plan that is strategic and comprehensive. It's a matter of asking yourself and others the right questions at the right time. Learn how to get even the most rambunctious and disparate group to help you create a coherent and efficient plan! Learn how to seamlessly unite a full range of communication tools - from publications to publicity and promotion, from advertising to personal contacts - in a focused and efficient campaign.

Mary Pattock has been the Communications Director for MN Public Radio, Minneapolis Public Schools and the Office of the Mayor of Minneapolis. As a senior communications consultant with A-Plus Communications she helped large urban school districts such as Detroit, Hartford and Cleveland to improve their community relations. She is the recipient of numerous awards for both publications and public relations. She currently is the Director of Communications for the U of MN School of Nursing.

Creativity by the Numbers ○ Tim Busse

This session is a by-the-numbers study in creativity, but don't expect another Top Ten List or Six Step Process. Instead, come ready to recharge your creative skills that have been drained by time constraints, job pressures and your own complacency. You'll leave knowing that creativity is as basic as the Three R's, as fluid as the Seven Colors of the Spectrum, and is more logical than 11 schools in the Big Ten Conference.

Tim Busse is the Director of Communications for University Services. He worked for the U for five years in Facilities Management and University Services, left for a three year stint with the St. Thomas Law School and then returned to the U of M in December. He's been a student of creativity throughout his career and makes a point of looking at old things in new ways every day. Tim and his wife own Big Picture Ventures, a communications company that allows their creativity to run wild as they write and produce training videos, develop websites and manage events.

Big Promotions, Small Budgets - Experts Panel Discussion

Learn how small organizations do big things with minimal staffing and how big organizations do things on small budgets. Listen to "real-life" examples from each panelist and learn about media sponsorships, inexpensive e-mail communication, the talent "booking" process, effective partnerships, low-cost printing options, how to work with volunteers, how to get "free press," and much more. Learn what events and marketing strategies brought in the largest audiences and also which ones failed. There will be plenty of time for Q&A.

Sarah Caflisch is the Loft Literary Center's Director of Community Relations. She has worked at the Loft for over 6 years, and before that worked for various nonprofits and advertising agencies. She graduated with a degree in Psychology from the U of MN and is currently pursuing a Master of Arts in Nonprofit Management from Hamline University.

Sarah Peters is the Assistant Director, Public Programs, in the Education and Community Programs Department of the Walker Art Center. She directs Target Free Thursday Nights (TFTN), a major institutional program that draws an average of 900 visitors to the Walker each week for artist talks, lectures, gallery tours, a book club and art-making activities. In 2004-2005, Peters co-organized and conducted the research phase of the Walker's Civic Engagement Initiative and co-authored the publication *Art and Civic Engagement: Mapping the Connections*. Peters received a B.A. in Studio Art and Art History from the College of St. Catherine and is an active artist in the Twin Cities.

Rachel Fulkerson, Outreach Director for The Friends of the Minneapolis Public Library, produces more than 80 educational, cultural and fundraising events annually - overseeing all aspects of the events from concept and talent bookings to staffing and registration to publicity and website design. Rachel began her non-profit career as the founding Executive Director of *The Slate*, a Minneapolis-based literary journal. Prior to joining The Friends in 2001, Rachel was the Account Manager at The Collins Group. She holds a B.A. from UW - Madison in English and creative writing and a Publishing Certificate from the University of Denver.

SESSION THREE: RADICAL NEW IDEAS

Experience Marketing in a Higher Education

Setting: Research-Based Approach ○ Robert Sevier

Colleges "sell" the sum of all the experiences a student will have on campus and the opportunities they will have when they leave. With this in mind, a better understanding of customer experience marketing is critical. During this session we will look at:

- What prospective students expect from their college experience.
- How well colleges and universities, from the perspective of the student, deliver on that experience.
- How to "map" key experiences.
- Options for communicating or positioning the college experience as part of the overall marketing message to prospective students, parents, and others.

Podcasting for Higher Education ○ Mike McGraw, Gary Gruba, & Bill Duff

This session is designed to help you discover how easy it is to create, distribute, and access podcasts. Enhance your skills with the latest technologies and understand the

power of podcasts. From Apple's innovation to educators' inspiration, the content available through podcasts is exciting, creative, and valuable for teaching and learning as well as marketing university policies and programs. So whether you work on a PC or a Mac, the podcasting revolution is now, and the tools are available for you to put it to use in your communications!

Mike McGraw has been working for Apple Computer's education division since 1998. As an Account Executive, he is responsible for putting together solutions integrating many different kinds of technologies, service, support, training, financing packages to meet the needs of Apple's education customers.

Gary Gruba joined Apple in 2003 as a Senior Systems Engineer supporting education sales. In his current role, he assists with the technical aspects of the entire Apple product line.

Bill Duff joined Apple's higher education division in 1989. He works with institutions across 13 states and currently focuses on podcasting and Apple's *iTunes U* service.

Design before Advertising ○ Ed Bennett

This session will highlight case studies that show how developing and implementing a strong design creates a stronger brand for advertising to build off of.

Ed Bennett has worked in the design and advertising business in the twin cities since 1993. Currently the Design Director at Colle+McVoy, Ed has also been a freelance, an owner, a partner, and an employee at large and small firms. Ed's history with ad agencies and how they utilize design has helped him build a successful integrated design group within one of the cities largest ad agencies. Ed's current clients include Red Wing Shoes, Nestle Purina, Case IH, Erbert & Gerbert's, Acuvue Contact Lenses and Schell's Beer.

ABBA Remix ○ Karen Himle

Reflections on the evolution of organizational communications since the 1980s

Karen Himle became Vice President for University Relations in December 2006 and has a rich background in public relations and media. Prior to accepting this position, Karen served as Executive Vice President of Children's Hospitals and Clinics and President of the hospital's foundation. She also served 17 years with the St. Paul Companies, working her way up to Senior Vice President of Corporate and Government Affairs. Karen also served as host of Twin Cities Public Television's Almanac Midweek from 1990-94 and as a guest host on Almanac.

Keeping it Real - Editing University Magazines Panel

How do you engage alumni when the college they went to no longer exists or has been absorbed into another college? How do you

refresh a magazine that has slowly gotten out of date? How do you launch a new look? How do you create the right mix of stories to reflect your alumni and the current state of the school? When, if ever, is the magazine the right place for crisis communications? Magazine editors from across the University will discuss these ideas and more, as well as answer your questions. This panel will serve everyone who communicates to alumni, who deals with issues facing our changing University, and who wants to learn more about handling the complicated, multifaceted, design-heavy, story-driven communication vehicles known as magazines.

Eugenia Smith, Communications Director and Editor of Reach

Peggy J. Rader or Diane Cormondy, Communications Director, Publications Director of Link, the alumni magazine of the College of Education and Human Development

Cheryl Reitan, Publications Director and Editor of Bridge, the alumni magazine of the U of MN-Duluth

Laura Weber, Communications Director and Editor of Emerging, the alumni magazine of the newly formed College of Design.

Committee Members:

Mia Boos
College of Continuing Education

Collette Gehrke
Student Unions & Activities

Katy Holmgren
Carlson School of Management

Amy Kalbrener
Academic Administration

Kristofer Layen, Co-chair
Academic Administration

Jennifer Plath, Co-chair
Student Unions & Activities

Jennifer Shofner
College of Continuing Education

Kasi Williamson
Office of The Registrar

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