

2020 B-School Communications and Development Symposium
March 4-6, 2020 | McDonough School of Business, Georgetown University
Conference Chair: Charles Skuba, Senior Associate Dean, Executive Custom Programs, The McDonough School of Business, Georgetown University

Please note that conference sessions are subject to change. Please check back regularly for the latest schedule.

Tuesday, March 3

7:45am – 5:00pm [Advisory Council Seminar](#)

Wednesday, March 4

7:45am – 12:00pm [Advisory Council Seminar](#)

12:30pm – 6:00pm Symposium Check-in and Information

1:00pm – 2:30pm Development Professionals Affinity Group Meeting

2:30pm – 4:00pm Marketing and Communications Council Affinity Group Meeting

4:00pm – 5:00pm **Virtue Capitalism: Branding Business as a Force for Good**

Business schools have had to adapt their model and their marketing more in the last decade than in the prior 50 years. Whereas before schools could coast on prestige and traditional programs, in today’s cluttered marketplace, cost, value, variety, and convenience are primary deciding factors. Online and part-time enrollments continue to outpace full time. Demand for specialty programs is eclipsing traditional programs. Meanwhile, the applicant pool is shrinking, so schools are saturating airspace and airways with advertising. Until recently, the answer for more leads has been more media, with little emphasis on differentiating creative or copy (other than rankings and job placement touting). Commoditized media spending has created a commoditized category. This session will share best practices to buck this trend and turn your focus to branding.

Presenters:

- **Erika James**, Dean and Professor in Organization & Management, Goizueta Business School, Emory University
- **Kim Hallman**, Senior Vice President, 160over90

5:00pm – 6:00pm Welcome Reception

2020 B-School Communications and Development Symposium
March 4-6, 2020 | McDonough School of Business, Georgetown University
Conference Chair: Charles Skuba, Senior Associate Dean, Executive Custom Programs, The McDonough School of Business, Georgetown University

	<i>Reconnect with old friends, make new ones, and network with the exhibitors. Relax and enjoy the company of your colleagues before the conference gets underway.</i>
Thursday, March 5	
8:00am – 6:00pm	Symposium Check-in and Information
8:00am – 12:00pm	Exhibitor Showcase Open
8:00am – 9:00am	Continental Networking Breakfast
8:30am – 9:15am	<p>Bonus Session: A New Team for a New Era: building, leading and inspiring teams</p> <p><i>How and why did the Eller College double the size of its marketing and communications and development teams, increase interest in its MBA programs by 27 percent and increase annual giving by 62 percent? A new dean with a management information systems background recognized the importance of investing in these two key functions to bring the Eller brand, enrollment and giving goals to the next level through data-driven decision-making. A new assistant dean for marketing and communications and a new executive director for development and alumni relations advocated the importance of coordination across the college and blended creativity with science.</i></p> <p><u>Presenters:</u></p> <ul style="list-style-type: none"> • Paulo Goes, Dean, Eller College of Management, The University of Arizona • Amy Schmitz, Assistant Dean for Marketing and Communications, Eller College of Management, University of Arizona
9:30am – 10:30am	<p>Plenary I: Brand Building in a Noisy World</p> <p><i>Media professionals will offer advice to expand coverage for your school, implement an effective PR strategy, and effectively build and maintain an emotionally powerful brand.</i></p>

2020 B-School Communications and Development Symposium
March 4-6, 2020 | McDonough School of Business, Georgetown University
Conference Chair: Charles Skuba, Senior Associate Dean, Executive Custom Programs, The McDonough School of Business, Georgetown University

	<p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Kyle Scriven, Senior Content Marketing Evangelist, LinkedIn • Chryssa Zizos, President, Live Wire Strategic Communications <p><u>Moderator:</u></p> <ul style="list-style-type: none"> • Charles Skuba, Senior Associate Dean, Executive Custom Programs, The McDonough School of Business, Georgetown University 	
10:30am – 11:00am	Refreshment Break and Networking	
11:00am – 12:00pm	Concurrent Sessions	
	<p><i>Communications</i></p> <p>(A1) Building, Balancing, and Breaking Down a Budget</p> <p><i>Speakers will share creative ideas to overcome limited business school budgets, strategies to justify budget increases and demonstrate ROI, and best practices to augment a budget by leveraging existing resources and manage 'last minute' requests.</i></p> <p><u>Presenter:</u></p> <ul style="list-style-type: none"> • Katya Popova, Assistant Dean, Marketing & Strategy, American University 	<p><i>Development</i></p> <p>(A2) Going Big with Alumni Relations - How to engage alumni to unlock international and domestic support</p> <p><i>This session will share how Imperial College London partnered with Imperial College Business School to execute an international strategy that resulted in an increase in alumni engagement and untapped fundraising potential. The Gatton College of Business and Economics at the University of Kentucky will share how they recovered from losing touch with younger alumni and, through reinvigorating their alumni relations function, made tremendous strides in engagement to consistently lead the university in alumni giving (2nd only to athletics).</i></p> <p><u>Presenters:</u></p> <ul style="list-style-type: none"> • Shona Aitken, Head of Development (North America), Imperial College London

2020 B-School Communications and Development Symposium
March 4-6, 2020 | McDonough School of Business, Georgetown University
Conference Chair: Charles Skuba, Senior Associate Dean, Executive Custom Programs, The McDonough School of Business, Georgetown University

		<ul style="list-style-type: none"> • Nicole Thorne Jenkins, Vice Dean, Gatton College of Business and Economics, University of Kentucky
12:00pm – 1:15pm	Networking Luncheon and Topical Group Discussions	
1:15 pm – 5:00pm	Exhibitor Showcase Open	
1:30pm – 2:30pm	Concurrent Sessions	
	<i>Communications</i>	<i>Development</i>
	<p>(B1) In God We Trust, All Others Must Bring Data</p> <p><i>Whether your marketing team is large or small, today’s ultracompetitive business school student recruitment environment demands a strategic, data-driven digital marketing playbook that includes identifying goals, metrics and audiences—and reporting campaign performance to senior leadership to drive decision making. Speakers will share best practices on data storytelling and sharing your return-on-marketing-investment (ROMI) with key stakeholders.</i></p> <p>Presenters:</p> <ul style="list-style-type: none"> • Tim Akin, Executive Director, Marketing and Communications, Graduate School of Management, UC Davis • Tim Bohling, Chief Marketing and Graduate Enrollment Officer, and Teaching Professor of Marketing, Mendoza College of Business, the University of Notre Dame 	<p>(B2) Engaging Advisory Boards at Business Schools</p> <p><i>Speakers will share ideas for involving and engaging advisory board members. We will explore best practices for writing clear objectives, recruiting a diverse board, and managing an unsuccessful or disengaged boards/board members.</i></p> <p>Presenter:</p> <ul style="list-style-type: none"> • Amy Hietapelto, Dean, Labovitz School of Business and Economics, University of Minnesota, Duluth

2020 B-School Communications and Development Symposium
March 4-6, 2020 | McDonough School of Business, Georgetown University
Conference Chair: Charles Skuba, Senior Associate Dean, Executive Custom Programs, The McDonough School of Business, Georgetown University

2:30pm – 3:00pm	Refreshment Break and Networking	
3:00pm - 4:00pm	Concurrent Sessions	
	<i>Communications</i>	<i>Development</i>
	<p>(C1) Business School Branding and Brand Management</p> <p><i>Building and maintaining a b-school brand within the context of an award-winning university brand, gaining stakeholder buy-in for brand management, demonstrating importance of cohesive branding to target audiences, correcting brand ‘mistakes’ with tact and grace.</i></p> <p><u>Presenter:</u></p> <ul style="list-style-type: none"> • Zach Thomas, Director of Marketing and Communications, Culverhouse College of Business, University of Alabama 	<p>(C2) Strategic Planning for Development Professionals</p> <p><i>This session will explore ideas for setting, managing and meeting targeted fundraising goals, including demonstrating ROI and developing meaningful KPIs beyond just “events”. Speakers will also discuss strategies to manage or overcome unrealistic goals.</i></p> <p><u>Presenters:</u></p> <ul style="list-style-type: none"> • Kristin Backhaus, Dean, School of Business, SUNY, New Paltz • Michael Busing, Dean, College of Business, James Madison University • Nick Langridge, Vice President for University Advancement, James Madison University

2020 B-School Communications and Development Symposium
March 4-6, 2020 | McDonough School of Business, Georgetown University
Conference Chair: Charles Skuba, Senior Associate Dean, Executive Custom Programs, The McDonough School of Business, Georgetown University

4:00pm – 4:15pm	Refreshment Break and Networking
4:15pm – 5:15pm	<p>What Keeps you Up at Night?</p> <p><i>Communications and Development professionals deal with high expectations and a high level of uncertainty on the job. In this interactive session, facilitators will speak to challenges they faced during their tenure, offering bits of wisdom and words of advice. They will also discuss best ways to support one another and answer attendees' questions.</i></p> <p>Facilitators:</p> <ul style="list-style-type: none"> • Steve Elias, Dean, School of Business Administration, Fort Lewis College • Erin Hallett, Head of Alumni Relations, Imperial College Business School • Elizabeth Mitchell, Assistant Dean of Advancement, Pamplin College of Business, Virginia Tech
Friday, March 6	
7:30am – 1:30pm	Symposium Check-in and Information
7:45am – 8:45am	Continental Networking Breakfast
7:45am – 11:30am	Exhibitor Showcase Open
8:30am – 9:15 am	<p>Bonus Session: Conquer the Matrix... NO! Not that one! Bscool Advancement in Complex University Settings</p> <p><i>In this session, presenters will discuss working with university-wide teams/departments, repairing communication breakdowns, and demonstrating team value within context of university or b-school-wide goals.</i></p> <p>Presenter:</p> <ul style="list-style-type: none"> • Christopher Crooker, Assistant Dean for Advancement, Whiteman School of Management, Syracuse University

2020 B-School Communications and Development Symposium
March 4-6, 2020 | McDonough School of Business, Georgetown University
Conference Chair: Charles Skuba, Senior Associate Dean, Executive Custom Programs, The McDonough School of Business, Georgetown University

9:30am – 10:30am	<p>Plenary II: Change, Challenges and Opportunities — spanning communication, marketing and development</p> <p><i>This will be an active discussion with two experienced leaders in development and marketing and communications about changes that are occurring in these functions in business schools today. The big question is: How do we (deans, associate deans, communications and development leaders) prepare ourselves? We will discuss how these changes challenge the organizational assumptions that universities and business schools have traditionally operated around. In particular, we will discuss how these changes affect the relationships with key stakeholders and particularly with the dean of business. If you are a dean this should make you think about how you work with your development and communication leaders and vice versa if you are a development or communication leader.</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • Chris Kormis, Associate Dean and Chief Marketing Officer, McDonough School of Business, Georgetown University • Jim Miller, Assistant to the Dean and Chief Advancement Officer, Fisher College of Business, The Ohio State University <p>Moderator:</p> <ul style="list-style-type: none"> • Murray Dalziel, Dean, Robert G. Merrick School of Business, University of Baltimore 	
10:30am – 11:00am	Refreshment Break and Networking	
11:00am – 12:00pm	Concurrent Sessions	
	<i>Communications</i>	<i>Development</i>
	<p>(D1) Business School Content Creation and Management - Let Students and Faculty do the Talking</p>	<p>(D2) Practical Corporate Engagement</p> <p><i>How do you create relationships that lead to funding? In this session, we will explore leveraging</i></p>

2020 B-School Communications and Development Symposium
March 4-6, 2020 | McDonough School of Business, Georgetown University
Conference Chair: Charles Skuba, Senior Associate Dean, Executive Custom Programs, The McDonough School of Business, Georgetown University

	<p><i>Developing relevant and authentic content (web, social media, video) for your institutions is a key tactic in recruitment, retention and recognition of faculty and students. Our audiences want to hear from their peers, not the institution. But how can you do this, while keeping on brand and amplifying the voice of your institution? This session will focus on effective tactics for student generated content and how to channel your faculty's expertise into great web content. During this session, we'll discuss ways to gain buy in from your institution, how to manage your content and how to measure the impact.</i></p> <p><u>Presenters:</u></p> <ul style="list-style-type: none"> • Jennifer Hendrickson, Director of Communications, Lerner Business and Economics, University of Delaware • Tone Steen Sandberg, Development Manager, Communications Department, BI Norwegian Business School 	<p><i>relationships to inform the evolution of bschool education, including building awareness among employers, developing tailored education products for corporate partners and sustainable pipelines with corporate partners.</i></p> <p><u>Presenters:</u></p> <ul style="list-style-type: none"> • Maryam Henson, Associate Vice President, Central Development, George Washington University • Kathy McKee, Global Digital Solutions, Higher Education, Washington Post
12:00pm – 1:00pm	Networking Luncheon	
Program Concludes		