This professional development seminar will focus on effectively communicating return on investment and value in the highly-competitive higher education market. Join your colleagues from other Ohio independent colleges as we discuss evaluation measures and perception and how they affect your office and your bottom dollar. Then explore other hot topics in marketing and communications during our afternoon roundtable discussions.

**Agenda**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:30 a.m.</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>9:50 a.m.</td>
<td>Welcome and Introductions</td>
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<td>10:00 a.m.</td>
<td>Speaker: Dr. Robert A. Sevier, Senior Vice President, Strategy, Stamats, Inc.</td>
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<tr>
<td>12:00 p.m.</td>
<td>Lunch and Networking</td>
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<td>1:00 p.m.</td>
<td>Roundtable Discussions (Block #1)</td>
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<tr>
<td>1:40 p.m.</td>
<td>Roundtable Discussions (Block #2)</td>
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<tr>
<td>2:15 p.m.</td>
<td>Roundtable Discussions (Block #3)</td>
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<tr>
<td>2:45 p.m.</td>
<td>Overview of the Day and Wrap Up</td>
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</table>
When coming from east, west and south, the best approach is from I-70. Granville is 10 miles north of I-70 (Exit 126) on Ohio Route 37 West. When Route 37 turns off on the divided highway outside of Granville, continue straight ahead on Ohio Route 661 into Granville. Route 661 takes you to the center of Granville. At the traffic light, continue north on North Main Street one block to the main campus entrance and continue up the winding driveway to the top. Turn right at the top and follow the directions to the parking garage.

If coming from the north, exit I-71 at Bellville and take Ohio Route 13 south into Mt. Vernon. From there, Ohio Route 661 south will bring you 23 miles to the north Gate entrance of Denison. Continue up the winding driveway to the top. Turn right at the top and follow the directions to the parking garage.

The Communicators’ Summit is in Knobel Hall of the Burton D. Morgan Building (150 Ridge Road), which abuts the parking garage. After you park, walk toward the east (towards the Campus Safety Office and the elevator). Burton Morgan is directly accessible from level 1 of the parking garage. If you park below level 1, enter the elevator and exit at CC (Campus Commons). Exit the door and the Burton Morgan building is directly to your left, just off the grassy common.

Knobel Hall is on level 3 of Burton Morgan. Registration is in the central atrium.

Keynote Speaker

Dr. Robert A. Sevier
Senior Vice President, Strategy
Stamats, Inc.

Dr. Robert A. Sevier is the Senior Vice President at Stamats, Inc. Each year, Sevier directs more than 100 research studies and helps nearly a dozen colleges with their integrated marketing, brand marketing, and strategic planning. He has also written more than 85 articles and seven books on integrated marketing and related topics. In addition, he has conducted more than 500 seminars and workshops. Sevier earned a Ph. D. from Ohio State University in 1986 in Policy Analysis and Higher Education Administration.

Dr. Sevier’s presentation will focus on communicating return on investment and value in the competitive field of higher education. Following his presentation, he will moderate a discussion on hot topics surrounding this issue.

Note to attendees:
Please bring copies of publications and resources to share with your colleagues.
Afternoon Roundtable Discussion Topics

Selling a Student on your College When They Can't Make it for a Campus Visit

Communicating in a Mobile-based Environment (offered twice)

Internal Branding (offered twice)

Social Media ROI (offered twice)

YikYak and Other Emerging Technologies

Crisis Communication in a Time of Social Media

Registration

Registration Fee: $55 per person

Please return the completed form along with a check payable to: AICUO, 41 S. High Street, Suite 1690, Columbus, Ohio 43215. To pay using a credit card, visit the link on the Events page of the AICUO website at www.aicuo.edu. For additional information, contact the AICUO office at 614-228-2196, or email Stacey Dorr at sdorr@aicuo.edu. The deadline for registration is December 29, and no refunds will be available after that date.

Name of Attendee: _______________________________________________________

Title or Position: _______________________________________________________

Institution/Affiliation: ___________________________________________________

Address: _______________________________________________________________

_____________________________________________________________________

Phone Number: _________________________________________________________

Email Address: _________________________________________________________

Dietary Restrictions (Please specify): __________________________________________