"Navigating Seas of Change" *Tuesday, July 14 - Wednesday, July 15*

2015 AVAP Conference Agenda

Boston Cambridge Marriott Hotel – 50 Broadway, Cambridge, MA

<<<<<<<<<<<<<<<<<<<< Tuesday, 7/14 >>>>>>>>>>>>>>>>>>>>

8:30 – 9:15 a.m.	**AVAP Newcomer's Session** *An open orientation discussion for first-time attendees, and those seeking to establish connections*	
8:30 – 9:30 a.m.	**Registration and Breakfast**	
9:30 a.m.	**Opening Welcome & Conference Overview** *Jonathan Burton, AVAP President* *Lorraine Daignault, Conference Chair*	
9:45 – 11:00 a.m.	**Morning Keynote** ***"Advocating for Your Institution's Mission"*** **Mark Cushing, Animal Policy Group**	
11:00 – 11:15 a.m.	*Break*	
11:15 a.m. - 12:15 p.m.	**A.M. Breakouts** ***"Telling Great Stories"***	
	Breakout Session: 1	*Breakout Session: 2*
	"Showcasing your best though video on a budget" **Steffan Hacker** Multimedia Producer Tufts Digital Communications	***"Annual giving strategies & narratives that elevate donor engagement to new levels"*** **Theresa Lee** *Exec. Director of Annual Giving* *Boston College*
12:15 – 1:15 P.M.	**Lunch** *& success story sharing videos*	
1:30 – 2:45 p.m.	**Afternoon Plenary Session** **Anne T. Melvin** *Director of Education and Training* *Harvard University*	
2:45 – 3:00 p.m.	*Break*	
3:00 – 4:15 p.m.	**Deans' Discussion** ***Taking "One Health" Beyond Campus Boundaries*** **Lonnie King** *Dean, The Ohio State University College of Veterinary Medicine* **James Lloyd** *Dean, University of Florida College of Veterinary Medicine*	
4:15 – 5:00 p.m.	**AVAP Business Meeting** *Includes Presentation of the AAVMC Communications Excellence Award*	
5:00 p.m.	*Day 1 Wrap-Up & Announcements*	
6:45 p.m. – 9:00 p.m.	**AVAP Social – A Night on Boston Harbor** ***Boston Harbor Cruise/Social aboard "The Lexington"*** **Charles Riverboat Company – Departs from Rowes Wharf, Boston**	

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8:30 – 9:15 a.m.	**Breakfast & Informational Update** Overview of Association of American Veterinary Medical Colleges "50 & Forward" Anniversary Year *Jeff Douglas, Sr. Communications Consultant to AAVMC*
9:15 – 10:00 a.m.	**Morning Plenary Session** ***"Maximizing Communications: Big Bang for Little Bucks"*** **Linda Ybarra and U.C. Davis Veterinary Communications Team** Strategies and Case Study Examples, with Audience Discussion and Q&A
10:00 – 10:45 a.m.	**Peer-to-Peer Roundtable Discussions**

Topic: 1	Topic: 2	Topic: 3	Topic: 4	Topic: 5
Integrated Marketing, Communications and Advancement Strategies to Meet Organizational Objectives *Discussion leader T.B.A*	***Liaising with Student Services for Shared Success*** **Pamela O'Grady** Career Development Services Manager **Jamie Fouty** Program Effectiveness Coordinator Colorado State Univ.	***Alumni Reunions & Events– What Works, What Doesn't & Ways to Improve Alumni Engagement*** **Mindy Spencer** Univ. of Illinois	***Thank-you Letters Aside; Creative Approaches to Stewardship*** *Discussion leader T.B.A*	***Exploring Grateful Client Programs that Build Loyalty and Raise Money*** **Danielle Ford** The Ohio State Univ.

10:45 – 11:00 a.m.	*Break*
11:00 a.m. – 12:00 noon	**Closing Plenary Keynote** ***"The Changing Tides of American Higher Education"*** **Dr. Sol Gittleman, PhD, Tufts University**
12:00 – 12:30 p.m.	Final Announcements & Adjournment **"Fenway Park" Snacks To-Go**

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