



“Navigating Seas of Change”

Tuesday, July 14 - Wednesday, July 15

2015 AVAP Conference Agenda

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Wednesday, 7/15
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8:30 – 9:15 a.m.	<p>Breakfast & Informational Update Overview of Association of American Veterinary Medical Colleges <i>“50 & Forward”</i> Anniversary Year <i>Jeffrey S. Douglas, Sr. Communications Consultant to AAVMC</i></p>									
9:15 – 10:00 a.m.	<p>Morning Plenary Session</p> <p><i>“Maximizing Communications: Big Bang for Little Bucks”</i> Linda Ybarra and U.C. Davis Veterinary Communications Team</p> <p>Strategies and Case Study Examples, with Audience Discussion and Q&A</p>									
10:00 – 10:45 a.m.	<p>Peer-to-Peer Roundtable Discussions</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 20%; vertical-align: top;"> <p><i>Topic: 1</i> <i>Integrated Marketing, Communications and Advancement Strategies to Meet Organizational Objectives</i></p> <p>Tracey Berry Univ. of Missouri</p> </td> <td style="width: 20%; vertical-align: top;"> <p><i>Topic: 2</i> <i>Liaising with Student Services for Shared Success</i></p> <p>Pamela O’Grady Career Development Services Manager</p> <p>Jamie Fouty Program Effectiveness Coordinator Colorado State Univ.</p> </td> <td style="width: 20%; vertical-align: top;"> <p><i>Topic: 3</i> <i>Alumni Reunions & Events– What Works, What Doesn’t & Ways to Improve Alumni Engagement</i></p> <p>Mindy Spencer Univ. of Illinois</p> </td> <td style="width: 20%; vertical-align: top;"> <p><i>Topic: 4</i> <i>Thank-you Letters Aside; Creative Approaches to Stewardship</i></p> <p>Gretchen Morgan Louisiana State Univ.</p> </td> <td style="width: 20%; vertical-align: top;"> <p><i>Topic: 5</i> <i>Exploring Grateful Client Programs that Build Loyalty and Raise Money</i></p> <p>Danielle Ford The Ohio State Univ.</p> </td> </tr> </table>					<p><i>Topic: 1</i> <i>Integrated Marketing, Communications and Advancement Strategies to Meet Organizational Objectives</i></p> <p>Tracey Berry Univ. of Missouri</p>	<p><i>Topic: 2</i> <i>Liaising with Student Services for Shared Success</i></p> <p>Pamela O’Grady Career Development Services Manager</p> <p>Jamie Fouty Program Effectiveness Coordinator Colorado State Univ.</p>	<p><i>Topic: 3</i> <i>Alumni Reunions & Events– What Works, What Doesn’t & Ways to Improve Alumni Engagement</i></p> <p>Mindy Spencer Univ. of Illinois</p>	<p><i>Topic: 4</i> <i>Thank-you Letters Aside; Creative Approaches to Stewardship</i></p> <p>Gretchen Morgan Louisiana State Univ.</p>	<p><i>Topic: 5</i> <i>Exploring Grateful Client Programs that Build Loyalty and Raise Money</i></p> <p>Danielle Ford The Ohio State Univ.</p>
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10:45 – 11:00 a.m.	<i>Break</i>									
11:00 a.m. – 12:00 noon	<p>Closing Plenary Keynote</p> <p><i>“The Changing Tides of American Higher Education”</i> Dr. Sol Gittleman, PhD, Tufts University</p>									
12:00 – 12:30 p.m.	<p>Final Announcements & Adjournment</p> <p>“Fenway Park” Snacks To-Go</p>									

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