



“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 <i>An open orientation discussion for first-time attendees, and those seeking to establish connections</i>	
8:30 – 9:30 a.m.	Registration and Breakfast	
9:30 a.m.	Opening Welcome & Conference Overview <i>Jonathan Burton, AVAP President</i> <i>Lorraine Daignault, Conference Chair</i>	
9:45 – 11:00 a.m.	Morning Keynote <i>“Advocating for Your Institution’s Mission”</i> Mark Cushing, Animal Policy Group	
11:00 – 11:15 a.m.	<i>Break</i>	
11:15 a.m. - 12:15 p.m.	A.M. Breakouts <i>“Telling Great Stories”</i>	
	<i>Breakout Session: 1</i>	<i>Breakout Session: 2</i>
	<i>“Showcasing your best through video on a budget”</i> Steffan Hacker <i>Multimedia Producer</i> <i>Tufts Digital Communications</i>	<i>“Annual giving strategies & narratives that elevate donor engagement to new levels”</i> Theresa Lee <i>Exec. Director of Annual Giving</i> <i>Boston College</i>
12:15 – 1:15 P.M.	Lunch <i>& success story sharing videos</i>	
1:30 – 2:45 p.m.	Afternoon Plenary Session <i>“Storytelling as Fundraising Best Practice”</i> Anne T. Melvin <i>Director of Education and Training</i> <i>Harvard University</i>	
2:45 – 3:00 p.m.	<i>Break</i>	
3:00 – 4:15 p.m.	Deans’ Discussion <i>Taking “One Health” Beyond Campus Boundaries</i> Lonnie King <i>Dean, The Ohio State University College of Veterinary Medicine</i> James Lloyd <i>Dean, University of Florida College of Veterinary Medicine</i>	
4:15 – 5:00 p.m.	AVAP Business Meeting <i>Includes Presentation of the AAVMC Communications Excellence Award</i>	
5:00 p.m.	<i>Day 1 Wrap-Up & Announcements</i>	
6:45 p.m. – 9:00 p.m.	AVAP Social – A Night on Boston Harbor <i>Boston Harbor Cruise/Social aboard “The Lexington”</i> 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 <i>“50 & Forward”</i> Anniversary Year <i>Jeffrey S. Douglas, Sr. Communications Consultant to AAVMC</i>				
9:15 – 10:00 a.m.	Morning Plenary Session <i>“Maximizing Communications: Big Bang for Little Bucks”</i> 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				
	<i>Topic: 1</i> Integrated Marketing, Communications and Advancement Strategies to Meet Organizational Objectives Tracey Berry Univ. of Missouri	<i>Topic: 2</i> Liaising with Student Services for Shared Success Pamela O’Grady Career Development Services Manager Jamie Fouty Program Effectiveness Coordinator Colorado State Univ.	<i>Topic: 3</i> Alumni Reunions & Events– What Works, What Doesn’t & Ways to Improve Alumni Engagement Mindy Spencer Univ. of Illinois	<i>Topic: 4</i> Thank-you Letters Aside; Creative Approaches to Stewardship Gretchen Morgan Louisiana State Univ.	<i>Topic: 5</i> 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 <i>“The Changing Tides of American Higher Education”</i> Dr. Sol Gittleman, PhD, Tufts University				
12:00 – 12:30 p.m.	Final Announcements & Adjournment “Fenway Park” Snacks To-Go				

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