

"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 -	AVAP Newcomer's Session						
9:15 a.m.	An open orientation discussion fo	r first-time attendees, and those see	eking to establish connections				
8:30 –	Registration and Breakfast						
9:30 a.m.							
9:30 a.m.	Opening Welcome & Conference Overview						
	Jonathan Burton, AVAP President						
	Lorraine Daignault, Conference Chair						
9:45 –	Morning Keynote						
11:00 a.m.	"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	Breakout Session: 3				
	AAVMC Communications Excellence Award Winner	"Showcasing your best though video on a budget"	"Annual giving narratives that drive results"				
		Steffan Hacker	Theresa Lee				
	Linda Ybarra	Multimedia Producer	Exec. Director of Annual Giving				
	UC Davis Communications Team	Tufts Digital Communications	Boston College				
12:15 –	Lunch						
1:15 P.M.	& success story sharing videos						
1:30 –	Afternoon Plenary Session						
2:45 p.m.	Anne T. Melvin Director of Education and Training Harvard University						
2:45 –	Break						
3:00 p.m.							
3:00 –	Deans' Discussion						
4:15 p.m.	Taking "One Health" Beyond Campus Boundaries						
	Lonnie King Dean, The Ohio State University College of Veterinary Medicine						
	Other discussion leaders T.B.A.						
4:15 –	AVAP Business Meeting						
5:00 p.m.	Includes Presentation of the AAVMC Communications Excellence Award						
5:00 p.m.	Day 1 Wrap-Up & Announcements						
6:45 p.m. –	AVAP Social – A Night on Boston Harbor						
9:00 p.m.	Boston Harbor Cruise/Social aboard "The Lexington"						
	Charles Rive	erboat Company – Departs from Ro	wes Wharf, Boston				



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8:45 – 9:30 a.m. 9:30 – 10:00 a.m.	Breakfast Discussion around topics of shared interest Association of American Veterinary Medical Colleges "50 & Forward" Anniversary Year Overview							
10.00	Jeff Douglas, Sr. Communications Consultant to AAVMC Peer-to-Peer Roundtable Discussions							
10:45 a.m.	Topic: 1 Integrated Marketing, Communications and Advancement Strategies to Meet Organizational Objectives Discussion leader T.B.A	Topic: 2 Liaising with Student Services for Shared Success Pam Jones Colorado State Univ.	Topic: 3 Alumni Reunions & Events- What Works, What Doesn't & Ways to Improve Alumni Engagement Mindy Spencer Univ. of Illinois	Topic: 4 Thank-you Letters Aside; Creative Approaches to Stewardship Discussion leader T.B.A	Topic: 5 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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