

## "Navigating Seas of Change"

Tuesday, July 14 - Wednesday, July 15

## **2015 AVAP Conference Agenda**

Boston Cambridge Marriott Hotel – 50 Broadway, Cambridge, MA

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8:30 -	AVAP Newcomer's Session					
9:15 a.m.	An open orientation discussion for first-time attendees, and those seeking 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  "Advocating for Your Institution's Mission"  Mark Cushing, Animal Policy Group					
11:00 a.m.						
11:00 – 11:15 a.m.	Break					
11:15 a.m	A.M. Breakouts "Telling Great Stories"					
12:15 p.m.	Breakout Session: 1 Breakout Session: 2					
	"Showcasing your best through video"  "Annual giving strategies & narratives that elevate donor engagement to new levels"  Steffan Hacker					
	Multimedia Producer  Theresa Lee					
	Tufts Digital Communications Exec. Director of Annual Giving					
	Boston College					
12:15 –	Lunch					
1:15 P.M.	& success story sharing videos					
1:30 -	Afternoon Plenary Session					
2:45 p.m.	"Storytelling as Fundraising Best Practice"					
	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					
	James Lloyd					
	Dean, University of Florida College of Veterinary Medicine					
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 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						
0.45 40.00	Jeffrey S. 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						
2							
10:00 – 10:45 a.m.	Peer-to-Peer Roundtable Discussions						
10:45 a.m.	Topic: 1 Integrated Marketing, Communications and Advancement Strategies to Meet Organizational Objectives Tracey Berry Univ. of Missouri	Topic: 2 Liaising with Student Services for Shared Success  Pamela O'Grady Career Development Services Manager Jamie Fouty Program Effectiveness Coordinator 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  Gretchen Morgan Louisiana State Univ.	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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