



“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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Tuesday, 7/14

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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> <i>Integrated Marketing, Communications and Advancement Strategies to Meet Organizational Objectives</i> Tracey Berry Univ. of Missouri	<i>Topic: 2</i> <i>Liaising with Student Services for Shared Success</i> Pamela O’Grady Career Development Services Manager Jamie Fouty Program Effectiveness Coordinator Colorado State Univ.	<i>Topic: 3</i> <i>Alumni Reunions & Events– What Works, What Doesn’t & Ways to Improve Alumni Engagement</i> Mindy Spencer Univ. of Illinois	<i>Topic: 4</i> <i>Thank-you Letters Aside; Creative Approaches to Stewardship</i> Gretchen Morgan Louisiana State Univ.	<i>Topic: 5</i> <i>Exploring Grateful Client Programs that Build Loyalty and Raise Money</i> Danielle Ford The Ohio State Univ.
10:45 – 11:00 a.m.	<i>Break</i>				
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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