



“Navigating Seas of Change”

around veterinary advancement, college and hospital communications

Boston-Cambridge 2015 Conference, July 14-15

>>>>>> **Featured Speakers: Plenary Sessions** <<<<<<<



Opening Keynote - Tuesday, July 14

“Advocating for Your Institution’s Mission”

What veterinary colleges can crow about in a crowded health sciences marketplace

Mark Cushing

Founding Partner, Animal Policy Group

Polls of the public show that veterinarians rank high as one of the most trusted and respected professions. With a generous “bank of goodwill”, veterinarians might be able to easily ask for the resources necessary to elevate their best work. But relatively few vets show an interest in self-advocacy. Cushing asserts that the tendency of veterinarians to be introverts translates into an introverted style for the entire profession. For advancement, marketing and communications professionals at veterinary colleges, it is essential to help your faculty and veterinary community overcome any apprehension to promote their work, and themselves, in effort to drive your mission forward. Taking cues from strategies used in political and policy lobbying, Mark Cushing will discuss the tactics that help outsiders understand and care about your cause – and then want to take supportive action. He also will share “good news” about veterinary medicine’s future and how you can use this good news to benefit your college.

Mark is the Founding Partner of the [Animal Policy Group](http://www.animalpolicygroup.org). A long-time political strategist, lobbyist, corporate executive and former litigator, Mark focuses his advocacy practice on providing high-level strategic advice and services to clients with needs at any level of government, and key trade/industry associations in the U.S., Canada and Mexico. He maintains an office in Portland, Oregon and Washington, D.C., and he is a frequent speaker at veterinary and academic conferences. He is the Chair of the Government Relations and Public Policy Practice and also a partner at Tonkon Torp LLP, a large-scale Northwest law firm. Most recently, Mark launched an innovative, one-of-a-kind Government Relations and Advocacy Certificate Program at Lincoln Memorial University in Knoxville, TN, where he also serves as the Director of the Institute for Collaborative Leadership. He is an adjunct faculty member in Animal Law at the Lewis & Clark Law School in Portland, Oregon, and a visiting lecturer at the University of Oregon School of Law. Cushing is a regular contributor to DVM360 and maintains “[Mark’s Blog](http://www.animalpolicygroup.org)” on the Animal Policy Group website. www.animalpolicygroup.org



Afternoon Plenary - Tuesday, July 14

“Storytelling as Fundraising Best Practice”

Anne Melvin

*Director of Training and Education, Alumni Affairs & Development
Harvard University*

Anne Melvin has worked as both a volunteer and a professional in the field of development for the past two decades. In recent years, Anne specialized in planned giving, negotiating and closing gifts for various schools at Harvard. As Deputy Director of Gift Planning at Harvard College, she directed the marketing portion of Harvard’s gift planning efforts for 12 years, revamping their approach to marketing and tripling its lead generation, as well as working with prospects and soliciting and closing gifts.

Anne is a member of the Planned Giving Group of New England and the Partnership for Philanthropic Planning. She speaks around the country to professional development organizations, specializing in marketing, donor motivation, gift planning, cultivating the donor, fundraiser training and gift solicitation and negotiation. She oversees and leads all the internal fundraiser training programs at Harvard’s central fundraising office. She is a member of the Partners in Philanthropic Planning Leadership Institute. Anne volunteers her time fundraising for her undergraduate institution, serving on the board of the Wellesley Education Foundation, and consulting on fundraising for a number of non-profits. She also trains fundraisers professionally across the nation. Prior to joining Harvard, Anne practiced real estate law in the Boston area. She is a cum laude graduate of Williams College and holds a J.D. from the Boston University School of Law.

Deans' Discussion Session - Tuesday, July 14

“One Health, Beyond Campus Boundaries”

Pathways to university-wide and cross-institution collaborations around medicine in service to animals, people and the environment

- Where does “one health” fit into the strategic planning for your institution?
- Identifying faculty/student partnerships to nurture
- Defining “one health” goals across schools, and even between universities
- Measuring potential risks and rewards of unconventional “one health” collaborations
- Issues around turf wars and combating preconceptions on boundaries of disciplines
- Breaking large “one health” concepts down into marketable and fundable stories and themes
- Educating the lay audience on “one health” messages; translating for media, donors and public



Lonnie King
The Ohio State University

Dr. Lonnie J. King is an internationally recognized leader in One Health and emerging infectious diseases. He became the 10th dean of the College of Veterinary Medicine at The Ohio State University in September, 2009 and currently chairs the Task Force on Antibiotic Resistance in Production Agriculture, which will determine policy recommendations for the use of antibiotics in production agriculture. Dr. King directed the National Center for Zoonotic, Vector-Borne and Enteric Diseases at the Centers for Disease Control and Prevention in Atlanta, served the Michigan State University College of Veterinary Medicine as dean for 10 years and spent 19 years with the U.S. Department of Agriculture in the Animal and Plant Health Inspection Service.

As the nation’s chief veterinarian, he worked extensively in global trade agreements and has testified before congress on issues of emerging infectious diseases.

A member of the Institute of Medicine of the National Academies of Science, Dr. King is board certified by the American College of Veterinary Preventive Medicine. He received his bachelor’s and Doctor of Veterinary Medicine degrees from Ohio State, a master’s degree in epidemiology from the University of Minnesota and a master’s degree in public administration from American University. An expert in “One Health” and the emergence of new diseases, he is a highly sought-after speaker.

On June 30, 2015 The Ohio State University announced that Dr. King will transition his deanship in September to Dr. Rustin Moore.

Dr. James W. Lloyd has served as Dean for University of Florida’s College of Veterinary Medicine since 2013. He earned a doctorate in veterinary medicine from Michigan State University and a Ph.D. in agricultural economics from MSU in 1989.



James Lloyd
University of Florida

Dr. Lloyd was leader of the National Commission on Veterinary Economic Issues working group on Enhancing the Skills, Knowledge, Aptitude, and Attitude of Veterinarians from 2000-2009. He also works as an organization development consultant, emphasizing strategic planning and leadership development with inclusion as a core element. Prior to his deanship at UF, Lloyd most recently served as the associate dean for budget, planning and institutional research at Michigan State University’s College of Veterinary Medicine. He maintained joint appointments as a professor in the departments of large animal clinical sciences and agricultural economics at MSU, and was an adjunct professor at MSU’s Eli Broad College of Business.

Lloyd has published more than 165 journal articles, technical reports, proceedings and book chapters. He has successfully secured grant funding for veterinary education and animal health projects, as well as for his research interests, which include non-technical behaviors that contribute to veterinarians’ success, markets for veterinary medical services and financial dimensions of veterinary medical education.

In addition, Lloyd has delivered more than 330 presentations and workshops nationally and internationally, including sessions on leadership development, teaching hospital management, curriculum, academic admissions and various scientific topics at 22 of the 28 U.S. colleges/schools of veterinary medicine. During this time, he also taught extensively in both pre-clinical and clinical courses, with an emphasis on epidemiology, food safety, herd health management, production medicine, veterinary medical career development and veterinary practice management.



Morning Plenary - Wednesday, July 15

2015 AAVMC Communications Excellence Award Winner

“Maximizing Communications: Big Bang for Little Bucks”

Linda Ybarra

Director, Communications and Marketing

School of Veterinary Medicine, University of California, Davis

Co-Presenting w/ Rob Warren and Trina Wood

UC Davis Communications and Marketing Teammates

UC Davis School of Veterinary Medicine responded to almost 500 media inquiries during the year and focused on cultivating key media relationships on their way to earning placements in an assortment of national media, including the New York Times, NPR, numerous television networks and other major media. The Communications and Marketing Team focused on veterinary trade media and operated a series of communication “mini-campaigns,” designed to advance specific institutional priorities such as building strong relationships with the organized veterinary medical community and related professional societies.

Their strategy of leveraging communication content across multiple platforms reaped dividends. Posting 228 stories and comments on their social network channels, they witnessed their Facebook and Twitter following grow to almost 21,000 and 9,000, respectively. Their website averaged 112,000 total visitors and 458,753 page views each month. One measure of the productivity of the UCD-SVM communications department is the number of stories that were harvested by the AAVMC’s new RSS-based content aggregator located on the News & Media Resources page of the AAVMC website. Of the 397 stories that were auto-populated by participating institutions on the site, 216, or 54% involved content created by the communications team at the UCD-CVM.

School officials believe their quality communication program played a major role in two key achievements at the UCD-SVM: fundraising reached an all-time high of \$27,177,052 during the 2014 year and clinical caseload in their Veterinary Teaching Hospital increased 6.2% to 47,800.



Closing Keynote - Wednesday, July 15

“The Shifting Tides of American Higher Education”

Exploring History, the Present, and Predictions for the Future

Sol Gittleman

Alice and Nathan Gantcher University Professor

and Former Provost, Tufts University

With over fifty years amassed during a distinguished career in higher education, Professor Sol Gittleman holds a special place in the hearts and minds of students he has taught. A love for his lectures has been a binding tie for scores of Tufts alumni, and in five-plus decades of academic leadership, Prof. Gittleman has gained a unique perspective into the changing landscape of America’s colleges and universities. When he retired in 2002 as Tufts’ Provost, after twenty one years of service in the role, he was the longest-serving provost in the history of American higher education.

Following AVAP’s first conference day geared toward a close-up examination of veterinary college opportunities and challenges, Sol Gittleman will bring the 2015 AVAP meeting to a memorable close, stepping back to share a “30,000 ft. view” of the shifting tides in higher education.

Prof. Gittleman will explore contextual history, the present outlook, and possibilities and predictions for the future of U.S. higher ed., through an insightful look at the larger academic institutions our veterinary colleges are anchored to.

>>>>>> **Featured Speakers: Breakout Sessions** <<<<<<<
Tuesday, July 14



3rd Floor Breakout Room Location: Discovery

“Showcasing Your Best Through Video”

Creative and Pragmatic Approaches to Short-Form Videos

Steffan Hacker

Multimedia Producer

Digital Communications | Tufts University

Steffan Hacker recently began work as a Multimedia Producer for Tufts University to tell a variety of stories about the university’s vibrant and diverse community. One of his first assignments at Tufts was a video to highlight Cummings School’s Zoological Companion Animal Service (exotics). <http://now.tufts.edu/articles/spiky-slimy-and-smooth>

Recently, Hacker produced a series of “Ever Wonder?” themed video shorts featuring faculty experts answering common questions from their field of academic expertise. The “Ever Wonder?” series includes veterinary behavior faculty addressing the questions, “Why Do Dogs Bark?” and “Why Do Cats Purr?” <http://everwonder.tufts.edu>

To date, Hacker has coordinated and completed challenging assignments in over 100 U.S. cities as well as a diverse list of countries. No matter the location, Steffan Hacker has a passion for image making and storytelling. Originally from Ann Arbor, Michigan, Hacker attended Loyola University where he received a Bachelor of Arts degree in Visual Communication.



3rd Floor Breakout Room Location: Endeavor

“Annual Giving Strategies and Narratives that Elevate Donor Engagement to New Levels”

Theresa Lee

Executive Director of Annual Giving

Boston College

As Executive Director of Annual Giving at Boston College, Theresa directs the strategic plan for the marketing, stewardship and class giving programs to maximize the number of donors who give to BC annually.

Before joining BC, Theresa led the MIT Annual Fund, the WPI Annual Fund and served as a Capital Giving officer at the College of the Holy Cross. In more than twenty-four years in higher education, her professional roles also included fifteen years of service to MIT in annual giving and alumni relations, and four years at Northeastern University in Student Affairs.

She has dedicated her career to serving higher education and highly values the human transformation from the educational experience. Lee is active with a number of organizations that serve the advancement profession, including the Council for Advancement and Support of Education (CASE) and Women in Development in Greater Boston (WID).

Lee, who has studied psychology and human development views fundraising as a relationship business. "Fundraising is taking one person's financial resources and passion and matching it to another's need. I view myself as the broker," she says.

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