

TENTATIVE AGENDA

Summer Get-together 2019

Augustana College, Rock Island, Ill.

Thursday, June 13, 2019

Sponsored in part by Associated Colleges of Illinois

8:30 a.m. Registration and continental breakfast

9 a.m. Welcome and housekeeping

9:15 a.m. Natasha Kennedy, Fleishman Hillard
Artificial intelligence and implications for PR & communications

10:15 a.m. Coffee break

10:30 a.m. Jennifer Lonchar and Eric Page, Carnegie Dartlet
Gen Z and using psychographics to best communicate to this generation

11:30 a.m. Kathrynne Skonicki, Lewis University
Case study: How Lewis University dealt with recent mumps cases

11:45 a.m. Hilary Henke, Trinity College of Nursing and Health Sciences
QCcolleges.com initiative

noon Lunch

1:15 p.m. Monica Smith, Augustana College
Diversity and inclusion in marketing and communication in higher education

2:15 p.m. “Show & Tell” - Admissions communication pieces

2:45 p.m. Coffee break

3:00 p.m. Tips, hacks and other efficiencies

3:30 p.m. Keri Rursch, Augustana College
Summer get-together survey results and conclusion

4:00 p.m. Happy hour