THE GENERATIONAL WORKSHOP...EXPLORING THE iGENERATION AND LATE-MILLENNIALS
Douglas Tschopp
Entrepreneurial Center Director
Augustana College
This top rated session becomes a workshop. Technology, life events, socioeconomics, significant events and cultural trends all affect us as we grow up. We will explore these factors and learn how they shape generations. With a focus on current research on the iGeneration (GenZ) and Late-Millenials, the workshop will present a tool set that will help shape your communication strategies.

FROM STRATEGIC PLAN TO CONTENT STRATEGY
Alaina Wiens
Marketing Director
Flint & Genesee Chamber of Commerce
You want to do things right. You feel like the Lorax, speaking for the strategy while people demand more and more home page and social media real estate. Tragically, passion doesn’t always equal productivity when it comes to the web. You may not have the authority or budget say-so to make things happen, but you do have the tools you need to make your case. You’ll find them in those dusty binders labeled “strategic plan”—even in the mission statements you fight to keep off your website. And when you use these tools effectively, your work will be all the better for it.

This workshop explores the value of your organization’s strategic plan in your content strategy. Using real higher ed examples, we will: Unpack strategic planning documents; identify content problems and solutions; make business cases for new ideas or approaches; apply vision and values to content problems.

WEB GOVERNANCE STARTER KIT
Shelley Keith, Strategist
Modern Tribe
“Governance” sounds like work. Like bureaucracy. Like “no.” It doesn’t have to be this way.

Governance is most effective when it looks like help and sounds like “yes.” Governance should be empowering, enlightening, supportive of goals, and flexible enough to allow innovation. But where do you start? How do you go from the wild wild west to cozy compliance when resources are tight and people are overtasked?

In this workshop we’ll talk about starting where you are - chaos in the content, stakeholder struggles, buy-in bellyaches - to build a non-invasive governance environment where stakeholder wish-lists and attainable goals are shaped into best practices and reasons to continuously improve together. Together we’ll walk through frameworks, tasks, and training to help guide your stakeholders away from being people who put stuff on the website and toward being stewards of a mission critical institutional resource.

GOALS AND GOAL VALUES: A GOOGLE ANALYTICS DEEP DIVE
Alan Etkin, Senior Analyst
Web Analytics
British Columbia Institute of Technology
Monetizing Google Analytics goals unlocks a level of insight that will help you understand which web features and user behaviors are contributing value to the business of your institution. This workshop will help you: 1) identify which goals to track, and explore various techniques for tracking them; 2) detail how to calculate goal values, for both simple and complex conversion events; and 3) provide examples of how to use goal values in your reporting and analysis. To get the most out of this hands-on workshop, you’ll need familiarity with Google Analytics, access to your institute’s GA account, and an understanding of the business of your college. Ideally, come as a team, with a developer and someone from marketing.

COPY THAT! CRAFTING AD COPY, HEADLINES, AND OTHER CONTENT THAT ‘CLICKS’ WITH YOUR AUDIENCE
Donna Talarico
Hippocampus Magazine
Copy is an important element of what we do in higher ed web and marketing, from the headline to the call-to-action button. Yet, sometimes these words feel like an afterthought. This hands-on copywriting crash course will put those clever and compelling words and sentences front and center.

We’ll break down the basics of copywriting, show you some techniques, and allow you to put some ideas into action. Whether you’re looking to create urgency with a display or social ad, or want to liven up your viewbook and postcards with punchy vibrant copy, this workshop will help. Be prepared to flex your writing muscles and, perhaps, bring along a work-in-progress. This workshop is ideal for beginners, but anyone with a hand in creating or editing copy will benefit from this generative session.

MARKETING AND ENGAGEMENT CAMPAIGNS: YOUR STRATEGIC ROADMAP
Ashley Budd - Director of Digital Marketing - Cornell University
If you work in higher education, you’re almost always in a campaign. You spend your days growing communities, raising awareness, attracting prospective students, and soliciting donor dollars. Mapping campaign plans help lay the foundation for your content strategy.

In this workshop, you’ll learn the elements of strong marketing and engagement campaigns. Then, take advantage of this time to design your campaign roadmap. Strategies used in this workshop support collaboration and guide content strategy.
Modern CSS Layouts

Erik Runyon
Technical Director for Marketing Communications
University of Notre Dame

The web has moved through several phases of layout over the years. Absolute positioning, table-based layout (and the mighty spacer gif), and floats. Well now we finally have the specifications that were created specifically for layout. During this presentation we will dive into Flexbox and Grid. We will discuss the strengths and weaknesses of each, and where and how you should use them. We’ll also look at some layout patterns common in highered, and how to re-create them using Flexbox and Grid.

Campus Web Services and the Publishing Principle of Least Effort

Rachel Cherry - Founder/Director – WPCampus

We all know what it’s like to manage the web in higher education. You have a lot of information to publish, and keep up-to-date, with limited time and resources. If your web ecosystem is disorganized, your job becomes harder as you struggle to provide support and ensure unified and fresh messaging. Not to mention the College of Arts and Sciences website can’t be updated because their web developer left and no one knows Coldfusion.

Join me to discuss the service challenges we all face as web professionals in a university setting. Learn how to maximize communication and support with the least amount of duplicated effort.
AIM 1
MEET SARAH (HOW A CRM CHANGED HOW WE DO E-RECRUITMENT)
Kris Hardy
Director of Web and Digital Marketing
 Messiah College

On November 5th at 7:02 p.m., Sarah clicked on a Messiah College paid search ad. Since then she has spent 338 minutes on the Messiah College website, visited 322 pages, opened 35 emails, clicked 14 email links and filled out 3 different enrollment forms. How do we know all that? Come and find out!

During this session we will review important take-aways that we learned from Sarah's interactions with our website, digital marketing campaigns and marketing automation initiatives. We will also take a deep dive into how Messiah College has used those digital mediums to improve its e-recruitment strategies since launching a CRM in August of 2017.

AIM 2
REBUILDING WCJC’S INTRANET WEBSITE WITH CMS: A STRUCTURED APPROACH TO EFFECTIVE DOCUMENT MANAGEMENT
Eric Li, Webmaster
Wharton County Junior College

Intranet website is used as an effective document management tool by many institutions of higher education. In this session, you will learn how Wharton County Junior College (WCJC) rebuilt its Intranet site with OU Campus Web Content Management System (CMS). You will also learn how a structured approach was adopted to reorganize the information and resources on the college’s Intranet website so that they could be managed by the CMS in a more efficient way. The session will demonstrate that an Intranet site powered by Web Content Management System can facilitate the college's administrative process as well as benefit its instructional management.

AIM 3
NOBODY PUTS WORDPRESS IN A CONTAINER: DOCKER, GITHUB AND CONTINUOUS INTEGRATION
Mike Henderson, Web Smithy
Adams State University

When our institution decided it was time to switch our primary CMS to WordPress it was also decided to make the jump to a containerized environment. Join me as I demonstrate how Adams State University has made a quantum shift on how we manage WordPress using Docker and GitLab's Continuous Integration tools. I’ll share lessons learned, stumbling blocks, and why this is a better developer workflow from desktop to deployment than previous methods. Attendees will be able to examine all levels of development from desktop, to test, to production and how Docker and GitLab simplifies this process which allows these environments to run virtually the same code without the burden of huge virtual machines or managing servers. Welcome to DevOps, magic.

AIM 4
SUPERCHARGED WEBSITE SEARCH: GET INSTANT, RELEVANT RESULTS
Adam Gould, Web Developer
Jamestown Community College

Doing search right is difficult. You can rely on the built-in search in your CMS, use a 3rd-party engine, such as Google Custom Search, or try rolling your own. Unless you choose the third option, chances are you don’t have a lot of control over the way your data is indexed and retrieved.

At Jamestown Community College, we weren’t satisfied with Drupal’s default search and decided to look for something better. We built a custom solution based on Elasticsearch, a REST-based, open-source, full-text search engine. In this presentation, you will learn how we used Elasticsearch to deliver relevant results across several different search features in our website, including a search-as-you-type instant search box on our homepage, a feature on our academics page that helps students find a program to match their interests, and our general site-wide search. You will also get an overview of indexing and querying in Elasticsearch and learn how to integrate these features into Drupal.

AIM 5
SIMPLIFY YOUR API WITH DJANGO AND PYTHON
Dave Lafferty, Senior Web Developer
Nazareth College

REST APIs are hard to do right, but with the increasing popularity of mobile and single-page applications, they’re becoming an expected feature. In this presentation we will build a beautiful, simple API with Django and the Django Rest Framework in real-time. Included in the presentation is:

- A whirlwind tour of Django and some of its relevant features, like url routing, automatic database migrations, and object relational mapping
- Token-based authentication
- Simple CRUD operations on tables
- More complex operations including the PUT and PATCH verbs and custom endpoints
- Endpoint and object-based permissions
- Automatic Swagger & OpenAPI integration

AIM 6
FAIR IS FAIR: SCORING AND DISTRIBUTION IN PEER REVIEW
Jason Dufair, Architect/Full Stack Developer, Purdue University

When Purdue began developing a new peer review app, we wanted to take advantage of the modern web and offer the ability to review not just the written word, but any content type whatsoever: office documents, artwork,
code, engineering drawings, you name it. We wanted to offer flexible scoring via rubrics. Most importantly, we wanted to make sure the tool improved learning outcomes. We had high hopes and dreams about a robust, fair, sensical, and usable app. In order to achieve that dream, we knew that the scoring mechanism needed to be fair. Come learn how we designed the beast of a scoring algorithm and implemented it in our app.

AIM 7
TBA

AIM 8
VISUAL HIERARCHY IN A MOBILE DESIGN WORLD
Waylon Baumgardner
Senior Web Services Manager
California Baptist University

Visual hierarchy is a cornerstone for all design disciplines and describes how humans interact and perceive content across all mediums. As digital designers, it is our responsibility to design interfaces and experiences that help communicate the content our users are looking for. Mobile screens present unique challenges to applying visual hierarchy concepts, especially when viewed through the lens of responsive design and progressive enhancement. This presentation will explore tactics that can be employed to help bridge the gap between design constraint and content priority, as well as discuss the role visual hierarchy should play when designing for all digital screens.

AIM 9
RIP OUR SANITY: SURVIVING THE DREADED CMS SWITCH
Joel Vertin
Director of Digital Services
Michigan Technological University

You have identified issues with your current website setup and have decided it's time for a new CMS. Now what? We will share Michigan Technological University’s journey that started with a bad CMS and ended with a shiny new system that our campus is still excited about. Along the way, we assessed new CMS products, gained approval to switch from leadership, built buy-in and excitement on campus, migrated more than 12,000 webpages, and lived to tell the tale. Learn how to evaluate your needs to determine the right fit for your institution and create a communication and rollout plan that allows everyone to keep their sanity. We’ll review our University’s decentralized web maintenance model, our key business requirements for a new CMS, and our project timeline. We’ll also share our tips and lessons learned as we aim to help anyone considering a big switch of their own.

AIM 10
FOURTH TIME’S A CHARM: LAUNCHING A MOBILE APP MADE EASY
Jonas Macapinlac
Director, Integrated Marketing Communication, University of Guam

After three attempts on three different platforms, the University of Guam launched its mobile app TritonGo 1.0 in March 2018. IT infrastructure, lack of personnel, feature decisions, and resource management each played roles in the almost three-year delay. In December 2017, we had had enough! In just 8 weeks, UOG put forth a concentrated effort and was able to roll out its first official mobile app on an entirely new platform! In this session, learn how to decide what platform works best; how to choose the right features avoiding the “everything but the kitchen-sink” mentality; and how to keep users coming back to your app.

AIM 11
WEB-BASED DATA-SHARING BUILDING BLOCKS FOR RESEARCHERS AND RESEARCH PROJECTS
Amit Chourasia
Sr. Visualization Scientist
San Diego Supercomputer Center, UCSD

The need for rapid data access and data sharing has become central with the rise of collaborative research in many disciplines. While several commodity file sharing products are available for general use, they are not well suited for research data, as they primarily rely on manual user interfaces to add or remove a few shared files, this is not practical for sharing large numbers of science data files, like those generated during and after computation. Instead, automated and scriptable mechanisms are required that can integrate into computation workflows to post files during and after computation jobs. Furthermore scientific data often requires support for collaborative discussion of research results, quick rough-draft visualizations to analyze the data, and support for metadata and descriptive information that can record job and compute platform characteristics, input data, job parameters, job completion status, and other provenance information.

In this talk I will present and discuss capabilities of the SeedMe2 project (Stream, Encode, Explore and Disseminate My Experiments) which aims to offer web based scientific data-sharing and data management platform that cater to the unique needs of researchers and fill an important gap in Research Cyberinfrastructure. The platform is built on Drupal 8. We welcome interested folks to try, explore and configure your own data sharing website at http://try.seedme.org

Attendees will learn how a popular and well used content management system can be used transformed to support data sharing and data management for research and general purposes.
DPA 1
PUTTING ATOMIC DESIGN TO WORK
Jenny Slaughter, Developer/Designer
NewCity
Donald St. Martin
Software Applications Developer
Texas A&M University Division of Student Affairs

Atomic design is a web development philosophy employing a system of elements that combine with one another to create larger components, templates, and ultimately, web pages. As a concept, atomic design can transform the way you think about website design. And in practice, it offers tremendous benefits to efficiency, consistency, communication, and collaboration.

What atomic design looks like in practice varies by team and organization, but the approach can benefit all disciplines. Developing a pattern library using the atomic design methodology often involves user experience architects, developers, and designers working together to ideate and build components. Working together with a shared approach helps keep things consistent, assuring that the functionality and naming of components is clear to everyone.

For a college or university system, a pattern library can be used to bring a brand guide into the digital realm, where it can be easily updated, extended, shared, and used to create a family of websites. We’ll share some tools you can use for managing and creating pattern libraries and design-focused tools that support an atomic design approach.

DPA 2
AUTOMATING CMS MIGRATION
Sean Flynn, Web Developer
William & Mary Advancement

Thinking about changing content management systems, but terrified of all the content you’d have to migrate? In this presentation you’ll learn how William & Mary Advancement wrote automated processes to migrate five websites with hundreds of pages from a legacy CMS to Hannon Hill’s Cascade, using tools and techniques you can use to power your own migration.

This presentation will cover the whole process: strategic planning, preparing your legacy website for migration, exporting and importing your content via web scraping and REST APIs, and checking your results. You’ll also hear about lessons W&M Advancement learned during our migration — so you don’t have to make our mistakes.

DPA 3
TACHYONS: WRITING CSS THAT ISN’T TACKY
Casey Wright, Full Stack Developer
Purdue University

Ever been stuck in CSS purgatory on a site, where classes seem made up and used at random, with other classes overriding them here and there for funsies? Yep, me too. Don’t let the words “functional,” “CSS,” or “tachyons” scare you. Come learn what these things are and how they can make your life a ton easier. It seemed weird and awkward to me at first, but once I got used to it, it has made me more efficient and completely changed the way I style a site. You don’t have to drink the whole jug of Kool-Aid either, you can just use it for bits and pieces of your site. Write less custom CSS, break less stuff, retain your sanity (maybe). Win-win-win.

DPA 4
BRINGING A WEB APP TO MOBILE USING REACT NATIVE
Gavin Brown, Full Stack Developer
Purdue University

React is a powerful JavaScript framework for building web apps. React Native takes that technology to mobile. With React Native, use JavaScript to create cross-platform mobile apps. In this presentation, we'll show how we brought a student success web app, built in React, to mobile using React Native. Learn about the technical aspects of using React Native, including navigation and styling, as well as design approaches when going from web to mobile.

DPA 5
DEVELOPING A LIVING STYLE GUIDE WITH PATTERN LAB: PROTECTING AND PROMOTING YOUR BRAND
Max Bronsema, Director
Web Communication Technologies
Western Washington University

Do you have a brand? Is it reflected accurately across digital platforms and throughout print? If not, a living style guide can get you on your way to brand alignment. The benefits include building once and then applying those styles across your distribution mediums, making changes on the fly that then permeate across your system, and it is a blast to create.

This session will dig into building out a living style guide using Pattern Lab. Beginning with explaining why we chose Pattern Lab, an explanation of the methodology, and what we have been building. Selection of other technologies that help bridge Pattern Lab to work with all of our platforms and the subsequent trials and tribulations. From there we will explore how we are beginning to use the generated assets across our Drupal, WordPress, and static website platforms to unify our brand and reduce our repetitive work.

DPA 6
GIT-ER-DEVELOPED
Aaron Forsyth
Academic Technologies Developer
UNC Charlotte
Alexander Chapin
Executive Director of Academic Technologies, UNC Charlotte College of Liberal Arts & Sciences
UNC Charlotte

Whether you work alone or on a large team, following a solid development workflow will help you get it up in production without bringing production
down. I have seen my share of Server 500 errors while making a “quick” code change in production. Then I committed to finding and following best practices in development in order to avoid the “sweat-inducing, hold your breath, 2 minutes is eternity” feelings that a missing semi-colon can produce. What I found was a workflow that moved code from a local environment, to a staging environment, and then to production without creating a lot of extra work.

In this session, we’ll discuss how we developed this workflow and the tools we use to streamline the process. While the focus of many of the tools we will share are for WordPress, the process and ideas are relevant for all developers.

**DPA 7**

**GETTING’ GRIDDY WITH IT: CSS GRID LAYOUT IS HERE!**

*Stephen Fornal*

*Manager of Web Development*

*Tarrant County College District*

The CSS Grid module is available in all of the evergreen browsers, and it’s going to change the way we make web pages forever. No more reliance on third party, clunky frameworks for laying out web pages, no more Bootstrap clones and look-alike site templates. The possibilities with CSS Grid are truly astounding, and the code you write will be clean, simple, and beautiful. Even better, CSS Grid works with all of the existing CSS layout tricks you know, including Flexbox and media queries; it’s complementary to what you’ve learned.

Your graphic designer (if it’s not you also!) is going to love this, and you aren’t going to despair when you see their next design comp.

After this session, you will see what the CSS Grid module allows you to do, and you will understand the syntax and semantics of the grid declarations. You’ll know the current state of browser support, and the best practices for grid fallbacks. Even better, you will probably leave the session excited about the innovative possibilities that CSS Grid is going to bring to your future web designs.

**DPA 8**

**BUILDING WEBSITE COMPONENTS WITH VUE.JS**

*Zac Vineyard*

*Director of Web Development*

*Northwest Nazarene University*

Building reactive website components can be a chore. Search features on academic program lists, JavaScript enhanced lead generation forms, and other site improvements can be a challenge to engineer in vanilla JavaScript or jQuery. Libraries like Vue.js, however, make these types of site improvements easier to engineer, organize, and incrementally improve. In this presentation, you can start learning Vue.js. Zac will show you how to get started, how to build a component, and how he’s using Vue.js on the site he builds for Northwest Nazarene University.

**DPA 9**

**WE CAN HAVE NICE THINGS! EXPLORING DESIGN OPERATIONS FOR FUN AND PROFIT**

*David DeMello*

*Director of Web Strategy and Development*

*Cornell University, ILR School*

By now most people working in UX and visual design have heard of design systems, pattern libraries, live style guides, and the power of designing with small, reusable components. What may not be as familiar is a new discipline emerging at the enterprise level known as Design Operations (DesignOps). Borrowing motivations and techniques (and its name) from Development Operations (DevOps), DesignOps seeks to standardize processes and tools to deliver results more quickly and become more predictable, consistent, collaborative, and focused in the ways we create and manage design.

This talk will review the current state of the art of DesignOps and its growing community, identify some ideas and practices that you can start using right away, and examine the question of whether or not adoption of full-scale Design Operations is justified and practical in university teams of various sizes.

**DPA 10**

**HACKITY HACK YO SELF BEFORE YOU WRECK YO SELF**

*Mark Whittaker*

*Sr. Web Developer*

*Southern Utah University*

As the demands of our institutions and complexity of our sites increases, the difficulty of securing our web environment increases as well. Many institutions have dedicated information security staff, but they are busy with an always growing threat landscape and it’s easy for web to slip through the cracks. We can hack our own sites using free tools, such as Kali Linux and Mutillidae, to discover existing vulnerabilities - and fix them! After this session you should be able to get started on the path towards learning how to hack your site before the bad guys get there first, with permission from IT Security, of course.

**DPA 11**

**DR. STRANGECODE OR: HOW I LEARNED TO STOP WORRYING AND LOVE PHP**

*Jason Proctor*

*Senior Web Applications Developer & Manager*

*Mount Holyoke College*

By almost any objective measure, PHP is a terrible programming language. It’s riddled with half-baked ideas, internal inconsistencies, and even a fair number of bugs so well entrenched they’re considered features now. But also it runs roughly a third of the internet, so it must be doing something right. I’d like to show PHP in a good light—modern frameworks and their ecosystems have made it a powerful, expressive language ideal for web work.
empower your community to share your true story.

**MCS 4**

**TOUGH TOPICS AND NEW PLATFORMS: USING AN INSTAGRAM STORY TO HELP SEXUAL ASSAULT VICTIMS**

Jon McBride - Media Relations and Social Media Manager - BYU

Sexual assault is an important and challenging topic on college campuses everywhere. A student survey at BYU found most victims confide in a friend or roommate. Those confidants want to help but don't really know how. An Instagram story filled the gap in an innovative and effective way.

In this session, you’ll see the process to plan the story, write the script, involve key stakeholders, film, edit, get approvals (barely), edit again, post the story and respond to the incredibly-important DMs. Whether sexual assault or another serious topic on campus, this session will address why not shying away from tough topics, while utilizing new platforms, on social can be so important and rewarding. You’ll learn practical steps in planning and executing an Instagram story like this, with overall guiding principles that can assist you in doing the same and implementing it in your overall social strategy. Key points:

• Understand what really makes your topic important
• Understand who you’re talking to
• Find the right tone
• Utilize your experts
• Promote with influencers
• Get ready to respond
• Track and report

**MCS 5**

**GUERRILLA VIDEO PRODUCTION: PRODUCE MORE FOR LESS**

Adam Murtland
Assistant Director for Digital Content
Cornell University

Online video is huge right now and it will be for a long time. You know it, I know it, your VP knows it. It’s a complex mess of technical mumbo jumbo mixed with actual content strategy. How do you navigate through it all with growing expectations and shrinking budgets? See exactly how our team produced a Giving Day video in-house for a small fraction of what it had cost the previous three years. I’ll take you step-by-step through ideation, storyboarding, scripting, production, editing, and revising. I’ll show you the equipment and software we used and provide insider tips of how to make it all work on a shoestring budget.

**MCS 6**

**DATA DOESN’T HAVE TO BE BORING**

Chris Seek - Web & Communication Technology Manager - University of Colorado

The purpose of the Data Visualization course is to provide participants with an understanding of how to tell a powerful story using their data. But even the best data story can lose impact if it isn’t presented the right way and this is why it’s so important to choose the right data visualization format. Discussion, examples, and exercises are centered on audience consideration, purpose, presentation, and delivery method.

At the end of the course, participants will gain an understanding of telling a story with data, techniques, and tools:

• What are data visualization, mapping, and infographics?
• How to win over your audience using your data
• Which technique is right for your project
• Tools you can use
• Differences between visualization formats
• Factors to consider when deciding how to present your data

**MCS 7**
**A TALE OF STRATEGY, DISCOVERY, AND TRIUMPH**
**Erin Supinka**
**Assistant Director of Digital Engagement**
**Dartmouth College**

We’ve all been there—you’re given the chance to create a social strategy from scratch but given no goals or expectations. What do you do next? In this session, hear how Erin built out Dartmouth’s social media program to support institutional goals with a clear and measurable framework. You’ll leave this session armed with tricks and tips to identify your institution’s goals (even when they haven’t been made them clear), how to implement an analytics framework to measure success, and several (free) resources she’s created and uses every day at Dartmouth!

**MCS 8**
**FACEBOOK’S NEW NEW ALGORITHM: EPIC DATA SHARE**
**Melissa Cheater**
**Digital Content Manager**
**Western University**

The great and noble Facebook is pulling newsfeed real estate from Pages and making room for meaningful, spirit-lifting content from that person you share nothing with except maybe an obligation to friend each other. Because scrolling past the 8,544 absolutely essential posts per year (that’s 23.4 posts per day) on our school’s official Facebook Pages was - among other things - creating a passive audience of content sheep that were starting to feel vaguely sad while surfing their newsfeeds.

So, With even Facebook admitting that numbers were going to tank, what really happened? Who survived the newest algorithm and what can we learn from them to help our own pages deliver what audiences (and our Facebook lords) are looking for?

This presentation will report the findings of a coast to coast survey on Facebook Page analytics, with a focus on reach, impressions and volume of posts. We’ll dig deeper into type of posts and best (and worst) performing posts - all with collegial diplomacy, because we’re all just doing our best in a Facebook-ruled world.

**MCS 9**
**INCLUSION FOR ALL! MAKING YOUR SOCIAL MEDIA CONTENT ACCESSIBLE**
**Erika Forsack**
**Social Media Strategist**
**Virginia Commonwealth University**

Social media is the wild west. There aren’t any official or widely accepted guidelines (yet) for accessibility. We’re at the mercy of social media platforms and their web developers. Do you work for public college or university? Do you know what’s required by law? In this session, you’ll learn what you can do to make your content accessible with best practices, image descriptions, and captions. This session will primarily focus on accommodations for folks with sensory disabilities, that are d/Deaf and Hard of Hearing (HoH) or visually impaired and Blind. #HESMa11y

**MCS 10**
**WHAT’S NEWS? CHANGING DYNAMICS AND DEFINITIONS IN DIGITAL HIGHER ED NEWS OPERATIONS**
**Tim Nekritz**
**Director of News and Media**
**SUNY Oswego**

Well into the 21st century, many higher ed communication offices found themselves in 20th-century news operations. (Heck, we still regularly produced a paper newsletter!) But changes in the dissemination of news, the need to combat misinformation quickly and the desire to still make sure the college brand is part of the conversation have changed dynamics and definitions. Digital-last, or even digital-maybe, philosophies yielded to digital-first or even digital-only. And do you consider social media part of your news operations. (Hint: You should.) Does your staff align with a newsroom culture or is it subservient to other demands?

In this presentation, Tim Nekritz, director of news and media at SUNY Oswego, will talk about how his merry band of recovering journalists have ditched the anachronisms and embraced change for the good of their audience – while not forgetting what’s important to the institution. The presentation will include checklists, examples, suggestions and the occasional obscure pop culture reference.

**MCS 11**
**“FACEBOOK-NEVERS”: WHY FACEBOOK IS THE AOL FOR GENZ (AND WHAT YOU CAN DO ABOUT IT)**
**Melissa Dix**
**Director of Digital Media and Creative Services**
**Beloit College**
**Allison Winston**
**CEO & co-founder**
**Kickwheel**

GenZ is the first generation to have a declining presence on Facebook. Facebook usage by people ages 12 to 17 is slowly decreasing and North Americans are spending 50M fewer hours on Facebook than they did six months ago.

Why? The “Facebook-nevers”: a segment of GenZers who have never, ever created a Facebook account.

Time to sell your Facebook stock? We wouldn’t go that far. But we do have some Gen-Z friendly admissions and enrollment hacks to share.
MPD 1

SORRY NOT SORRY: MANAGING CONTENT STRATEGY CHALLENGES IN DECENTRALIZED ENVIRONMENTS

Amy Grace Wells
Editorial Director & UX Consultant
UX Booth & contentandux.com
Alaina Wiens
Director of Marketing
Flint & Genesee Chamber of Commerce

Content strategy challenges are nearly always about people, especially in decentralized or unstructured environments like higher education. Sometimes success depends on bringing people along. Sometimes it requires standing apart.

Hear from two content strategists who’ve been through the trenches, building relationships and powering through to implement real change in organizations—despite decentralized structures, lack of resources, and wild landscapes of random requests in competition with brand and strategy.

Get ready for a back-and-forth that gives you two approaches (the “sorry” and the “not sorry”) to many of your content hurdles.

MPD 2

HOW TO INFLUENCE AND CREATE A DEPARTMENT LEVEL ANNUAL PLAN

JP Rains
Director, Digital Strategy
Laurentian University

Do you wish you had more control over your daily tasks? If yes, read more, if no, you’ve already won.

Our organization leaders want one thing. Students want another. How do we create an annual plan that can lead to seeing both groups satisfied with your performance? This presentation will cover how you can influence your department’s annual planning process and increase your level of control on the elements of your daily tasks.

The presentation covers:

- Managing up, creating the circumstances which allow you to plan
- Identifying organizational goals
- Selecting department-level strategies to achieve these goals
- Selecting tactics that align with these strategies
- Reporting on progress

This presentation is aimed at both non-supervisors and management level employees.

MPD 3

DIVERSITY ON HIGHER EDUCATION WEBSITES

Scott Olivieri, Director of Web Services
Boston College

The website is the face of the university to the world and the most visible representation of goals, priorities and values. How do institutions characterize diversity on their websites? In a word, poorly.

Based on my 2018 doctoral dissertation, this session examines diversity on higher education websites. What does it mean? Who is included? Based on more than a year of research examining higher education websites, this study will summarize research findings, then focus on common missteps, practical recommendations, and best practices.

Learning outcomes:

1. Participants will be able to avoid common problems with presentation of diversity on higher education websites
2. Participants will learn the difference between authentic and aspirational diversity
3. Participants will emerge with strategies for enhancing their institution’s diversity web presence and specific datapoint to gain support of senior leadership,
4. Participants will review 3 examples of effective diversity website content in higher education

MPD 4

DESIGNING A DIGITAL SKILLS STRATEGIC REVIEW AND TRANSFORMATION PROGRAM

Tracy Playle
CEO and Chief Content Strategist
Pickle Jar Communications Ltd
Richard Prowse, Head of Digital
University of Bath

The University of Bath (UK) identified a need to upskill a wide range of communications and marketing professionals (including the web team) in their approach to digital engagement. The easy option would be to plan a program of workshops and other professional development activities, but the University wanted to ensure that the training program was addressing the right skills gaps, and offered greater awareness of individual needs.

Working with Tracy Playle and Robert Perry, higher ed specialist consultants, a skills assessment structure, scoring system and testing approach was designed to understand in a clear and measurable way skill levels and skill gaps amongst over 100 members of staff. This led to the design of a digital skills transformation program and personal development plans for each member of the team. The training embraced facilitated training and workshops but also the accessed the vast array of existing (and free!) training online, and peer mentoring.

This session will share our approach, our findings and the internal challenges and successes that it uncovered.

MPD 5

PAVING THE WAY FOR WEB GOVERNANCE

Georgy Cohen
Associate Creative Director, Digital Strategy, OHO Interactive

Governance is all about creating structure and accountability to support your content goals. But in organizations where rigid hierarchies and legacy systems often still rule the
roost, imposing new processes, roles, and guidelines (accompanied by new expectations and consequences) is much easier said than done.

That’s why it’s important to prepare your internal community for governance through training and education, relationship building, and helping people understand the value and outcomes of their work on the website. Before implementing governance policies, find out how to prepare your community to embrace them more readily.

In this session, you will learn strategies and approaches that will help you gauge your organization’s readiness for web governance and begin building the awareness and relationships that will help it take root for the long term.

**MPD 6**

**CAMPUS EMERGENCY PREPAREDNESS: STRATEGIES FOR CONTENT CREATORS, TECH MASTERS, AND CAMPUS LEADERS**

Lisa Catto, Content Manager
Western Oregon University

When it comes to emergency preparedness, campuses are all over the map. Some have formalized teams and staff members devoted to preparing for crises, while others have gotten as far as talking about the need to prepare. Let’s get honest for a second: It’s not that we don’t care about it, but when we’re juggling a seemingly endless list of tasks, it often falls to the bottom of the list. Or we just don’t know where to start. This presentation will help with that.

At Western Oregon University, a core group of individuals have come together to prepare for potential emergencies. We’ve learned a great deal since summer 2016 and want to share with you strategies to prepare on a personal, department and campus-wide level. You’ll leave the presentation with specific actionable items to take back to your campuses and a better understanding of what you and your colleagues can do.

For content creators: You’ll learn specific things you can prepare now to help your future self in an emergency and how to build a communication framework.

For tech masters: You’ll learn about preparing a website to be able to share emergency information at a moment’s notice and various ways to communicate about an emergency using existing campus technologies.

For campus leaders: You’ll learn about how to get buy-in at the top level for dedicating resources to emergency planning, and how to help your employees prepare.

**MPD 7**

**COMMON SENSE LEadership for Leaders Who Don’t Feel Very Leader-y**

Jesse Lavery
Assistant Vice President of College Relations & Digital Strategy
Allegeny College

We are the doers. The makers. The creators. The problem solvers. The conjurers of awesome. Our work gets results and gets noticed. And then, the inevitable happens: because we do awesome work, we get promoted to be the managers and the leaders of other doers and makers. But rarely do we receive management or leadership training; we’re thrown into the management wilderness without a guide, hungry wolves at the ready. This is the presentation I wish I had when I was thrown to the wolves. We will learn common sense approaches to respecting and empowering your team, taking care of yourself, tools and tech to be most efficient with the extra management duties on your plate, and much more. Don’t feel very leader-y? This “maker’s approach to leading” is for you.

**MPD 8**

**“IF THEY WOULD JUST LISTEN TO US...”**: TURNING CLIENT RELATIONSHIPS INTO COLLABORATIONS

Michael Powers
Executive Director of Marketing and Communications
Indiana University of Pennsylvania

You’re smart. (You do work in higher ed, after all.) You know your stuff. You have ideas. New ideas. Good ideas. And yet—your clients (internal or external) don’t want your ideas. Or your style guide. They know what they want: the same thing they’ve been doing for the last ten years. Why won’t they just listen to you?

The answer is finding ways to turn client relationships into real collaborations. When we move from a conformance mindset to a collaboration mindset, we can find ourselves in the position to do our best work—work our clients will love.

- How to move from a conformance to a collaboration mindset.
- Using workshop techniques (like job stories, pair writing, mad libs, and more) in meeting settings.
- How to uncover the real problems your clients are facing, and solve them—together.

**MPD 9**

**DON’T CALL IT AN INTRANET: CREATING A SPACE FOR CULTURE AND COMMUNICATION**

Beth Miller
Marketing and Creative Manager
University of Michigan School of Public Health

Michael Kasiborski
University of Michigan School of Public Health

Patty Bradley
University of Michigan School of Public Health

Internal content on an external website. Overflowing inboxes. Communications silos. And what’s the soup of the day? The University of Michigan School of
MPD 10

TRY BEFORE YOU BUY: USER EXPERIENCE TESTING IN YOUR RFP PROCESS CAN SAVE YOU TIME AND MONEY

David Rosen, User Experience Analyst
University of Minnesota

Learn how user experience testing in the Request for Proposals process can save your university money, reputation and headaches. This session will cover the University of Minnesota’s efforts over the past 6 years to incorporate user feedback into the software purchasing process. The session will cover use cases that illustrate the considerations and challenges faced by teams at UMN making major software investments, and will show how user feedback helped those teams make data-driven decisions, avoid choosing the wrong tool, and prepare for the tools’ rough edges ahead of rollout.

You wouldn’t dream of buying a car without taking a few options for a test drive. Why would you spend what could be millions of dollars on a software solution for your campus without taking the opportunity to test it yourself?

MPD 11

HOW DO WE KNOW HOW WE’RE DOING? COMING UP WITH AN ANALYTICS STRATEGY THAT WORKS

Jennifer Stroth
Associate Director of Online Communications and Identity
Stanford Law School

We’re 3 years past a major redesign of the Stanford Law School website — we redesigned the site, developed a content strategy and editorial calendar. We continue to refine our analytics strategy. In this session we’ll share lessons learned and how we are using data to inform decisions using a combination of Google Tag Manager and Analytics, Hotjar, and Google Data Studio reports.

Hear about what we’ve learned and changed along the way, plus things that have allowed our team to keep an eye on how we’re doing.
SLAY THE SNAIL: INNOVATE IN AN INNOVATION-UNFRIENDLY ENVIRONMENT
Tim Senft
Assistant Director of Content Strategy and Project Management
Cornell University - ILR School
Higher education moves at an uncomfortably slow pace. Whether it’s design-by-committee or wait-until-next-year’s-budget, keeping up with the rapidly changing digital landscape is difficult. When a team in flux was asked to produce a brand new thing—many-parts quickly, the project could have been devoured by the snail of higher ed. Luckily, I run Dungeons and Dragons games. Learn the methods, process, and strategy used to defend against and appease the terrible beast and not split up the party.
The ILR School at Cornell University is part of an Ivy League research university with a global reputation and the desire to be viewed as a thought leader and trailblazer. This can create a level of cognitive dissonance in web, marketing, and communications staff tasked to battle the slow-paced system. Learn helpful ideas to innovate quickly in a culturally and technically (Drupal) complex ecosystem.

SECURITY AS A MIND SET
Jess Brock
Team Lead, jessbrock.com
These days, a single vulnerability can result in a security breach that can impact millions of users. Still, it seems that the majority of application development teams treat security as an afterthought.
I’ve learned a great deal from working with an entity that has remediated a major security breach, and in this session I’ll share experiences, walk through practical examples for improving security, and provide detailed suggestions to help you begin improving your security initiative right away.

What types of threats exist? Which tool should you use and for which type of monitoring? How much should you plan to invest to transform your security approach? Come explore these and other unique topics during this discussion.

BOON COMPANION: CONTENT STRATEGIST AS SIDEKICK
Jeff Stevens
Assistant Web Manager, Content and Social Strategy, UF Health
They say that content is king, but the crown can weigh heavily on a troubled brow. How does a content strategist, charged with overseeing dozens, if not hundreds of sites, do so without abdicating the throne?
In this session, I suggest a different approach - content strategist as the trusted companion. Through training, education, guidance, and governance, one can build a legion of content heroes that you can support from the sidelines and lead them to achieve their quest.
The Use of Student Journey Mapping in Higher Ed Web - How Are We Doing?
Student Journey Mapping has been a topic of discussion and the focus of many multi-year projects across higher education over the last few years.

HOW FAR HAVE WE COME? HOW HAS OUR SECTOR, AS A WHOLE, ACCEPTED THIS PROCESS AND WHERE HAVE WE IMPLEMENTED IT?
JP Rains
Director of Digital Strategy
Laurentian University
In an effort to advance the collective knowledge of High Ed Web in the area of student-centric decision making, I will cover a variety of ways in which our colleagues have leveraged student journey mapping and share what type of results they have found. Sharing successes and failures, both my own and from others, I will aim to give an assessment of how Student Journey Mapping has influenced our space.
This process has been used in a variety of ways; from building new websites, to social media strategy, and to redefining a student admissions experience. Each of these ways advances the positive influence we can have on those who matter most - our students.

ALL WORK AND NO FUN? NONSENSE! -- HOW CREATIVITY, CURIOSITY, SURPRISE, AND PLAY HELP US WORK
Donna Talarico
Writer/Publisher
It’s OK to day dream. Our minds need to play. We need to wonder, we need to wander. In a day where we’re on sensory overload, it’s important for our brains to take a break—in both our personal and professional lives—otherwise, we burn out. In this inspirational session, we’ll take a mental road trip of sorts with stops at:

• Creativity – how we can reinvigorate our creativity or boost it to a new level
• Curiosity – how childlike wonder keeps us fresh and inspired – and helps us be better creators and storytellers
• Surprise & Anticipation – how not knowing what’s next keeps us motivated—and on our toes
• Recess – how implementing play into our lives—and taking more time to rest—helps boost brainpower

Filled with practical first-hand examples and stories from peers and further fueled by expert research and books, this session aims to renew and refocus energy and build and boost brainpower. Finally, we’ll talk about how these aspects not only make us better professionals, but also how the concepts can trickle down to help our students and those around us.
**TIE 1**  
**COUNTING STARS: STUDENT REVIEWS, STRUCTURED MARKUP AND AN ENROLLMENT EDGE**  
*Seth Meranda  
Director of Marketing and Communication  
Concordia University, Nebraska*

Your academic program content is the most valuable recruitment content on your site. As prospective students turn to search engines as their primary college discovery tool, it’s imperative your institution stands out. Last year, Concordia University, Nebraska, did what no other college or university has done: by utilizing student reviews, we published star rankings crafted with a pinch of structured markup. This strategy led to enhanced search results on Google that showcased our star rankings which stood out amongst the busy crowd. As the only institution with star rankings in our search results, we’ve seen a 81% increase in search traffic to academic content plus an out-of-this-world 555% increase in recruitment funnel-related conversions. This has lead to the one of the largest historical recruitment classes on our campus, directly contributing to revenue.

At this session, you’ll learn how the Concordia Nebraska team developed and implemented the strategy and the lessons they learned along the way. After attending this session, you’ll have a blueprint for how to craft this on your campus along with hard data to present to your leadership on the impact your academic content strategy has on enrollments and revenue.

**TIE 2**  
**GIVE CONTENT CONTRIBUTORS THE AX**  
*Nikki Massaro Kauffman - Programmer/Analyst - Penn State University*

Do you have trouble with your content contributors? Is your content out-of-date, inaccurate, or inaccessible? Are you tired of getting support calls to just “put this on the web for me”?

Since these contributors aren’t likely your direct reports, and contributing content may not even be their main duty, you have very few tools in your arsenal to coax them. You have no sticks. You might not even have carrots. But you can have an AX.

AX, or authoring experience, is the user-experience for people who author or contribute content. In this session you will learn about AX, the benefits of a good AX, what you can do to improve your CMS's AX, and where we're headed with HAX, an open source AX that works with multiple CMSs.

**TIE 3**  
**BUILDING A STUDENT SOCIAL MEDIA TEAM (THE EXTENDED EDITION)**  
*Lougan Bishop  
Web & Digital Media Manager  
Belmont University*

In this session, Lougan Bishop will discuss how he created and organized the Boulevard Team, Belmont University’s social media street team comprised of student volunteers. Attendees will also learn important strategies for recruiting student volunteers and motivating them to do their best work.

**TIE 4**  
**BUILDING AN ACADEMIC PROGRAM API WITH CONTENTFUL AND AMAZON WEB SERVICES**  
*Dave Olsen  
Professional Technologist  
West Virginia University*

How many degree listings does your institution's website have? How robust is that information? How consistent and on-brand is it? The amount of information related to academic programs is vast and varied. Tuition, scholarships, plans of study, facilities, profiles, media and more. Having clear and consistent academic information would be a differentiator for many schools. A single source-of-truth for academic content might be the holy grail.

Dave will show you how West Virginia University has started to tackle this problem. Their Academic Programs API combines Contentful, a headless CMS, with Amazon Web Services. This has led to a flexible, easy-to-update system for authors, developers and designers. In this session, you’ll learn how to:

- Work with content owners to show them the importance of centralized content and how to source it
- Define content models and relationships in Contentful
- Use AWS's Lambda, DynamoDB and API Gateway services to build an API
- Expand your efforts beyond academic information
- Take control of your institution’s content

**TIE 5**  
**E-EXPECTATIONS 2018: IMPLICATIONS FOR MARKETERS AND DEVELOPERS**  
*Stephanie Geyer  
Vice President, Digital Marketing and Creative Services, Ruffalo Noel Levitz  
Lance Merker  
President and CEO, OmniUpdate*

This session will present the latest (2018) findings from the E-expectations research study now in its 13th year. Specially curated for the HighEdWeb audience, we’ll focus on results related to websites and search engine optimization while providing an overview of social, e-communications and paid interactive marketing trends. Join us and you will takeaway:

- Data to share with leadership to inspire greater support for your work in digital marketing and web development
- Ideas to explore with your team when you get back to campus
- Benchmarks to support your own
data analysis or to develop your own user studies

- Inspiration to explore new ideas and opportunities for your website, social, paid and e-communications programs

**TIE 6**

**EVERYTHING’S BETTER WITH BETA: LET USERS BE YOUR GUIDE AS YOU GUIDE USERS THROUGH UI CHANGE**

Medbh English
Portal Content & Communications Specialist, University of Saskatchewan

In spring 2017, the University of Saskatchewan began a project to update aspects of its “PAWS” portal’s user interface. The PAWS UI hadn’t been touched in over four years and we were interested in making improvements that would help render portal content and features more “discoverable.”

As a team, we had ideas about what areas we thought we needed to attack. But rather than go to it in a bubble, we reached out to our users allowing them to inform and shape the changes we would make through methods such as interviews, usability testing, card-sorts, and surveys. Critical to this research was the three-phase approach to go from project conception to production-ready UI changes that included:

- A Discovery stage, where we identified the scope of improvements and built a prototype
- An Alpha phase, where we iteratively tested, played and tested some more;
- A Beta version, where we tweaked our changes while gradually easing users in to the ideas we were promoting

Content & Communications Specialist Medbh English will walk attendees through the research methods and stages that informed our work and show how by engaging users we were able to make significant changes to a major communications and technology delivery platform without freaking people out.

**TIE 7**

**BRINGING FAWKES FROM THE ASHES: REVIVING A STUDENT MULTIMEDIA TEAM**

Tonya Oaks Smith
Executive Director for University Communications and Marketing
Louisiana Tech University

Tom Soto, Digital Communication Manager, Louisiana Tech University

Sometimes the best-laid plans aren’t really well made at all.

About a year ago, Louisiana Tech University had a group of students who were tasked with providing video and photo content to be used across all communication channels. An enviable position, right?

Problem was, the team didn’t have a strategic direction. They had equipment and some knowledge, but feedback and guidance were lacking. What was the best way to help this team of humans who really wanted to make a difference for the university find their direction in terms of recruiting and sharing brand messaging?

Tom and Tonya will tell you how they helped the team gel into a cohesive customer-oriented group of creatives who now make beautiful videos for the entire campus. These students developed a purpose and learned to serve as shepherds for the University brand – some of them are even considering making marketing and communication their life’s work as a result.

**TIE 8**

**MEET BOBCAT – YOUR FRIENDLY NEIGHBORHOOD CHATBOT**

Nick Jensen
Community & Experience Strategist
NYU Office of Interactive Media

New technologies, alongside the communication habits of our Generation Z students, are forcing companies, institutions, and universities to adapt. The way universities listen and respond to students’ feedback, questions, and problems requires a more nuanced and proactive approach than simply having an FAQ on a website or a telephone number to call during business hours. As universities strive to meet the needs of students in our 24/7 culture, NYU’s Office of Student UX, Technology, & Engagement explored how technology might help us augment and scale the support we provide. BobChat — an interactive, conversational chatbot on Facebook Messenger — helps students navigate NYU 24 hours a day meeting students where they are. Each question asked helps BobChat learn and grow, with a team of students ready to help process questions the technology might not understand yet. More than just showcase what we’ve done, this session will break down steps for how to make a chatbot in your office, your division, or even your entire university — meeting students where they are and answering questions and accepting feedback 24 hours a day.

**TIE 9**

**LET YOUR AUDIENCE DO THE WORK: CAPITALIZING ON USER-GENERATED CONTENT FOR HIGHER ED**

Garrett Bingaman
Senior Multimedia/UX Designer
Purdue University - Marketing & Media

Ryan Farrell
Digital Marketing Specialist / Social Media Manager
Purdue University - Marketing & Media

Understanding your audience is key to a successful creative strategy. Why not take advantage of this and make them “secretly” work for you? Learn how our team at Purdue University benefited from past mistakes and successes and launched a successful university-wide social media photo campaign, Picture Your Purdue. By getting our audience involved, we capitalized on free content
A thoughtful approach and strategic partners are key: the way you introduce giving to these new audiences paves the way for future asks. This session will dive into success stories from digital campaign initiatives at Cornell University.

TIE 11
DARE TO SHARE: DESIGN PRINCIPLES FROM DISTRIBUTION OF RESEARCH WEB APPLICATIONS
Eric Sembrat
Web Manager
Georgia Institute of Technology

Higher-education and research are synonymous: educating the next genius, and engineering the future. Higher-education and research are tightly knit, yet the two areas in universities are, in many campuses, leagues apart in how they create, consume, and distribute web applications. Research utilizing web applications, from custom PHP applications to content management system customizations and plugins, are commonly built as stand-alone, narrow applications gatewalled from the rest of the world. These one-off web projects dilute the community knowledge for our researchers, our students and faculty, and even ourselves.

Let’s consider a field of study ripe with web application development: educational technology. I’ll discuss the ‘state of the field’ for reusability and development design, and where we as web experts in higher-education can break the mold and engineer design principles and best-practices for everyone working with the web. It’s not just code - it’s building community, documentation, inclusive environments, and above all - collaborating. It’s the dare to share, from faculty to staff - assistants to vendors - project to project. I’ll discuss what makes an inclusive web environment for extending into research, and help craft a map to meeting this need.
USABILITY, ACCESSIBILITY, AND DESIGN

UAD 1
BE HUMAN, BE KIND, DESIGN WITH ALL IN MIND
Amanda Frisbee, Webmaster
Wisconsin School for the Deaf

We often focus our efforts on making websites accessible to blind and visually impaired users, and fail to consider the unique needs of deaf and hard of hearing users as well. Join me on a journey into a world you may not have contemplated before. One that will make you realize just how dependent on sound hearing people are. During this exploration, I will show you how to make the online experience mutually beneficial for deaf and hard of hearing users. Helping you take on a new perspective when it comes to creating content that is accessible for all users, and sharing examples of how I have done so myself. Each individual experiences things differently, but we are all human, after all.

UAD 2
GO FOR THE GOALS: HELPING PROSPECTIVES FIND WHAT THEY NEED, HOW THEY NEED IT—AND LOOK GOOD DOING IT
Emily Mayock
Assistant Vice President, Online & Internal Communications
Case Western Reserve University

Prospective students are flooded with college information daily. So how do you make a website that grabs, and keeps, the attention of these tech-savvy, highly connected teenagers in a sea of similar-seeming, yet very different, schools? You need to give them what they need, how they need it. But you’ve also got to look good—and have fun—doing it.

We’ll take you through the common actions of a prospective student, and show how you can help them meet their goals (and yours) in a streamlined, straightforward yet exciting way:

- Find tuition rates and aid? Yep.
- Understand alumni outcomes? Got it.
- Get a preview of your campus—and your students? Done and done.
- Start—and finish—the application process? Easy as 1, 2, 3 (4, 5, in our case).

Hear how Case Western Reserve’s small but mighty University Marketing and Communications team did a complete overhaul of their Undergraduate Admission site—from user research and information architecture, to writing and multimedia, to development and rollout in an entirely new CMS—all within four months. (And more than doubled traffic to the apply page, increased year-over-year quarterly unique visits by 20,000 and actually created a site that embodied the university’s culture!)

UAD 3
“CAN YOU DO IT IN THE DARK?” MAKING YOUR SOCIAL MEDIA ACCESSIBLE
Chris D’Orso
Associate Director of Admissions
The College at Brockport
Justin Romack, Assistive Technology Coordinator, Texas A&M University

Have you ever quoted quote at your social media through the eyes of someone who can’t see? Do you know how screen reading apps and other assistive technologies parse what you do on the web? Making your work accessible means more than checking off a few boxes to fulfill ADA requirements.

Justin Romack, Assistive Technology Coordinator with the Department of Disability Services at Texas A&M University, and Chris D’Orso, Assistant Director of Enrollment Communications at Stony Brook University, will look at some best-case (and worst-case) scenarios of how your social media outreach can be more accessible, and provide tips to ensure you’re reaching all users—each and every time you post to the web.

UAD 4
THE HAT OF MANY HATS: BECOMING THE WEB PRODUCT OWNER
Dave Cameron
Senior Web Strategist, Ithaca College

Those of us working in higher ed web teams often say we wear a lot of hats because few of us only have one role or responsibility. We’re developers who are also designers, content strategists who are also project managers and occasional therapists. But what if there was one all-powerful hat you could wear that improved how all the other “hats” on your team get things done? One hat that not only empowers your team, but also the hats on all other teams that have a role in developing, designing, and growing your website?

This is the hat of the Product Owner, and learning how to wear it can transform how you think about your .edu for the better. Because your website is a product, with its own unique users and specific measurable goals we expect it to achieve. It is a product that needs feeding, care and maintenance, needs to be serving audiences in a way that meets their expectations, now and onward into the future.

Whether you’re a developer, a designer, a content specialist, a digital strategist—anyone with a passion for understanding what it takes to deliver a great user experience can try on the Product Owner hat and see how it fits. I’ll introduce you to the skills and training that have helped me most in my first year as the Web Product Owner for Ithaca College, and share first-hand insights on how adding this new role to our web team transformed not just a head-to-tail site upgrade, but how we’re thinking about the future of the web overall.
**UAD 5**

**GDPR: WHAT IS IT AND WHY SHOULD I CARE?**  
*Virgil Carroll, President High Monkey*

In this Session, we will explore what the European Union General Data Protection Regulation (‘GDPR’) is and what it’s effect may be on organizations in the EDU, GOV, and ORG sectors operating in the United States. This session is NOT a boring legal interpretation of GDPR. This session is a practical explanation of GDPR and provides some planning steps you can take to prepare for GDPR and ways you can mitigate issues that will likely arise after its implementation in May 2018.

Session specifics and take-aways include:
- Understanding GDPR Roles
- A look at GDPR Regulations
- Awareness of your Data
- Updating your Content Processes
- Preparing for Data Breaches
- Mitigating Third Party Risks

**UAD 6**

**BEAUTIFULLY ACCESSIBLE**  
*Levi McGranahan  
UX/UI Designer, Indiana University*

Are accessible web applications and beautiful interface design mutually exclusive? NO WAY! Trying to keep up with the trends set by cutting-edge apps and websites can lead us to make design decisions that exclude users. When we embrace accessibility as a design requirement, everyone wins.

In the User Experience Office at Indiana University, we’re creating a design system for enterprise software that will help development teams across multiple campuses launch products that are accessible, usable, and consistent. See how we’re building components and design patterns that are accessible by default and—we think—beautiful. Hopefully, you’ll walk away with some ideas of how you can do the same. No background in design or development necessary.

**UAD 7**

**MAKING A CASE FOR PERSONALIZATION: REDEFINING PERSONAS ON THE WEB**  
*Martin Sickafoose  
Vice President of Digital Strategy Purdue University Alumni Association*

The days of building out personas by our marketing teams are over. Why guess at who your audience is and how they behave when you have the data at your fingertips?

In tracking how our users are navigating our site, we’ve been able to build out personalized experiences and allow our users to customize the site to their preferences. In evolving our websites over the last 4 years, we have been refining how we look at data and build out an engaging website experience for our audiences.

**UAD 8**

**ACCESSIBILITY BARRIERS: AN EVERYDAY REALITY**  
*Patrick Davis, Principal Self*

Have you ever wondered what the end result is when you include support for accessibility? What about if it is not included? Are you curious about what a screen reader does when it encounters an image? A button? A table? What is the expected behavior of these elements when any Assistive Technology is being used? Web Accessibility, and the web in general, have come a long way, but we all know it can be better. How good can it get? Many people are looking into such things and it inspires my imagination to ever greater dreams.

We know many of the benefits, as do we know many of the challenges. It wasn’t until I started using a screen reader that I began to understand what “meaningful accessibility” is.

Visual aids will be used to show you how I see the world and how it impacts my ability to use the web. Much of this presentation will be a demonstration of how I use magnification and a screen reader daily to interact with the digital world. You will gain insight into what it is like to use a screen reader for web technologies and other digital content. There will be examples of both highly accessible content as well as content with a range of accessibility issues. You will see in real life the value of accessible design, and the barriers that are present when accessibility is not considered.

Assistive Technologies covered will include: NVDA, JAWS, VoiceOver, and ZoomText. Discussion will include a practical treatment of accessibility best practices from a low vision end user. WCAG 2.0, ATAG 1.0, HTML, CSS, and JavaScript may also be talked about.

**UAD 9**

**TBA**

**UAD 10**

**TBA**

**UAD 11**

**ADA, 504, 508, WCAG: I’M SUPPOSED TO BE MEETING WHAT?**  
*Robert Heyser  
Director of Web Communications Tarrant County College*

Accessibility. We’ve all heard about it, and know we should be doing something about it. But with so many guidelines and laws - where do you start? What applies to your institution? And with major recent changes to Section 508, how do those now affect what we’re doing?

This session will provide a high level overview of the differences in ADA, Sections 504 and 508, and the WCAG guidelines. We’ll cover some recent changes in the Section 508 Refresh, and how they may affect you. We’ll also cover some best practices, as well as some ideas on how to use free tools to better test your site for accessibility compliance.
**POSTERS**

**“CAN’T FIGHT THIS FEELING (BUT SHOULD)”: CEREBRAL VS VISCERAL CONTENT STRATEGY**
Kyle Wohlenhaus  
Web Content Manager/Marketing Manager  
Saint Martin’s University

How a cerebral content strategy supported by data will outperform your visceral urges.

“That’s the way we’ve always done it.” Change in the university setting is often extreme; glacial or needed-this-yesterday. In light of the current trends in higher education, crafting a content strategy that is supported by data is critical to meeting the needs of the user. Learn how to develop a game-plan to educate faculty, staff, and students to embrace data to craft a content strategy that is data-driven to improve effectiveness and efficiency to help your organization achieve its mission and goals.

**“LIKE A ROBOT”: WEB DESIGN, USABILITY, AND INSTRUCTION IN ACADEMIC LIBRARIES**
Terezita Overduin  
Senior Assistant Librarian  
California State University, Bakersfield

What does usability and good web design mean for University Library websites? Academic librarians teach students how to use the library’s resources; often, every freshman research class is shown the library’s website and given step-by-step instructions on how to use it. But what happens to users when we change the website? Our university library conducted a major redesign, and received some thought-provoking feedback during usability testing. “I would always do the same thing to find articles, like a robot. But now the link I always use is gone!” As clean, organized, and attractive as the new site was, it disoriented many experienced users. This talk will share strategies on how to simultaneously preserve as much consistency as possible for our experienced users while also forging ahead with new designs, directions, and products. We will present findings from our usability testing and recommendations for how libraries can design websites that are usable for both the newcomer and the battle-hardened fifth year.

**ACCESSIBILITY IN THE TRENCHES: ACCESSIBLE REDESIGN, FROM RESEARCH TO IMPLEMENTATION TO MAINTENANCE**
Sarah Ferguson  
Web Accessibility Specialist  
Brandeis University

Now that we’ve painted the house, let’s install the foundation. Remediating a website for accessibility after the fact is more than a headache. It’s costly, time consuming, and illogical. Brandeis University is entering the final stages a lengthy redesign. We’ve made the new site accessible from the ground up. This includes considering accessibility throughout the redesign process: planning, visual design, code testing/tweaking/retesting and content creation. We learned a lot along the way, as did our CMS, development and widget vendors. We’ll discuss challenges such as pushing back when your vendors claim accessibility, training web editors, and monitoring content. We’ll shared what worked and what we’ll do differently next time.

**BE A WORDPRESS WRANGLER: CREATING ORDER IN THE WILD WILD WEST OF HIGHEd WEB**
Laura Wright, Digital Producer  
University of Washington

Decentralized web publishing environments in higher education can feel like the Wild Wild West. When everyone able to publish anything on your web servers, you end up with problems including security issues due to outdated CMS’s and plugins, use of antiquated code, noncompliance with accessibility best practices and inconsistent use of branding.

All of these issues create a web presence that is difficult to manage, creates a suboptimal experience for users, and can affect your university’s recognition and reputation.

Learn how you can rein in faculty, student groups, administrative units and more with a customized web experience built in WordPress multisite (with the help of some plugins!) that is easy to use and maintain, empowers your authors to deliver rich content and provides your end users with an informative experience.

**CHATBOT FOR STUDENT SERVICES: A CASE STUDY FOR SINGAPORE MANAGEMENT UNIVERSITY**
Weesen Goh  
Senior Associate Director  
Singapore Management University

The Singapore Management University (SMU) Student Services Hub is a convenient one-stop center that amalgamates student services, from handling student payments, insurance, locker rentals and the like, to addressing student queries on myriad aspects of student life. SMU’s Student Services Hub uses an AI-Chatbot to address, on a 24/7 basis, more than 1000 frequently asked questions across student areas like academic, admissions, student life, internships, exchanges and career tips. We share, in our poster presentation, how “AskSmooSmoo” is a first line of contact to handle simple frequently asked questions and requests as a new channel of communication.
**COUNTERING RUFF DAYS: IMPROVING LIBRARY UX WITH THE HELP OF THERAPY DOGS**  
*Conny Liegl, Senior Designer for Web, Graphics and UX  
California Polytechnic State*

Since 2012, I am chairing the “Take5” committee that creates and facilitates positive, stress-relieving initiatives, activities and events at Kennedy Library. Fostering new engagement strategies and creative outreach methods, we are helping students to manage and reduce excessive stress, particularly in preparation for and during examination periods.

The presentation focuses on opportunities and challenges of this established public program. Going beyond the physical and virtual user experience, we cater to the whole student and apply integrated strategies to improve mental wellbeing of the library’s visitors.

Often, people associate UX directly with user interfaces or other digital experiences. I would like to spark conversations that re-focus the field of UX on holistic experiences. Airports, universities and libraries are exploring animal-assisted interventions to foster engagement and help with stress relief. My example from our academic library will help attendees to understand the program and real-world outcomes.

**GIVING STUDENTS AN EDGE**  
*Anthony Dzik, Project Manager  
Augustana Web Guild*

At Augustana College, students have a unique chance to get hands-on experience in design, web development, marketing, and a host of other skills. The EDGE Center provides a space on campus where students can explore business and entrepreneurship and take advantage of experiential learning opportunities. Students can build a range of skills by working on projects from running a web development business to international event planning. This is your chance to hear directly from the students about what they do and how it is helping them to gain an edge over other future college grads.

**JORGE: A TOOL FOR JUGGLING GIT, COMPOSER, AND LANDO**  
*Jason Proctor  
Senior Web Applications Developer & Manager, Mount Holyoke College*

We had the rare opportunity to start from scratch on a new website: new platform, new hosting, new workflows, new everything. And we quickly figured out that the mechanics of keeping our development instances in synch with each other and the ever-growing master version were going to get in the way of actually doing the development work. So we wrote a command-line tool to automate the tricky bits, and it greatly improved both the developer experience and our understanding of the tools and platform we were using.

**LEAN AND MEAN: TIPS ON DESIGNING FOR AGILE DEVELOPMENT**  
*Michele Rund  
Senior Designer Developer  
Purdue University*

Although Agile development has been growing in popularity for many years, it’s often still a struggle to successfully integrate design into the process. For small design teams, dealing with the rapid development cycles of Agile across multiple projects can feel like a game of mockup whack-a-mole and leave them struggling to keep up.

In an effort to stop (or at least minimize) the insanity, the Purdue Studio team began exploring popular design methodologies and identifying techniques that could potentially improve our design workflow. This presentation will discuss tips, tricks, and lessons learned while implementing those techniques into the development of our latest application, Circuit.

**MANAGING MIGRATION/REDESIGN FROM ONE CMS TO ANOTHER**  
*Dan Demmons  
Director, Web Services  
Providence College*

This poster session will describe the tools/tips/tricks my team and I used to migrate our main, external-facing, on-premise web sites from SharePoint 2010 to a cloud-hosted WordPress solution - in four months under schedule! Details will include several online tools we used, daily processes and tips I’ve learned through this process and previous migration/redesigns.

**MY PLATE OF SUCCESS**  
*Caryn Sobieski-VanDelinder  
Web and Graphic Designer  
University at Buffalo School of Public Health and Health Professions*

I love to cook and the science behind it. Sometimes the result is awesome, and sometimes it’s a real failure. But I don’t just give up. I learn what I did wrong, how I can make the final plate both taste and look great by tweaking the ingredients and seasonings until it comes out just right. I’ll use the analogy of a recipe and cooking fundamentals to illustrate how to manage a project using lists, mise en place, and why it’s important to never give up.

**REDESIGNING OUR STUDENT PORTAL FROM THE 90’S**  
*Lallo Vigil, Web Developer  
Colorado State University-Pueblo*

The poster would present how we approached redesigning our student portal that has been tremendously dated. The poster would show how we took the steps to come up with a plan to transition to an updated responsive portal for our students.
Learning outcomes:
• Tableau's key features
• Shortcuts / tricks
• How to create an interactive dashboard (demo also provided)

TELLING A STORY WITH FOODPORN
Mark H. Anbinder
Web Communications Manager
Cornell University

Social media as an outlet for what we're having for lunch has been a running joke for years, but food is also a great way of telling a story. How can we build multicultural awareness, celebrate common experiences, engage students, and just plain have fun with food photography?

VARIATIONS TEMPLATE THEME: A WORDPRESS THEME FRAMEWORK
Aaron Forsyth
Academic Technologies Developer
UNC Charlotte
Alexander Chapin
Executive Director of Academic Technologies, UNC Charlotte College of Liberal Arts & Sciences
UNC Charlotte

Variations Template Theme is VTT: a WordPress theme and a template framework.

VTT, at its core, is a standalone theme with two variations: a light version and a dark version. The theme uses template parts (introduced in WP 3.0) such as header, footer, and sidebars with a few user-controlled settings via the Customizer.

Extending VTT with a child theme is where its real power as a framework comes into play. A child theme of VTT can introduce any number of variations that override the core template parts as well as the stylesheet. In addition, one variation can inherit the template parts and styles of a parent variation. Because of this inheritance, VTT makes grandchild theming possible and does so completely within a single theme.

Variations Template Theme is VTT: a WordPress theme and a template framework.

Video Killed the Radio Star
Cristin Kastner
Assistant Director, Content Strategy
Rowan University
Jen Green
Digital Content Producer Rowan University

In 1980, The Buggles declared that Video Killed the Radio Star. Fast forward 38 years and AdWeek has found that 50% of Gen Z 'Can't Live Without YouTube.' Video is king and if your strategy doesn’t heavily leverage video, you’ll learn, a la Queen, that another one bites the dust. Learn how one small, but mighty, content team with a shoestring budget created and implemented a strategy for video creation. We’ll share all our “lessons learned” from which equipment to buy, how to train student staff, and how to structure your YouTube channel for maximum impact, and more. (One hint: don’t fly a drone in the wind. But, hey, great for the blooper reel!)

Walking On Air: Editorial Management Using AirTable
Jeffrey Stevens
Assistant Web Manager, Content and Social Strategy, UF Health

With hundreds of potential content and over one hundred stakeholders, maintaining a lightweight, accessible editorial calendar for UF Health's social efforts was a daunting challenge. Enter AirTable, a cloud-based configurable
Data clearly flagged that audiences were giving us mere moments before abandoning and moving on to faster, cleaner, lighter pastures. More than half of all digital content is consumed in mobile applications (not including browsers). And yet, our links are the slowest loading content according to Facebook. An average of 8 seconds to load? Not OK.

This presentation will explore accessibility and performance best practices that will make our sites more inclusive, and performing at the level expected by both our audiences - and the content networks that gate the modern web. It will also explore the pros/cons and quick start for developing Google AMP and Facebook Instant Articles, alongside your regularly scheduled web template.

WIN THE MOBILE WEB WITH ACCESSIBILITY & STANDARDS
Melissa Cheater
Digital Content Manager
Western University

In 2016, Google, Facebook and Apple all launched accelerated, mobile-friendly formats to improve performance - because as a whole, the web wasn’t cutting it. We were slow, bloated, bogged down in pixels and scripts.