



CU Communicators Summit Agenda

Tuesday, August 5, 2014

11:30 a.m. – 5:00 p.m.

CU Denver Campus

Terrace Room at the Lawrence Street Center (LSC)

1380 Lawrence Street, 2nd floor

- I. Registration and lunch.....11:30 a.m.**
- II. Welcome:** Ken McConnellogue, System Administration **12:00 p.m.**
- III. Working Lunch with Greenhouse Partners.....12:05 p.m.**
- IV. New CORA Regulations:** Jeremy Hueth, System Administration **1:00 p.m.**
- V. Break-out Session A 1:30 p.m.**

Video and Photo Initiative:

How can we best use existing personnel and resources to cover photo/video needs across the system?

David Thomas, CU Denver | Anschutz; Glenn Asakawa, CU-Boulder;

Jeff Foster, UCCS; Bryan Less and Jeff Exstrum, CU Denver | Anschutz

Targeted communications using eComm:

How can we communicate with our audiences efficiently and effectively through the use of eComm?

Kim Egan, System Administration; Amy Ventura, CU Advancement;

Ryan Niehaus, CU-Boulder; Rachel Vaccariello, CU-Boulder; Megan Gallegos, UCCS

Social Media Savvy Systemwide:

What is the most effective way to use social media in my job at CU?

Cathy Beuten, System Administration; Matt Duncan, CU-Boulder;

Matt Kaskavitch, CU Denver | Anschutz; Phil Denman, UCCS

Messaging and Media Relations:

Reinforcing image and reputation through identifiable and consistent themes in all earned media efforts.

Leanna Clark, Introduction; Ann Williams, CU Denver | Anschutz

- VI. Break..... 2:10 p.m.**
- VII. Break-out Session B 2:15 p.m.**
Same sessions available, see Break-Out Session A
- VIII. Break..... 2:55 p.m.**
- IX. Responses to Natural Disasters:3:00 p.m.**
Bronson Hilliard, CU-Boulder; Phil Denman, UCCS
- X. Philanthropy as a Marketplace:** Johnnie Ray, System Administration **3:45 p.m.**
- XI. CU Communications Updates:** Ken McConnellogue **4:30 p.m.**
- XII. On-site Networking and Refreshments 5:00 p.m.**