



**JULY 26 - 27, 2018
BOSTON, MA**

2018 LIAISON USER CONFERENCE PROGRAM-AT-A-GLANCE

Download the Liaison User Conference event guide for a full schedule of events, speaker bios, hotel information, a social wall and much more. Here's how to download the guide:

1. Search for "CrowdCompass AttendeeHub" in your device's app store. Tap "download" to download the free app.
2. When the download is complete, open the app and enter "Liaison" in the search bar. The 2018 Liaison User Conference event will appear.
3. Tap "download" to download the event guide. The guide will open automatically and ask for permission to send notifications. Tap "allow" to make sure you receive all event updates before and during the conference!

● EMP ● Higher Ed Trends ● Marketing ● Plenary Session ● Recruitment ● SlideRoom ● Technology ● Time2Track ● WebAdMIT

THURSDAY, JULY 26TH

8:00-9:00 AM **Registration and breakfast**
Salon E, Fourth Floor

9:00-9:45 AM ● ● **Taking Student Success to Scale** **Dr. Nancy Zimpher**, Co-Founder and Chair, StriveTogether
Salon E, Fourth Floor

BREAKOUT SESSIONS: BLOCK 1

10:00-10:45 AM ● ● **Strategies and Insights to Digital Marketing through the This Is Public Health Social Media Campaign** **Emily Gordon**, Student Services Coordinator, Association of Schools and Programs of Public Health (ASPPH)
Salon A-D, Fourth Floor

● ● **Latest Marketing and Industry Trends** **Scott Mallen**, President, CRM Division, Liaison
Arlington, Third Floor **Matt Baker**, Director, EMP Analytics and Digital Services, Liaison

● ● **Managing Your Applicant Pool Using WebAdMIT's Core Features*** **Jennifer Raab**, Training Consultant, Liaison
Berkeley, Third Floor

● ● **An Introduction to Time2Track — The Easiest Way to Track & Manage Experiences** **Sara Kirby**, Onboarding Specialist, Time2Track, Liaison
Clarendon, Third Floor **Maggie Wilkerson**, President, Time2Track, Liaison

● ● **Sharing Content Across Different Platforms** **Cindy Cammack**, Director, Office of Admissions, Peru State College
Dartmouth, Third Floor **Jason Hogue**, Director, Marketing and Communications, Peru State College

● ● **EMP Knowledge Session — Data** **Conor Clerkin**, Implementation Manager, Liaison
Exeter, Third Floor **Erica Diggle**, Junior Implementation Manager, Liaison
 Dana Kinlen, Junior Implementation Manager, Liaison
 Shane Mallen, Implementation Manager, Liaison

**Continuing Education Units (CEUs) are available for this session.*

THURSDAY, JULY 26TH (continued)

BREAKOUT SESSIONS: BLOCK 2

11:00-11:45 AM	● ● Transitioning to a New Application Tracking System <i>Salon A-D, Fourth Floor</i>	Ariel Leitao , Senior Admissions Counselor, Massachusetts Institute of Technology Emily Sheldon , Associate Director of Admissions, Massachusetts Institute of Technology
	● Leveraging Financial Aid to Yield Students <i>Arlington, Third Floor</i>	George Wolf , Vice President, Enrollment Management, Siena Heights University Theresa Mattson , Client Success Manager, Liaison
	● ● How Graduate Students Respond to Inquiries and What It Means for Your Communication Strategy <i>Berkeley, Third Floor</i>	David Cotter , Assistant Provost for Graduate Enrollment Management, Boston University Dr. Suzanne Sharp , Executive Director, Enrollment Management Consulting, Liaison
	● ● Application Processing: Behind the Scenes Services* <i>Clarendon, Third Floor</i>	Stephen Naso , Director, Training and Knowledge Management, Liaison
	● ● Measuring Your Program's Impact on Underserved Populations in the Community with Time2Track <i>Dartmouth, Third Floor</i>	Dr. Edward De Vos , Associate Vice President, Research, William James College Dr. Sonia Suri , Director, Program Development, Monitoring and Evaluation, William James College Zhuohan Yu , Research and Evaluation Associate, William James College
	● ● EMP Knowledge Session — Events <i>Exeter, Third Floor</i>	Conor Clerkin , Implementation Manager, Liaison Erica Diggie , Junior Implementation Manager, Liaison Dana Kinlen , Junior Implementation Manager, Liaison Shane Mallen , Implementation Manager, Liaison

12:00-1:00 PM **Lunch**
Salon E, Fourth Floor

BREAKOUT SESSIONS: BLOCK 3

1:15-2:00 PM	● ● EMP Product Roadmap <i>Salon A-D, Fourth Floor</i>	Scott Mallen , President, CRM Division, Liaison
	● ● Preparing for Admitting Generation Z <i>Arlington, Third Floor</i>	Tony Wynn , Director of Admissions and Recruitment Affairs, Association of American Veterinary Medical Colleges
	● The Admission Application for the Academic Mind: The Person Beyond the Transcript <i>Berkeley, Third Floor</i>	Casey Caronna , Assistant Director of Graduate Admission, Saint Martin's University Chris Maund , Associate Dean of Graduate Admission, Office of Graduate Admissions, Saint Martin's University
	● ● Collecting Reviewer/Interviewer Assessments and Ratings in WebAdMIT* <i>Clarendon, Third Floor</i>	Jennifer Raab , Training Consultant, Liaison
	● ● Time2Track Basic Training* <i>Dartmouth, Third Floor</i>	Sara Kirby , Onboarding Specialist, Time2Track, Liaison Maggie Wilkerson , President, Time2Track, Liaison

*Continuing Education Units (CEUs) are available for this session.

THURSDAY, JULY 26TH (continued)

BREAKOUT SESSIONS: BLOCK 4

2:15-3:00 PM	<ul style="list-style-type: none"> ● Why the Election Matters <i>Salon A-D, Fourth Floor</i> 	<p>Robert Ruiz, Vice President, Strategic Enrollment, Liaison</p>
	<ul style="list-style-type: none"> ● ● ● Product AMA (Ask Me Anything) ● ● <i>Arlington, Third Floor</i> 	<p>Adam Kenney, Vice President, Products, Liaison Mark Lamorgese, Product Manager, Liaison Michael Margitich, Vice President, Implementation Services, Liaison</p>
	<ul style="list-style-type: none"> ● ● Designing The Next Great PURL Page <i>Berkeley, Third Floor</i> 	<p>Dr. Mondy Brewer, Vice President, Enrollment Management, Lubbock Christian University Jason Davis, Director, Creative Services, Liaison Mary Ramsey, Client Success Manager, Liaison</p>
	<ul style="list-style-type: none"> ● ● EMP Round Table Session <i>Clarendon, Third Floor</i> 	<p>Elaine Connery, Client Success Manager, Liaison Jennifer Critchley, Junior Account Manager, Liaison Simone Heer, Account Manager, Liaison Theresa Mattson, Client Success Manager, Liaison Jessica Varsames, Junior Account Manager, Liaison Simon Zhang, Client Success Manager, Liaison</p>
	<ul style="list-style-type: none"> ● ● Best Practices for Configuring Your Programs in WebAdMIT* <i>Dartmouth, Third Floor</i> 	<p>Reggie Ross, Training Specialist, Liaison</p>
	<ul style="list-style-type: none"> ● ● EMP Knowledge Session — Workflow Management <i>Exeter, Third Floor</i> 	<p>Conor Clerkin, Implementation Manager, Liaison Erica Diggles, Junior Implementation Manager, Liaison Dana Kinlen, Junior Implementation Manager, Liaison Shane Mallen, Implementation Manager, Liaison</p>

3:00-3:30 PM **Break**

BREAKOUT SESSIONS: BLOCK 5

3:30-4:15 PM	<ul style="list-style-type: none"> ● ● The Common Application: Partnering for Transfer Success <i>Salon A-D, Fourth Floor</i> 	<p>Jennifer Gallihugh, Associate Director, Education and Training, The Common Application</p>
	<ul style="list-style-type: none"> ● ● Enrollment Peer-to-Peer Consulting <i>Arlington, Third Floor</i> 	<p>EMP Advisory Board Dr. Suzanne Sharp, Executive Director, Enrollment Management Consulting, Liaison</p>
	<ul style="list-style-type: none"> ● ● How to Gain Marketing Traction in a Competitive Digital World <i>Berkeley, Third Floor</i> 	<p>Matt Baker, Director, EMP Analytics and Digital Services, Liaison</p>
	<ul style="list-style-type: none"> ● ● Configuring GPAs* <i>Clarendon, Third Floor</i> 	<p>Reggie Ross, Training Specialist, Liaison</p>
	<ul style="list-style-type: none"> ● Getting the Most Out of Your EMP Support and Services <i>Dartmouth, Third Floor</i> 	<p>Tim Robathan, Director, EMP Client Success, Liaison</p>
	<ul style="list-style-type: none"> ● ● EMP Knowledge Session — Content Management I <i>Exeter, Third Floor</i> 	<p>Conor Clerkin, Implementation Manager, Liaison Erica Diggles, Junior Implementation Manager, Liaison Dana Kinlen, Junior Implementation Manager, Liaison Shane Mallen, Implementation Manager, Liaison</p>

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THURSDAY, JULY 26TH (continued)

BREAKOUT SESSIONS: BLOCK 6

4:30-5:15 PM	● ● From California to Boston: The CSU's Journey to WebAdMIT <i>Salon A-D, Fourth Floor</i>	Enoch Woo , Senior Business Systems Analyst, The California State University Office of the Chancellor Michael Margitich , Vice President, Implementation Services, Liaison
	● ● The Future of Student Search <i>Arlington, Third Floor</i>	Scott Mallen , President, CRM Division, Liaison Dr. Suzanne Sharp , Executive Director, Enrollment Management Consulting, Liaison
	● ● Pre-Matriculation Requirement Management <i>Berkeley, Third Floor</i>	Jack Fitzpatrick , Assistant Director of Admission, Office of Enrollment Services, MGH Institute of Health Professions
	● ● To Test or Not to Test? The Pros and Cons of the Test Optional Movement <i>Clarendon, Third Floor</i>	Nicole Newland , Account Manager, SlideRoom, Liaison
	● ● The Future of Fairs: How Your Team Should Utilize Tech During Travel Season <i>Dartmouth, Fourth Floor</i>	Matt Baker , Director, EMP Analytics and Digital Services, Liaison
	● ● ● Creative Lab I <i>Exeter, Third Floor</i>	Ben Boivin , Copywriter, Liaison Jason Davis , Director, Creative Services, Liaison
5:30-7:00 PM	Reception <i>Atrium, Third Floor</i>	

FRIDAY, JULY 27TH

8:00-9:00 AM

Breakfast

Salon E, Fourth Floor

9:00-9:45 AM

● Liaison's Vision for the Future

Salon E, Fourth Floor

George Haddad, Founder and CEO, Liaison
Robert Ruiz, Vice President, Strategic Enrollment, Liaison

BREAKOUT SESSIONS: BLOCK 1

10:00-10:45 AM

● ● ● Change is a Glorious Process

Salon E, Fourth Floor

Dr. April Grommo, Director, Enrollment Management Services, The California State University Office of the Chancellor

● ● WebAdMIT Product Roadmap

Salon A-D, Fourth Floor

Adam Kenney, Vice President, Products, Liaison

● ● ● A Blueprint for Effective Integrated Marketing

Arlington, Third Floor

Catherine Hurd, Vice President, Enrollment Management, Pfeiffer University
Matt Baker, Director, EMP Analytics and Digital Services, Liaison

● ● ● Crafting the Perfect Email

Berkeley, Third Floor

Ben Boivin, Copywriter, Liaison
Theresa Mattson, Client Success Manager, Liaison

● ● Using WebAdMIT to Correspond with Applicants*

Clarendon, Third Floor

Jennifer Raab, Training Consultant, Liaison

● ● ● Enrollment Peer-to-Peer Consulting

Dartmouth, Third Floor

EMP Advisory Board
Dr. Suzanne Sharp, Executive Director, Enrollment Management Consulting, Liaison

● ● EMP Knowledge Session — Outreach

Exeter, Third Floor

Conor Clerkin, Implementation Manager, Liaison
Erica Diggle, Junior Implementation Manager, Liaison
Dana Kinlen, Junior Implementation Manager, Liaison
Shane Mallen, Implementation Manager, Liaison

FRIDAY, JULY 27TH (continued)

BREAKOUT SESSIONS: BLOCK 2

11:00-11:45 AM	● ● Holistic Admissions Review: One College's Journey <i>Salon E, Fourth Floor</i>	Tamara Cardin , Academic and Student Affairs Administrative Coordinator, University of Nebraska Medical Center Maggie Winnicki , Director, Student Services, University of Nebraska Medical Center
	● ● ● Move Over Predictive Modeling! Make Room for EMP's Behavioral Analytics <i>Salon A-D, Fourth Floor</i>	Brian Jones , Director, Admissions, Minnesota State University, Mankato Dr. Suzanne Sharp , Executive Director, Enrollment Management Consulting, Liaison
	● ● Using Machine-Learning Analytics from AADSAS Applicant Data to Predict Student Didactic Success and Failure <i>Arlington, Third Floor</i>	Dr. R. Todd Watkins , Assistant Dean for Dental Education and Informatics, East Carolina University School of Dental Medicine
	● ● Campaign Performance: Deep Dive Into Campaign Analytics <i>Berkeley, Third Floor</i>	Matt Baker , Director, EMP Analytics and Digital Services, Liaison
	● ● Working with WebAdMIT's Data Extraction and Benchmarking Tools* <i>Clarendon, Third Floor</i>	Reggie Ross , Training Specialist, Liaison
	● ● Configuring and Automating EMP Workflows <i>Dartmouth, Third Floor</i>	Dale Seipp , Vice President, Enrollment Management, Warner Pacific University Conor Clerkin , Implementation Manager, Liaison
	● ● EMP Knowledge Session — Groups <i>Exeter, Third Floor</i>	Erica Diggle , Junior Implementation Manager, Liaison Dana Kinlen , Junior Implementation Manager, Liaison Shane Mallen , Implementation Manager, Liaison

12:00-1:00 PM **Lunch**
Salon E, Fourth Floor

BREAKOUT SESSIONS: BLOCK 3

1:15-2:00 PM	● A Portfolio Approach to Undergraduate Admissions <i>Salon A-D, Fourth Floor</i>	Dr. Blaire Moody Rideout , Director of Undergraduate Admissions, Stephen M. Ross School of Business, University of Michigan
	● ● ● Getting Creative With Your Print Outreach <i>Berkeley, Third Floor</i>	Jason Davis , Director, Creative Services, Liaison Scott Mallen , President, CRM Division, Liaison
	● ● Discovering the WebAdMIT API* <i>Clarendon, Third Floor</i>	Reggie Ross , Training Specialist, Liaison
	● ● Panel Session: Managing Events <i>Dartmouth, Fourth Floor</i>	Gina Puc , Director, Admissions, Massachusetts College of Liberal Arts Linda Quimby , Vice President, Enrollment, Franklin Pierce University Joanne Toone , Director, Integrated Strategy, University of New England Mary Ramsey , Client Success Manager, Liaison
	● ● EMP Knowledge Session — Content Management II <i>Exeter, Third Floor</i>	Conor Clerkin , Implementation Manager, Liaison Erica Diggle , Junior Implementation Manager, Liaison Dana Kinlen , Junior Implementation Manager, Liaison Shane Mallen , Implementation Manager, Liaison

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FRIDAY, JULY 27TH (continued)

BREAKOUT SESSIONS: BLOCK 4

2:15-3:00 PM	● ● More is More: How SOPHAS Supports Data-Driven Admissions Strategies <i>Salon A-D, Fourth Floor</i>	Emily Burke , Manager, Data Analytics, Association of Schools and Programs of Public Health (ASPPH) Guy Piotrowski , Manager, Application Services, Association of Schools and Programs of Public Health (ASPPH)
	● ● ● Managing Change Around Admissions Technology <i>Arlington, Third Floor</i>	Dr. Keith Mock , Vice President, Enrollment Management, Faulkner University Dr. Suzanne Sharp , Executive Director, Enrollment Management Consulting, Liaison
	● ● Admissions Evolved <i>Berkeley, Third Floor</i>	Justin Hunter , Director, Account Management, SlideRoom, Liaison Adam Kenney , Vice President, Products, Liaison
	● ● Scoring Applicants in WebAdMIT* <i>Clarendon, Third Floor</i>	Reggie Ross , Training Specialist, Liaison
	● ● Time2Track Advanced Training* <i>Dartmouth, Third Floor</i>	Sara Kirby , Onboarding Specialist, Time2Track, Liaison Maggie Wilkerson , President, Time2Track, Liaison
	● ● ● Creative Lab II <i>Exeter, Third Floor</i>	Ben Boivin , Copywriter, Liaison Jason Davis , Director, Creative Services, Liaison

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BOSTON MARRIOTT COPLEY PLACE MAP

FOURTH FLOOR



THIRD FLOOR

