



AGENDA

2015 SEC Communicators Association Conference

June 14-16, 2015 | Auburn University | Auburn, AL

Sunday, June 14

- 2-5:45 p.m. Registration and Check In
The Hotel at Auburn University; next to lobby
- 5:45 p.m. Buses Depart for Dinner
- 6-8 p.m. Dinner
Jule Collins Smith Museum of Fine Art
Welcome: Jay Gogue, President, Auburn University
Keynote speaker: Charles H. "Sonny" Smith, former Auburn University
basketball coach and current basketball radio analyst.
The Museum Galleries will be open for touring.

Monday, June 15

- 6:30-7:45 a.m. Breakfast
The Hotel at Auburn University, Ariccia Restaurant (vouchers will be
provided)
- 7:45 a.m. Buses Depart for the College of Veterinary Medicine
- 8 a.m. Welcome
Mike Clardy, Interim Assistant Vice President of Communications and
Marketing, Auburn University
Jay Jacobs, Director of Athletics, Auburn University
- 8:30 a.m. Session I
Sexual Assault on College Campuses: Communicating with Transparency,
Consistency and Sensitivity
Moderator: Susan McCallister, Associate Director of Information and
Education, Office of Public Safety & Security, Auburn University
Presenters: Gina Maisto Smith and Leslie Gomez, Pepper Hamilton LLP
- 10:30 a.m. Break



- 10:45 a.m. Session II
Panel Discussion: NCAA Halftime Commercials
Moderator: Dan Williams, Assistant Vice President of Marketing,
University of Florida
Panel: David Garraway, Director of University Television Center,
Mississippi State University; Margie Nichols, Vice Chancellor for
Communications, University of Tennessee; Dan Williams, Assistant Vice
President of Marketing, University of Florida
- 11:45-1 p.m. Lunch
- 1 p.m. Session III
Use of Video in Promoting Strategic Messaging of the University
Moderator: Charles Martin, Communications Editor, Auburn University
Presenter: Sherylon Carroll, Associate Vice President of Marketing and
Communications, Texas A&M University
- 2 p.m. Session IV
Major Institutional Events
Moderator: Teresa Whitman-McCall, Director of Campus and Community
Events, Office of Communications and Marketing, Auburn University
- Mizzou’s Yearlong Birthday Bash
Presenter: Laura Roloff, Principle Integrated Marketing Strategist,
Division of Marketing and Communications, University of Missouri
- The Good, the Bad, and the Ugly
Presenter: Teresa Whitman-McCall, Director of Campus and Community
Events, Auburn University
- 3 p.m. Break
- 3:15 p.m. Remarks
Calvin Johnson, Dean and Doctorate of Veterinary Medicine, College of
Veterinary Medicine, Auburn University
- 3:30 p.m. Session V
Higher Education Roundtable: A Group Discussion of Ideas, Best Practices
and Hot Topics
Moderator: Mike Clardy, Interim Assistant Vice President of
Communications and Marketing, Auburn University



- 4:40 p.m. Buses Depart for Group Photo at Samford Hall
- 4:40-5 p.m. Campus Bus Tour
- 5 p.m. Group Photo at Samford Hall
- 5:15-6 p.m. Auburn Oaks at Toomer's Corner tour (optional)
- 6 p.m. Relaxation Time
- 6:30 p.m. Buses Depart for Dinner
- 6:45-8:30 p.m. Tailgate on the Plains
(Wear college colors and dress in casual attire. Shorts are okay!)
Ag Heritage Park Pavilion
- The Birds of the Southeastern Raptor Center
Presenter: Marianne Hudson, Assistant Director of Education and Raptor
Training, College of Veterinary Medicine, Auburn University

Tuesday, June 16

- 6:30-7:45 a.m. Breakfast
- 8 a.m. Session VI
Creative Solutions with Digital Publishing
Moderator: Lucy LaMar, Director of Marketing and Creative Services,
Auburn University
- Tiger Roar Digital Magazine
Presenter: Cassie Arner, Associate Athletics Director for Strategic
Communications, Auburn University
- Bringing Prospective Student Publications to the Digital Platform
Presenters: Al Eiland, Creative Services Supervisor, Auburn University;
Mary Huddleston, Art Design Specialist, Auburn University
- 9 a.m. Session VII
- SEC Network Update
Moderator: Torie Johnson, Executive Director, SECU



Presenter: Charlie Hussey, Associate Commissioner, SEC Network Relations

9:45 a.m. Break and Gift Exchange

10 a.m. Session VIII

Lightning Round: A Rapid-Fire Show and Tell of New and Unique Projects
Moderator: Melanie Moran, Executive Director of Integrated Communications, Vanderbilt University

11 a.m. SECCA Business Meeting and Discussion of 2016 Conference

11:30 a.m. Lunch