

# SECCA AGENDA

## Sunday, June 10

- 2:30-4:30 p.m. .... Check-in and Conference Registration, *Courtyard Marriott*
- 4:45-5:00 p.m. .... Load shuttle at Courtyard Marriott
- 5:30-7:30 p.m. .... Opening Reception and Dinner, *Old Waverly Golf Club*
- 8:30-10:30 p.m. .... Hospitality Time, *Courtyard Marriott*

## Monday, June 11

- 7:45-8:00 a.m. .... Load shuttle at Courtyard Marriott to MSU Campus
- 8:15-9:00 a.m. .... Breakfast, Lobby, *Old Main Academic Center*
- 9:00 a.m. .... Welcome and Introductions Wingo Auditorium, *Old Main Academic Center*
- 9:30-10:15 a.m. .... **Branding/Marketing Session “What’s in a Name”**  
Sid Salter, *Chief Communications Officer and  
Director of the Office of Public Affairs, and  
Checky Herrington, Marketing Research Analyst,  
Office of Public Affairs, Mississippi State University*
- 10:15-10:30 a.m. .... Break/Refreshments
- 10:30-11:15 a.m. .... **Communications Session “Understanding Gen Z”**  
Regina Hyatt, *Vice President for Student Affairs,*  
and Thomas Bourgeois, *Dean of Students,*  
*Mississippi State University*
- 11:15 a.m. .... Load shuttle to Mitchell Memorial Library
- 11:30 a.m. .... Tour of U.S. Grant Presidential Library/Williams Collection of Lincolniana,  
David Nolen, *Associate Professor, Mitchell Memorial Library,*  
*Mississippi State University*
- 12:30-1:15 p.m. .... Lunch, John Grisham Room, Mitchell Memorial Library
- 1:30-2:30 p.m. .... **Magazine Session “Alumni Magazines as Marketing Tools”**  
*First Floor Auditorium, Mitchell Memorial Library*  
Ryan Underwood, *Director of Donor and Alumni  
Communications Strategy, Vanderbilt University*  
Betsy Robertson, *National Account Executive, Lane Press*  
Susan Lassetter, *Publications Editor, Office of Public Affairs,*  
*Mississippi State University*

2:30-2:45 p.m. ....Break/Refreshments

2:45-3:30 p.m. .... **Policy Compliance Session “Talking about Title IX:  
The Perceptions and Realities of Sexual Misconduct”**  
*John Grisham Room, Mitchell Memorial Library*  
Brett Harvey, *Director of Title IX and EEO Programs,*  
and Lateshia Butler, *Compliance Specialist, Office of  
Compliance and Integrity, Mississippi State University*

3:30-5:15 p.m. .... MSU At-A-Glance Tour, Visit to the MSU Cheese Store, and Downtime

5:15-5:30 p.m. .... Load shuttle at Courtyard Marriott

5:45-7:30 p.m. .... Reception and “A Taste of Mississippi State” Dinner, Bryan Building

7:45 .....Load shuttle

8:30-10:30 p.m. ....Hospitality Time, Courtyard Marriott

## Tuesday, June 12

7:45-8:00 a.m. ....Load shuttle at Courtyard Marriott to MSU Campus

8:30-9:30 a.m. .... **Breakfast and Athletics Communication Session  
“Managing Personnel in an SEC Institution”**  
*Swalm Suite, Swalm Chemical Engineering Building*  
John Cohen, *Director of Athletics, Mississippi State University*

9:30-9:45 a.m. ....Break/Refreshments

9:45-10:45 a.m. .... **Social Media Session “Feeding the Beast”**  
Krista Smith, *Director of Social Media, Division  
of Marketing and Communications, Texas A&M  
University,* and Ryan Whittington, *Marketing and  
Brand Strategy Director, University Communications,  
University of Mississippi*

10:45-11:15 a.m. ....Evaluate 2018/Plan for 2019/Group Photo

11:30 a.m. .... Lunch, Dawg House, Colvard Student Union

12:15 p.m. ....Conference concludes/Load shuttle to Courtyard Marriott