

Southeastern Conference Communicators Association  
Annual Conference



[2021 Virtual Conference](#)

Wednesday and Thursday

June 16 and 17, 2021

All sessions will be available at [secca.ua.edu](http://secca.ua.edu).

## Day 1 Agenda

(as of 6/15/2021, subject to change)

### Wednesday, June 16, 2021

All times listed are central.

**12:15 – 12:45 p.m.**

#### **Welcome and Introductions to SECCA Audience**

Ryan Bradley, Interim Vice President for Strategic Communications, The University of Alabama  
Dr. Torie Johnson, Associate Commissioner, Southeastern Conference

**12:45 – 1:30 p.m.**

#### **First Day Keynote**

##### **Communications from a Chancellor's Perspective**

Chancellor Donde Plowman, The University of Tennessee, Knoxville

**1:45 – 2:30 p.m.**

#### **Session 1**

##### **When To (Or Not) Use Your President in Campus Communications**

Tom Harris, Vice President of University Relations, University of Kentucky

Sid Salter, Chief Communications Officer, Mississippi State University

Nancy Paton, Vice President of Strategic Communications and Marketing, University of Florida

**2:30 – 3:15 p.m.**

#### **Session 2**

##### **Go Ahead, Make My Data**

Leslie Colvin, Senior Marketing Professional, University of Georgia

Rod Guajardo, News and Media Relations Director, The University of Mississippi

**3:15 – 4:00 p.m.**

#### **Session 3**

[On-demand content](#)

All sessions will be available at [secca.ua.edu](https://secca.ua.edu).

**Day 2 Agenda**  
(as of 6/15/2021, subject to change)

**Thursday, June 17, 2021**

All times listed are central.

**9:00 – 9:20 a.m.**                      **Welcome and Introductions**

**9:20 – 10:00 a.m.**                      **Session 4**

**Communications Presentation**

Ana Toro, APR, Public Affairs Officer, Centers for Disease Control and Prevention

**10:15 – 11:00 a.m.**                      **Session 5**

**Diversity, Equity and Inclusion Panel**

Dr. Dereck Rovaris, Vice Provost for Diversity, LSU

Dr. G. Christine Taylor, Vice President for Diversity, Equity and Inclusion, The University of Alabama

**11:15 – 11:45 a.m.**                      **Southeastern Conference Update**

Dr. Torie Johnson, Associate Commissioner/Academic Relations

**11:45 a.m. – 12:45 p.m.**                      **Keynote**

Interview with Greg Sankey, SEC Commissioner

**1:00 – 1:45 p.m.**                      **Session 6**

**[Breakout Rooms](#)**

**1:45 – 2:00 p.m.**                      **Closing Remarks**

Ryan Bradley, Interim Vice President for Strategic Communications, The University of Alabama

**2:00 – 3:00 p.m.**                      **Session 7**

**[On-demand content](#)**