



OHIO INDEPENDENT COLLEGES Communicators' Summit

Thursday, February 16, 2023
Otterbein University



OTTERBEIN
UNIVERSITY

Wifi username: OtterbeinEvents Password: 12xhY!h94f

8:45 - 9:30 a.m.

Registration Opens (Light breakfast offered)

9:30 - 9:40 a.m.

The Krendl

Welcome

- C. Todd Jones, President and General Counsel, AICUO
- Dr. John Comerford, President, Otterbein University

9:40 - 10:30 a.m.

The Krendl

Opening Session: [Hot Topics in Higher Education Law](#)

- Melissa Carleton, Partner, Bricker and Eckler

10:45 - 11:45 a.m.

Room 165

Break-out Sessions

[What Admissions Needs to Know \(and DO\) to Set Adult Students Up for Success](#)

- Dr. Lynne Rouzer, SVP of Student Affairs and Enrollment, Franklin University
- Stacy Aichele, Director of Marketing Communications & Lead Writer, Franklin University

Room 139

Brand and Reputation Management in the Digital World

- Amanda Nagy, Social Media Strategist and Sr. Content Producer, Oberlin College and Conservatory
- Anika Calcei, Social Media and Content Specialist, The College of Wooster
- Claire Pugel, Director of Video and Multimedia, The College of Wooster

11:45 a.m. - 12:45 p.m.

The Krendl

Networking Lunch

1:00 - 2:00 p.m.

Room 165

Break-out Sessions

[Improve Equity in Verification and Recruitment Outcomes through Personalized Communication and Advising](#)

- Daniel Gonzales, Account Executive, CampusLogic (Ellucian)
- Kirsten Crotte, Sr. Director, Enrollment Operations and Student Financial Aid, Otterbein University

Room 139

Incorporating Diversity, Equity, and Inclusion Initiatives in a Communications Plan

- Jeff King, Chief Diversity Officer, Otterbein University
- Dr. Frank Dobson, Director, Office of Social Justice & Activism, Otterbein University

2:15 - 3:00 p.m.

The Krendl

Straight from the Source: College Student Panel

3:00 p.m.

Adjourn