



Communicators' Summit
Thursday, February 12, 2026
Franklin University
Ross Auditorium



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presentations

8:30 a.m. - 9:15 a.m.	Networking Breakfast
9:15 a.m. - 9:30 a.m.	Welcome C. Todd Jones, President & General Counsel, <i>AICUO</i> Dr. David Decker, President, <i>Franklin University</i>
9:30 a.m. - 10:30 a.m.	Tackling the Enrollment Cliff Adam Lohrey, Vice President for Enrollment Marketing, <i>Wilmington College</i> Danny Harp, Director of Admission, <i>Wilmington College</i>
10:30 a.m. - 10:40 a.m.	Break
10:40 a.m. - 11:40 a.m.	<u>Breakout Session</u> <div><div>●</div>Beyond the Algorithm: Social Media Strategies that Actually Drive Engagement Kristina Medvedeva, Assistant Professor, <i>Otterbein University</i></div> <div><div>●</div>Using Analytics to Shape Enrollment Strategies Jeremy Taylor, Vice President of Enrollment Management, <i>Defiance College</i></div>
11:40 a.m. - 12:20 p.m.	Networking Lunch and Roundtable Discussion
12:30 p.m. - 1:30 p.m.	<u>Breakout Session</u> <div><div>●</div>Managing the Institutional Voice Across Platforms Catie Duzzny, Social Media Manager, <i>Otterbein University</i></div> <div><div>●</div>From Recruitment to Retention – Building a Unified Student Experience Through Collaboration Nikki Hintze, Vice President for Enrollment & Marketing, <i>University of Findlay</i> Brandi Laurita - Vice President for Student Affairs and Athletics, <i>University of Findlay</i> Chris Denecker - Interim Vice President of Academic Affairs, <i>University of Findlay</i></div>
1:30 p.m. - 2:30 p.m.	Communicating Change on Campus Panel
2:30 p.m.	Adjourn