



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



Scan for bios and 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, AICUO Dr. David Decker, President, <i>Franklin University</i>
9:30 a.m. - 10:30 a.m.	Tackling the Enrollment Cliff Adam Lohrey, VP 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.	Breakout Session ● Beyond the Algorithm: Social Media Strategies that Actually Drive Engagement Kristina Medvedeva, Assistant Professor, <i>Otterbein University</i> ● Using Analytics to Shape Enrollment Strategies Jeremy Taylor, VP of Enrollment Management, <i>Defiance College</i>
11:40 a.m. - 12:20 p.m.	Networking Lunch and Roundtable Discussion
12:30 p.m. - 1:30 p.m.	Breakout Session ● Managing the Institutional Voice Across Platforms Catie Duzzny, Social Media Manager, <i>Otterbein University</i> ● From Recruitment to Retention – Building a Unified Student Experience Through Collaboration Nikki Hintze, VP for Enrollment & Marketing, <i>University of Findlay</i> Brandi Laurita, VP for Student Affairs and Athletics, <i>University of Findlay</i> Chris Denecker, Interim VP of Academic Affairs, <i>University of Findlay</i>
1:30 p.m. - 2:30 p.m.	Communicating Change on Campus Panel Helen Jones-Toms, Executive Director of Advancement, <i>Ursuline College</i> Karen Gerboth, VP of Marketing & Communications, <i>Wittenberg University</i> Doug Ruschman, Associate VP, Marketing & Communications, <i>Xavier University</i>
2:30 p.m.	Adjourn