



# OHIO INDEPENDENT COLLEGES Communicators' Summit

Wednesday, January 5, 2022  
Otterbein University



OTTERBEIN  
UNIVERSITY

9:00 - 10:00 a.m.

**Registration Opens** (Light breakfast offered)

10:00 - 10:45 a.m.

CARNEGIE

**Welcome and Opening Session: Optimizing Your Enrollment and Marketing Ecosystem**

- Ben Arendt, Vice President, Enrollment Strategy  
Carnegie

11:00 a.m. - 12:00 p.m.

PLATFORM  
EDUCATION

**Break-out Sessions**

**Admission and Enrollment: New Strategies Used to Meet or Exceed Fall 2021 Goals**

- Robin Bowlus, Vice President, Advancement and Enrollment Management  
Bluffton University
- Chris Powers, Vice President, Recruitment and Admissions  
Mount St. Joseph University
- Moderator: Chris Krivoniak, PlatformQ

**Marketing and Communications: Effective and Best Practices for Internal Communications**

- Dan Karp, Assistant Vice President and Director of University Relations  
Baldwin Wallace University
- Rebecca Jenkins, Assistant Vice President, Enrollment Management and Marketing  
University of Findlay
- Moderator: Amanda Mlikan, AICUO

12:00 - 1:30 p.m.

Bricker & Eckler  
ATTORNEYS AT LAW

**Lunch Break & Speaker: Unintended Consequences of Name, Image, and Likeness on Recruitment and Marketing**

- Erin Butcher, Senior Counsel  
Bricker & Eckler

1:45 - 2:45 p.m.

**Roundtables**

**Admission and Enrollment**

**Marketing and Communications**

3:00 p.m.

**Adjourn**