

2014 Annual Meeting

Doubletree Tampa Bay

Tampa, Florida | November 4 - 7, 2014

Agenda

Tuesday, November 4

10:00 a.m.- 5:00 p.m.	College and Career Counseling Initiative Annual Meeting	Alice Anne Bailey, SREB	Florida
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Wednesday, November 5

9:00 a.m. - 12:00 p.m.	College and Career Counseling Initiative Annual Meeting	Alice Anne Bailey, SREB	Florida
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9:00 p.m. - 12:00 p.m.	Public Information Officers Annual Meeting	Beth Day, SREB	Tampa III
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12:00 p.m.	Luncheon
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1:00 p.m.- 5:00 p.m.	Summer Melt/Texting Student Support Workshop	Jessica Kennedy, West Virginia Higher Education Policy Commission Sarah Beasley, Concord University Alex Chewning, UAspire	Florida
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Opening Session

5:30 p.m.	Reception		Bayside Terrace
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6:15 p.m.	Dinner: Welcome and Introductions	Alice Anne Bailey, SREB	Bayside Terrace
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	Opening Session: <i>Challenge to Lead Goals Update</i>	Joan Lord, SREB	Bayside Terrace
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Thursday, November 6

7:30 a.m.	Breakfast available		Florida
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8:30 a.m.	Meeting Agenda Overview	Alice Anne Bailey	Florida
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	Keynote: How To Use Social Media and Digital Marketing Techniques to Effectively Nudge Students into Action	Chris Penn, Shift Communications	Florida
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	Break
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Thursday, November 6, cont.

	Celebrate Success!: How to Hold a Successful College Signing Day	Christi Taylor, Michigan College Access Network Audree Hernandez, Trinity University College Advising Corps	Florida
	Luncheon: Federal Policy and Program Update	Stephanie Sprow, U.S. Department of Education	Bayside Terrace
	Hands to Hold Along the Postsecondary Journey: Community-Based College Access Centers	Elenia Sotelo, Phoenix Public Library College Depot Dawn Cooper, Georgia Board of Regents	Florida
	Break		
	What do I Say and How do I Say it?: Using Market Research And Student Data to Craft Your Messaging Campaign	Kate Derrick, Tennessee Higher Education Commission	Florida
	Thursday Meeting Conclusion		
5:30 p.m.	Dinner Outing: Meet in Lobby for hotel Shuttle		The Rusty Pelican

Friday, November 7

7:30 a.m.	Breakfast Available		
8:30 a.m.	Breakout I Working with Disconnected Youth	Corrine Nilsen, Kansas GEAR UP Ginny Donohue, On Point for College Dawn Cooper, Georgia Board of Regents	Florida
8:30 a.m.	Breakout II A Key Piece of the Puzzle: Adult Credential Completion	Demaree Micheleau, WICHE	Gulf to Bay
	Getting to Zero: Best Practices from Delaware's College Access Campaign	Karen Keegan, Delaware Department of Education	Florida
	Concluding Remarks: Meeting Summary and Next Steps	Alice Anne Bailey, SREB	Florida
11:30 a.m.	Meeting Conclusion/Hotel Checkout <ul style="list-style-type: none">• <i>Hotel checkout is 12:00 p.m.</i>• Boxed Lunches Available		Florida