

## 2019 AJCU Marketing and Communications Summit

| June 3 <sup>rd</sup> – Preconference Dinner (No-host) |            |  |  |
|---|------------|--|--|
| Start Time  |            | Activity   | Location   |
| 6:00 p.m.   |            | Dinner at the Palm Court Grille  | The Historic Davenport Hotel                                   |
| Tuesday, June 4, 2019                                 |            |  |  |
| Start Time  | End Time   | Activity   | Location   |
| 7:30 a.m.   | 7:40 a.m.  | Meet in Davenport lobby; board shuttle   | To Gonzaga University campus from The Historic Davenport Hotel |
| 8:00 a.m.   | 8:40 a.m.  | Buffet Breakfast; Dave Sonntag to welcome guests and provide conference information. Deanna Howes-Spiro will provide AJCU updates.   | Hemmingson Center: South Ballroom, 3 <sup>rd</sup> Floor       |
| 8:40 a.m.   | 10:15 a.m. | <b>Campus Tour with Student Ambassadors</b>  | Meet tour guides outside of Hemmingson Center                  |
| 10:15 a.m.  | 10:25 a.m. | <i>Break</i>   |  |
| 10:25 a.m.  | 12:15 p.m. | <b>Show and Tell Round 1:</b><br>Campion College<br>Fordham University<br>Georgetown University<br>Gonzaga University<br>John Carroll University<br>Loyola Marymount University<br>Loyola University Maryland<br>Marquette University<br>Regis University<br>Rockhurst University<br>Saint Joseph’s University | Hemmingson Center: Room 314                                    |
| 12:15 p.m.  | 12:30 p.m. | <i>Break/Walk to Lunch</i>   |  |
| 12:30 p.m.  | 1:45 p.m.  | Lunch<br><br><b>Keynote Speaker: Dr. Thayne McCulloh, President, Gonzaga University. Presentation followed by Q&amp;A</b>  | Joann Jundt Lounge, Hemmingson: Room 201                       |

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| 1:45 p.m. | 2:00 p.m. | Break |  |
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| 2:00 p.m. | 3:40 p.m. | <b>Show and Tell Round 2 -</b><br>Fairfield University<br>Saint Louis University<br>Santa Clara University<br>Seattle University<br>Spring Hill College<br>The College of the Holy Cross<br>The University of Scranton<br>University of Detroit Mercy<br>University of San Francisco<br>Xavier University | Hemmingson<br>Center: Room 314                             |
| 3:40 p.m. | 3:50 p.m. | Break/Travel to Volkar Center for Athletic Achievement  |  |
| 3:50 p.m. | 4:50 p.m. | <b>Athletic Success with Gonzaga Coaches and Staff</b><br><br>Short presentation followed by Q&A, tour of the Gonzaga Athletics Hall of Honor.  | Volkar Center for Athletic Achievement                     |
| 4:50 p.m. | 5:00 p.m. | Break/Travel to Herak Club Room   |  |
| 5:00 p.m. | 6:00 p.m. | <b>Spirituality and Spirits</b><br><br>Fr. Steve Hess, S.J. and Michelle Wheatley, Acting Vice President for the Office of Mission and Ministry will lead us in a discussion on some common issues Jesuit universities face.<br><br>Refreshing beverages and appetizers to be provided.                   | Herak Club Room,<br>McCarthy Athletic Center               |
| 6:00 p.m. | 6:15 p.m. | Break/Travel back to Volkar Center for Athletic Achievement   |  |
| 6:15 p.m. | 7:45 p.m. | Dinner  | Volkar Center for Athletic Achievement, Karen Gaffney Room |



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| 7:45 p.m. |  | <i>Board shuttle</i> | Campus to The Davenport Hotel |
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## 2019 AJCU Marketing and Communications Summit

**Wednesday, June 5, 2019**

| Start Time | End Time   | Activity  | Location                                    |
|------------|------------|---|---|
| 7:30 a.m.  | 7:40 a.m.  | Meet in Davenport lobby; board shuttle  | To campus from The Historic Davenport Hotel |
| 8:00 a.m.  | 8:30 a.m.  | Buffet Breakfast  | Hemmingson Center: Room 314                 |
| 8:30 a.m.  | 10:00 a.m. | <b>Cultural Inclusivity on Campus</b><br><br>A discussion with Joan Iva Fawcett, Assistant Dean of Diversity, Inclusion and Cultural Engagement.  | Hemmingson Center: Room 314                 |
| 10:00 a.m. | 10:15 a.m. | <i>Break</i>  |   |
| 10:15 a.m. | 12:00 p.m. | <b>Learning to Listen</b><br><br>An interactive session with Kevin Benson, an executive coach and consultant who specializes in work group dynamics.  | Hemmingson Center: Room 314                 |
| 12:00 p.m. | 12:15 p.m. | <i>Break</i>  |   |
| 12:15 p.m. | 1:15 p.m.  | Lunch<br><br>Deanna Howes Spiro, Director of Communications, AJCU will lead us in a discussion on how we can work together to leverage our brand and increase awareness and enrollment.   | Joann Jundt Lounge, Hemmingson: Room 201    |
| 1:15 p.m.  | 1:30 p.m.  | <i>Break</i>  |   |
| 1:30 p.m.  | 2:30 p.m.  | <b>What Families Want</b><br><br>A discussion with a panel of current parents led by and Amy Swank, Director of Parent and Family Relations and Eric Baldwin, Assistant Vice President and Dean of Student Well-Being & Healthy Living. | Hemmingson Center: Room 314                 |
| 2:30 p.m.  | 2:45 p.m.  | <i>Break</i>  |   |
| 2:45 p.m.  | 4:15 p.m.  | <b>Issues Management Roundtable</b><br><br>Roundtable discussions of multiple reputational issues facilitated by Michelle Cole of Gallatin Public Affairs   | Hemmingson Center: Room 314                 |

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|---------------------|-----------------|---|---|
| 4:15 p.m.           | 4:25 p.m.       | Shuttle to The Davenport Hotel  | Shuttle from Campus to Location             |
| 5:45 p.m.           |                 | Meet in hotel lobby and walk to the Steam Plant   |   |
| 6:00 p.m.           |                 | <b>Dinner – An Evening with Rob Curley, Editor, Spokesman-Review</b><br><br>Prepare for an informative and entertaining evening about media relations, Spokane and Gonzaga with the remarkable Rob Curley, Editor of the Spokesman-Review newspaper.                    | Steam Plant                                 |
| 9:00 p.m.           |                 | Walk back to The Davenport Hotel  | Steam Plant to The Davenport Hotel          |
| <b>June 6, 2019</b> |                 |   |   |
| <b>Start Time</b>   | <b>End Time</b> | <b>Activity</b>   | <b>Location</b>                             |
| 7:30 a.m.           | 7:40 a.m.       | Shuttle to Gonzaga University   | To campus from The Historic Davenport Hotel |
| 8:00 a.m.           | 8:30 a.m.       | Buffet Breakfast  | Hemmingson Center: Room 314                 |
| 8:30 a.m.           | 10:00 a.m.      | <b>Technology Roundtable</b><br><br>Ever wonder what tools your AJCU colleagues are using? This session is an opportunity to share and learn from each other as we discuss some key technologies like CRM, content management systems, and project management software. | Hemmingson Center: Room 314                 |
| 10:00 a.m.          | 10:15 a.m.      | <i>Break</i>  |   |
| 10:15 am            | 11:45 a.m.      | <b>Motivating Yourself and Your Staff</b><br><br>We will have an engaging discussion led by Rachelle Strawther, Director of Leadership Training and Development in our School of Leadership Studies.  | Hemmingson Center: Room 314                 |
| 11:45 a.m.          | 12:00 p.m.      | <b>Gift Exchange</b><br><br>As is our tradition, we will exchange gifts from participating universities. Please bring a small gift or two representing your university wrapped or in a gift bag.  | Hemmingson Center: Room 314                 |

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| 12:00 p.m. | 1:00 p.m. | Lunch<br><br>For those who can stay, we will have a no-host lunch in The Bulldog. | Second floor,<br>Hemmingson Center |
| 12:15 p.m. |           | Shuttle to Spokane International Airport  |                                    |
| 1:15 p.m.  |           | Shuttle to The Davenport Hotel (after lunch)                                      |                                    |