Mapping the Marketing Frontier

11th Annual UCEA Marketing Seminar
February 13-15, 2003
Scottsdale, Arizona

"The most valuable part of the program was hearing the problem solving experiences of other conference attendees."
—Stephen Newell-Niggemeyer, Seattle University

"The networking and smaller sessions were most informative."
—Nora Cameron, Harvard University
The new university is pushing into uncharted territory and continuing education marketers are part of the scouting party. We’re looking for the mountain passes that will take us to new audiences. But what’s on the other side, and will it be worth the effort of reaching it? We’re searching for the watering holes where thirsty learners gather. But how do we tell an oasis from a mirage? We’re prospecting for the gold of corporate training budgets and racing to stake our claims. But how can we know if it’s a mother lode or fool’s gold? This frontier is vast and full of promise, but it also is perilous and unpredictable. We’ve seen the bleached bones of failed programs and ill-advised marketing campaigns, glinting in the sun just off the trail. We need a good map, a compass, and well-stocked saddlebags as we head west. That’s where you come in.

We’re meeting in Scottsdale, Arizona, in the desert, under the sun. We’re looking for you—the scouts, explorers, and cartographers of CE marketing—to join us around the campfire. UCEA invites you to attend this information packed meeting. You’ll find a good mix of offerings: something for the tenderfeet (new marketers and non-marketers) and something for the grizzled old-timers (you know who you are). Join your colleagues in...

■ Exploring... Market Research, Program Development, Strategic Partnerships
■ Prospecting... Database Marketing, CRM, Direct Mail, E-Marketing, Customer Service, Student Retention, Lifetime Value
■ Mapping... Marketing Plans, Metrics, Marketing Management, Evaluations

ABOUT UCEA

The University Continuing Education Association was founded in 1915 to promote excellence and expanded opportunities in continuing education. Association members include both public and private accredited colleges and universities. UCEA represents more than 420 institutions that provide pre- and/or post-baccalaureate-level education to degree-seeking students, students seeking professional credentials, and those seeking learning for its own sake.

UCEA seeks to exemplify its commitment to ethnic, cultural, and gender diversity and fairness in all of its forums, both public and private.
Scottsdale!

Scottsdale is a new city with an old soul built on three, rich cultures: Native American, Spanish, and western pioneer. Each society has left its imprint in the city’s cuisine, architecture, and art. The Greater Phoenix/Scottsdale area gives visitors the opportunity to enjoy countless activities ranging from outstanding museums, galleries, performing arts, fine dining, horseback riding and cowboy shoot-outs. The climate makes outdoor activities—such as desert jeep tours, hot-air balloononing, and water recreation—a way of life.

Chaparral Suites Resort

The seminar site is the Chaparral Suites Resort and Conference Center, 5001 North Scottsdale Road, Scottsdale, AZ  85250.

For Hotel Reservations: Call 800/528-1456 or 480/949-1414. Indicate that you are attending the UCEA Marketing Seminar for group room rates of $165 single/double. Reservation deadline is January 13, 2003. After this date, reservations will be taken on a space available basis only.

The Resort is minutes away from world-renowned Arizona golf, fabulous shopping, fine dining and entertainment. Step directly from your suite into the Arizona sunshine, in surroundings of cool fountains, lush vegetation and sparkling pools. Without leaving the grounds, you can play tennis, swim in one of the two oversized pools, enjoy a whirlpool, or workout in our fitness center. Jogging routes, fishing, horseback riding, jeep tours and much more are nearby.

Getting There: The hotel is just 20 minutes from Sky Harbor International Airport. The hotel provides complimentary transportation from/to the airport.

Who Should Attend UCEA’s Marketing Seminar?

Professionals responsible for continuing education marketing and management activities including:

- public relations and promotion
- advertising, copywriting, graphic design
- Websites
- program development
- enrollments, admissions
- alumni programs
MAPPING THE MARKETING FRONTIER

THURSDAY, FEBRUARY 13, 2003

8:30 am - noon . . . . . . . Marketing Modules
(For details on modules, see reverse side.)
1:00 pm . . . . . . . . . . . . Seminar Registration
1:00 - 1:45 pm . . . . . . . Newcomer’s Orientation
2:00 - 3:30 pm . . . . . Opening Session

If It Ain’t Broke, BREAK IT!
New Approaches to Niche Marketing,
Creative Promotion, Strategic Positioning

• Michael Fortino, President & CEO, The Fortino Group
  ■ Business as usual is never good enough.
  Everything you do can be made better. Fortino will confront you to fix
  what isn’t broken and raise the performance level of your entire mar-
  keting operation. He will illustrate how the best of
  the best offer creative marketing and outrageous
customer service. Learn some killer strategies to
  open new markets. Get ready to be challenged and
  use Fortino’s techniques to improve the way you
  operate. Raise the bar for promotions using his
  suggestions for creative, high-profile campaigns.
  Learn how to better generate word-of-mouth expo-
sure and build promotional alliances. Discover
  imaginative strategies to build awareness using
  local associations, business chambers, professions,
  trades, community relations programs, networking,
  not-for-profit sponsorships and more.

Michael Fortino is a renowned strategist on charting
and dealing with change. An expert on management,
he instructs in how to maximize job performance
while minimizing stress. Author of the books e-
mergenc y and the Age of the Internet and Time Flies
When You’re Not Having Fun, his presentations are
energetic, humorous and filled with points that you’ll
want to share with colleagues. His expertise has
afforded him front page coverage in USA Today, The
Wall Street Journal and appearances on the network
talk shows, including The Tonight Show with Jay
Leno and CNN. Founder and CEO of The Fortino
Group since 1985, he has consulted for more than
half of the nation’s Fortune 500s. Fortino’s hosts the
PBS Satellite Broadcast: The Leadership Series.

3:45 - 5:00 pm . . . . . Concurrent Sessions

Prospecting
Marketing Research and
Program Planning—Exploring
New Trails & Territories

• Mike Healy, Marketing Research & Planning
Representative, The University of Georgia Center
for Continuing Education
  ■ Explorers (Marketing Researchers) and
  Settlers (Program Planners) are discovering new
  ways to share the same continuing education
campfire—while on the trail to new territories.
  You’ll hear tales of exploration into new territo-
  ries (programs) and the trails taken to get there
  (conferencing, distributed learning, licensing
  and partnering). Gather ‘round the campfire and
  bring your own stories to help us draw a map of
  the new frontier. (In other words, in this session
  a research-planning model for developing new
  programs will be discussed through case studies
  and further refined with audience participation.)

Mapping
The Good, The Bad, and
The Ugly: The Challenge of
Marketing Management in Education
(or the Showdown at OK Corral)

• Denise Maceyko Hartman, Darren Wagner,
and Chris Walsh, Marketing Strategists and Jim
Fong, Director of Marketing Research &
Planning, Penn State University
  ■ Our frontier has changed and is now riddled
  with carpet baggers, rattlesnakes and rustlers. The
  wagon master has always guided homesteaders
  through the hostile terrain; however, in our new
  environment, marketing is often asked to lead or,
  like Lewis & Clark, explore ahead.
  Drought, disease, pestilence, desperados from the
  south and dishonest northern fur traders have led
  Penn State Outreach Marketing to adapt to an often
  unforgiving environment. This case study demon-
  strates how Outreach Marketing met a number of
  challenges to find the good, bad and ugly outcomes
  between marketing and a traditional higher educa-
  tion culture. Learn how marketing has succeeded
  despite political/administrative challenges, new ter-
  ritorial governors, boundary disputes and horse
  rustlers. We will share our “tumbleweed” processes
  and describe what management challenges are still
  outlawed between the two cultures. Let us help you
  find your marketing goldmine in them thar hills.

Exploring
Making Better Decisions
with GIS—Integrating Geographic
Information Systems into the Process

• D. Terry Rawls, Director, MSA, Central
  Michigan University
  ■ This session will focus on the processes used to
  make typical decisions in today’s competitive envi-
  ronments. We will introduce GIS as a special analy-
  sis mapping tool that impacts significantly the quali-
  ty of those decisions. Participants will become famil-
  iar with the capabilities and features of GIS, see how
  the process has been used at one institution, and gain
  practical experience in a hands-on demonstration.

FRIDAY, FEBRUARY 14, 2003

8:00 - 9:00 am . . . . . Continental Breakfast
9:00 - 10:30 am . . . . . . . . . . . . . . General Session

Marketing that Makes You
Memorable

• Paige Chadwick, Principal,
Strategic Mark Concepts
  ■ How can your marketing become memorable in a world
over-saturated with information
and advertising messages? Paige Chadwick shares
her secrets for creating and implementing a market-
ing strategy that breaks through the clutter and
becomes memorable to prospects and customers.
Find out how the human mind sorts through the din
of messages in the marketplace and use that knowl-
dge to structure your strategy. Learn how to
remain top-of-the-mind even while your competi-
tors are clamoring for attention. Learn the basics of
how the subconscious mind discards some infor-
mation and remembers others. Gain a wealth of
practical ideas to implement immediately.

Paige Chadwick has 18 years of experience in
marketing and marketing communications in
growth companies and entrepreneurial envi-
ronments. She led the marketing efforts for several
technology companies during their startup and
initial growth stages. Prior to founding Strategic
Mark Concepts, she directed the marketing program
for the southwestern United States for KPMG Peat
Marwick LLP and helped launch and implement
the firm’s first global branding campaign.
Turning Over Stones

Learner—Lifting Rocks and Tracking the Elusive Prospecting

Exploring Email Marketing—How to Increase Student Retention and Optimize Lifetime Value

- Angelo Biasi and Oliver Leibowitz, Managing Partners, Direct Impact Marketing, Inc.; Dorothy Durkin, Associate Dean, School of Continuing and Professional Studies, New York University

Exploring

In addition to shifting cultures or collecting more email addresses, we’ve noticed a significant trend/need for college/university CE departments to communicate with existing students and alumni using email marketing. Benefits include: immediacy, cost-efficiency, highly accountable and trackable results. Learn how colleges/universities are using cost-efficient tools to internally implement e-communications with students/alumni. One tool automatically deals with managers bounce-backs and unsubscribes while adhering to legitimate permission-based (and DMA-approved) email practices. We’ll discuss techniques for copy/creative development, added functionality (i.e. Push2Talk), database development/capture for audience segmentation/profiling, and comprehensive campaign success tracking.

Prospecting

Tracking the Elusive Learner—Lifting Rocks and Turning Over Stones

- Robert M. Whitcomb, Director of Continuing Education, University of Wisconsin-Eau Claire

We all know the surest path to program success is to understand what learners want and need. However, too often our programs become reproductions of something we’ve done over and over. Why is it then that we rarely take the time to really explore the terrain?

The best programs fail because they have not taken into consideration what the customer really wants. As Continuing Education professionals, we are constantly challenged to create innovative programs that meet the elusive desires of potential participants. The key to effective continuing education programming is an understanding of what the market wants and how they want to receive it.

This program will reintroduce market and marketing research techniques and provide participants with research tools and techniques that can help them chart their course to program success.

Mapping

How to Create, Launch and Grow a Successful Brand—Charting Your Course to Reach the Gold

- Sarah Steinberg, Executive Director, Johns Hopkins University School of Engineering Part-Time Programs in Engineering and Applied Science; Jill Tanenbaum, CEO, Jill Tanenbaum Graphic Design & Advertising; Judy Markoe, President, Big Picture Marketing

Managers of the Johns Hopkins Part-Time Programs in Engineering and Applied Science (PTE) wanted to refresh the program’s message and communications to more accurately reflect the quality of the programs. They wanted a concrete strategy for a communications program that would achieve high impact and stand out among its competitors. They wanted to be able to evaluate it against established benchmarks. They wanted more than an advertising campaign, they wanted to establish a brand. To maximize results within a tight budget, a long-term effort would be required, so they put out an RFP for a new brand and a three-year marketing plan. This session will present the development of the branding strategy, as part of an integrated marketing plan, and will explore the results when a graphic design and advertising firm and former CE marketing pro joined the institution. The process was as critical to the successful outcome as was the creative approach. Find out how they created, launched, and developed a dynamic brand and why it is working!

12:00 - 1:15 pm . . . .Networking Lunch

1:30 - 2:45 pm Concurrent Sessions

Prospecting

A Contemporary Contact Center—Issues and Options

- Joann Brown, Executive Director of Marketing and Communication, Indiana University School of Continuing Studies; Shea Caron, Director of Marketing & Communications, University of California-Irvine

Outstanding customer service pleases our customers and increases the volume of conversion and retention. Adult learners in particular expect friendly, efficient contact with us, whether by phone or e-mail, on the Web, or face-to-face. For continuing educators, handling thousands of customer contacts a week requires grace in the moment and robust behind-the-scenes planning and management. CE administrators face many issues and options. Should we handle customer contact in-house? Or contract for services? Offer inbound call services only? Or include outbound calling to follow up inquiries or other leads? How do we guide our customers to the Web for service? And how can we best serve them electronically? How do we evaluate the quality of our customer contact? How do we gear up technically for excellent customer service? Caron works with professional noncredit programs, and Brown deals largely with undergraduate credit courses and degrees. Together they have supervised in-house, outsourced contact centers, inbound calling, and outbound calling campaigns. This session explores: what you can expect from a contemporary contact center; options for establishing and operating a contact center/desk; the Web site as personal service; “The Customer Advocate Team” and other successful outbound calling strategies; resources for meeting infrastructure requirements; ways to evaluate effectiveness.
1:30 - 2:45 pm . . . . Friday (Continued)

Exploring Managing Web Marketing: A Case Study

,Janelle Dupont, Assistant Dean & Director of Communications, Rice University
• Learn how the Rice University School of Continuing Studies’ marketing department used an outside firm to implement a content management system that improved its Web marketing, e-mail marketing, online course catalog and registration capabilities. We’ll discuss benefits and lessons learned from the experience.

3:00 - 4:00 pm . . . . . . General Session
60 Ideas in 60 minutes
• How many times have you heard a new idea and thought “Why didn’t I think of that?” Often it’s the simplest ideas that yield the biggest results. Hear from a panel of your colleagues dozens of easy to implement, low-cost ideas for attracting new customers, increasing customer satisfaction, drumming up new business from your existing customers…ways to recycle your resources, create irresistible offers, and increase word-of-mouth advertising. Learn new team-building techniques to get the most from all your staff.

4:15 - 5:15 pm Networking Sessions
• Find out how your colleagues are dealing with challenges similar to your own. Join in group discussions on the topics you care most about. Note: Choose the specific area you wish to discuss from the list provided on the registration form.

8:00 - 8:45 am . . Continental Breakfast
8:45 - 10:00 am . . . . . . General Session
• Debbie Weil, CEO/Publisher, WordBiz (see session description below)
10:15 - 11:30 am . . . Concurrent Sessions
Exploring Marketing Award-Winners Secrets
Moderator: Allison Pay-Crawford, Director of Marketing Services, University of Chicago
• Several 2002 winners of UCEA Marketing Awards will present winning designs and strategies and discuss how and why they worked.

Prospecting
RECRUIT! Capture, Mine, Target And Release the Power of Your Leads
• Connie Mokey, Director, Enrollment Management & Student Services, The George Washington University; Troy Teeboom, President, Teeboom LLC
• You’ve created winning marketing campaigns. Responses are finally racking up, but you don’t have a system to make those leads really continue to work for you. You know a database solution could get you there, but how do you implement one? Learn how The George Washington University has been doing this for years and how they recently upgraded their system to do even more. Find out how their recruitment system meets the challenges of their business processes - which are probably much like yours. The CE business process is almost always the same: advertising, collecting leads, tracking results, handling fulfillment, running information sessions and closing sales. Learn how to automate these processes and build a goldmine of a database that can save you money in your ongoing recruitment efforts.

Mapping
New Strategies for Developing & Marketing Blended Learning
• Michael Fischler, Principal, Markitek Consulting
• Hear practical advice on how to improve your project management. Both experienced and new marketing managers will benefit from this session on how basic project management methodologies apply to CE marketing, including e-learning. Learn what specific techniques work best to handle various projects so that they can be completed faster at an optimal expense (parallel processes, task elimination, team management, etc.). We’ll discuss: basic project management methods and how they apply to the marketing discipline; defining marketing’s pivotal roles within the overall learning program development process; applying metrics for managing the project over time; and integrating marketing activities into overall product development project. The focus is primarily operational.

11:45 am - 12:30 pm . . . . General Session
Manage with Your Mind But Lead with Your Heart
• Michael Fortino will wrap-up the seminar with advice on how to be a leader who inspires others with a clear vision, strategy and momentum.

12:30 pm . . . . Seminar Adjournment

8:45 - 10:00 am . . . . . . General Session (Saturday)
Get the Most from Your Website & E-Newsletter(s)
• Debbie Weil, CEO/Publisher, WordBiz
• Debbie Weil was Web Content Marketing Manager for Network Solutions, Inc. (now part of Verisign) before launching Wordbiz.com. She is a widely-read columnist for ClickZ on B2B Email Marketing and E-newsletter Strategies. She holds an MBA from Georgetown, a Masters in Journalism from the University of Wisconsin, and a B.A. from Harvard in English. She has been immersed in the Web and the Internet for a decade as a business and marketing strategist and as a writer. She is an expert on B2B online content and marketing at both the strategic and creative levels.

Name ____________________________________________________ Nickname for Badge ______________________________

Title ______________________________________________ Institution ______________________________________________

Address ____________________________________________________________________________________________________

City _______________________________________________________ State ___________ Zip ___________________________

Phone (________) ___________________ Fax(________) ___________________ E-Mail ________________________________

Have you attended previous UCEA Marketing Seminars? □ yes □ no If yes, how many? _____ Have you attended previous UCEA Annual Conferences? □ yes □ no

To facilitate discussion in the February 14 afternoon Networking Session, please check one topic in each category of most interest to you.

- Exploring: □ Market research □ Program development □ Strategic Partnerships
- Prospecting: □ Database Marketing □ CRM □ Direct mail □ E-marketing □ Customer Service □ Student Retention □ Lifetime Value
- Mapping: □ Marketing plans □ Metrics □ Marketing management □ Evaluations

REGISTRATION FORM

UCEA MEMBER REGISTRATION*

1 person from an institution $445 $475
2 or more persons from an institution $415 $445
(registrations must be submitted together)

NON-MEMBER REGISTRATION

1 person from an institution $545 $575
2 or more persons from an institution $515 $545
(registrations must be submitted together)

*Your institution must be a UCEA member to qualify for member rates.

Registration fee: includes all sessions, seminar printed materials, refreshment breaks, and meal/reception functions.

MARKETING PROFESSIONAL DEVELOPMENT MODULES ON FEBRUARY 13

For Preconference Module registration (Separate Fee Applies), check which Module you will attend:

□ Basic Marketing □ Marketing Research
□ $100 Member Module Fee □ $175 Non-Member Module Fee □ $200 For those Attending Module Only (without seminar registration)

PAYMENT

□ Check enclosed (payable to UCEA) □ Bill my institution: Institutional P.O. # ______________________________

□ Credit card charge: □ VISA □ MasterCard □ AMEX Card # ______________________________ Exp. date ___________

Signature ____________________________ (signature required for all credit card charges) Total Payment Enclosed ____________________

Refunds/Substitutions: A refund of all but $75 of the registration fee will be made to any attendee whose written notice of withdrawal is received prior to February 1, 2003. After this date, no refunds will be made. Substitutions can be made at any time. Please submit cancellations in writing to UCEA.

Special Needs: If you have any special needs, including dietary, please note here:___________________________________________________________

SEND FORM AND PAYMENT TO:

Mail: UCEA Marketing Seminar, 1 Dupont Circle, Suite 615, Washington, DC 20036, Phone: 202/659-3130 Fax: 202/785-0374

Questions? Contact UCEA Conference Director, Liz Lear (llear@ucea.edu) at UCEA address/phone listed above.

HOTEL INFORMATION

The Seminar will take place at the Chaparrel Suites Hotel (5001 N. Scottsdale Rd, Scottsdale, AZ 85250; 1-800/528-1456; 480/949-1414).

HOTEL RESERVATIONS can be made by calling 800/528-1456 or 480/949-1414. Room rate is $165 single/double. Indicate that you are attending the UCEA Marketing Seminar. Reservation deadline is January 13, 2003. After this date, reservations will be taken on a space-available basis only.