



ECC

ENGINEERING
COMMUNICATORS
CONFERENCE

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2022 PROGRAM

**The 4th Annual Conference for
Engineering College Communications Staff**

July 11-12, 2022 | The Line Hotel, Washington, D. C.



AGENDA



MONDAY, JULY 11

Welcome and Introductions

1:00 PM – 1:30 PM

Acting Troupe

1:30 PM – 2:45 PM

Creative Director Jeffrey Steiger presents a day in the life of an engineering communicator with his active troupe, with interactive audience elements.

Networking Break

2:45 PM – 3:00 PM

Information overload - Managing the information we have to absorb—and produce—day-to-day

3:00 PM – 4:00 PM

Christine Lee

Assistant Dean, Chief Marketing Communications Officer
UCLA Samueli School of Engineering.

Eric Woodall

Associate Vice President of Marketing
George Mason University

Moderator:

Jeremy Agor

Senior Director of Communications and Marketing
UT Arlington College of Engineering.

Keynote from Katie Orenstein, CEO of the Op-Ed Project

4:00 PM - 5:30 PM

The OpEd Project shares the tools of powerful argument and engagement and cultivates a sense of social responsibility by empowering attendees to see their potential impact on the world, writ large.

Reception

5:30 PM – 7:00 PM

TUESDAY, JULY 12

Breakfast

7:30 AM– 8:30 AM

Branding Workshop with Industry leader, Ologie

8:30 AM – 10:00 AM

Cool Ideas and Bad Ideas,

10:00 AM – 10:30 AM

Participants share interesting and out-of-the-box ideas they're doing at their institutions.

Break

10:30 AM – 11:00 AM

Accessibility and Diversity

11:00 AM – 12:00 PM

Diversity Facilitation Expert Chris Carr leads an interactive session

Lunch Keynote - Carla Easter, Smithsonian Museum of Natural History

12:00 PM – 1:15 PM

Staffing

1:15 PM – 2:15 PM

Interactive session on managing our various staff resources, from 1 to many.

Working with Development Staff

2:15 PM – 3:15 PM

Marcus Goode
Director of Development, School of Business
Howard University

Moderator:

Thuy Tran

Senior Director of Marketing and Communications,
College of Engineering
Oregon State University



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