



ECC
ENGINEERING
COMMUNICATORS
CONFERENCE



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.

Refreshment Break

Sponsored by University of Pittsburgh and Purdue University

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

Yael Branscom

Senior Director of Marketing and Communications
Drexel 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

Sponsored by Bulletin Media

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.

Refreshment Break

Sponsored by University of Pittsburgh and
Purdue University

10:30 AM – 11:00 AM

Working Smarter: Optimizing Development-Marcom Partnership to Meet Big Goals

11:00 AM – 12:00 PM

Lauren Bird

Director of Development, University Priorities
Advancement and Alumni Relations
George Mason University

Andreya Davis

Director of Administrative Operations and Internal
Communications
Office of University Communications
Howard University

Marcus Goode

Director of Development
School of Business
Division of Development and Alumni Relations

Zavin R. Smith

Director of Development
University Advancement and Alumni Relations
George Mason University

Moderator:

Thuy Tran

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

Lunch Keynote - Carla Easter, Smithsonian Museum of Natural History

Sponsored by Oregon State University

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.

Paige Nesbit

Director of Marketing and Communications
West Virginia University

Lee Koh

Senior Director of Communications and
Creative Services
Dartmouth

Accessibility and Diversity

2:15 PM – 3:15 PM

Diversity Facilitation Expert Chris Carr leads an
interactive session



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