



Professional Development Webinar Series Catalog

2008

www.higheredexperts.com/catalog



Professional development & networking for professionals and executives working in higher ed.
Sign up for a free membership at www.higheredexperts.com/register

Website Redesign Boot Camp

What you need to know before jumping into a redesign project
February 19, 20 & 21, 2008 – 1PM-2PM ET
Live 3-Webinar Series (\$300)

Facebook Applications 101 and Beyond

How to develop Facebook apps to engage students
March 4, 5 & 6, 2008 – 1PM-2PM ET
Live 3-Webinar Series (\$300)

Podcasting Made Easy

How to Create an Engaging Voice for Your Institution
ON-DEMAND Webinar Series (\$150)

Social Networking Websites Week

All You Ever Wanted to Know about MySpace, Facebook and Co
ON-DEMAND Webinar Series (\$250)

Lights, Camera, Action!

How to Add Online Videos to Your Marketing Mix
ON-DEMAND Webinar Series (\$150)

Crisis Communication 2.0 Week

Lessons Learned after the Virginia Tech Tragedy
ON-DEMAND Webinar Series (\$150)

Admissions Blogging 360

How blogs can help recruit students
ON-DEMAND Webinar Series (\$150)



Questions? karine@higheredexperts.com

Register at www.higheredexperts.com/attend



Website Redesign Boot Camp What you need to know before jumping into a redesign

Register at www.higheredexperts.com/redesign
February 19, 20 & 21, 2008

This 3-webinar series will help you get ready for your next (or first) website redesign by providing some insights into the latest design trends in higher ed, guidance to prepare your case and useful advice to make sure you know what to expect.

Top trends in higher ed redesigned websites

February 19, 2008 - 1PM-2PM ET (rain date: February 26, 2008)

Stewart Foss, Web Services Manager at Grant MacEwan College and Founder of EduStyle, will present the latest trends in higher ed web design identified among the best redesigned websites (homepage, departmental, admissions, etc.) in 2007.



How to make the case and prepare your next redesign

February 20, 2008 - 1PM-2PM ET (rain date: February 27, 2008)

Seth Meranda, Assistant Director for Interactive Media at the University of Nebraska-Lincoln, will show you how to build your case with web stats, surveys and research for your next redesign. After this webinar, you will be better prepared to start to redesign, sell the project to your main stakeholders or even get the budget you need.



How to survive a website redesign

February 21, 2008 - 1PM-2PM ET (rain date: February 28, 2008)

Nancy Prater, Ball State University Web Coordinator will help you make sure you survive your next website redesign by sharing the best tips and tricks she acquired during the 18-month process preceding the launch of the new bsu.edu in late October 2007.



\$300

Attending institutions get a 1-week free access to the recorded sessions of the series just after the live events as part of their registration.



Facebook Applications 101 and Beyond

How to develop Facebook apps to engage students

Register at www.higheredexperts.com/facebookapp

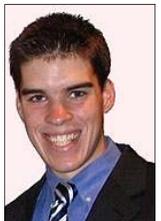
March 4, 5 & 6, 2008

This 3-webinar series will help you assess what it takes to build a successful Facebook application, build a very simple app to republish news on Facebook and find out how to create more complex applications.

How to build a successful Facebook application

March 4, 2008 - 1PM-2PM ET (rain date: March 11, 2008)

Chris Mocko, one of the 3 Stanford students who developed the viral success KissMe (2 million installs in a few weeks), will explain what it takes to build a successful Facebook application. He will share lessons learned, practical tips and advice with higher ed professionals.



\$300

Attending institutions get a 1-week free access to the recorded sessions of the series just after the live events as part of their registration.

Build your first Facebook application

March 5, 2008 - 1PM-2PM ET (rain date: March 12, 2008)

Mike Richwalsky, Assistant Director of Public Affairs at Allegheny College, will teach you how to build a simple Facebook application to republish content already available on your website via RSS.



From Facebook to the course registrar

March 6, 2008 - 1PM-2PM ET (rain date: March 13, 2008)

Dr. Anthony John Hirst, one of the 3 team members who designed and built Course Profiles for The Open University, will explain how this Facebook application was developed. He will share lessons learned, practical tips and useful advice with other professionals interested in developing complex Facebook applications for their institutions.





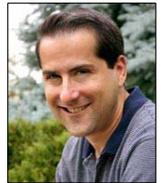
Podcasting Made Easy
How to Create an Engaging Voice for Your Institution
Register at www.higheredexperts.com/podcasting
ON-DEMAND* Webinar Series

"Podcasting Made Easy" is a 3-webinar series intended to show you how to get started podcasting and how to make your efforts really count.

Podcasting 101

How to record and produce your podcasts with ease
(60 minutes— recorded on November 6, 2007)

Micah Ovadia, Digital Designer at the University of Cincinnati and Author of "PoducateMe," will tell you what you need to know to get your institution started with podcasting. He will share a simple plan to get your institution ready to plan, record, produce and publish its first podcasts in 30 days.



\$150

ON-DEMAND*???

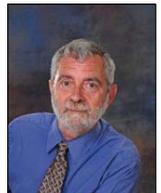
You can buy the rights to watch at your convenience the streaming files of the 3 recorded sessions (presentation and Q&A).

We suggest that you use this series to introduce and train the members of your team (you can use an LCD projector in a bigger room to organize a campus-wide event).

Give voice to your recruiting efforts

How to engage students and their parents with podcasts
(60 minutes - recorded on November 7, 2007)

Dennis Miller, director of marketing and public relations at Mansfield University of Pennsylvania, will explain how podcasts can become powerful tools to engage students and their parents. He will share best practices and good tips to make sure your podcasts found their audience.



To be or not to be an iTunes U(niversity)?

Get the scoop from an insider
(59 minutes—recorded on November 8, 2007)

Ken Ronkowitz, Web Manager at NJIT, will explain what it takes to sign, plan and implement iTunes U for your institution. He will also share tips and tricks to optimize your presence and avoid pitfalls.





Social Networking Websites Week
All You Ever Wanted to Know about MySpace, Facebook & Co
Register at www.higheredexperts.com/socialnetworking
ON-DEMAND* Webinar Series

Social networking sites are the number one destination for students, and connecting with them through this new medium can be a powerful way to inform and create interest. "Social Networking Websites Week" brings together experts from across the country to teach you more about how to use MySpace and Facebook then how you can create your own.

**Visa for MySpace and Facebook
Do's and don'ts for higher ed institutions exploring the new social networking frontier**
(63 minutes – recorded on October 1st, 2007)

Fred Stutzman, a Facebook and social networking expert working on his Ph.D. at the University of North Carolina, will provide an introduction to the unwritten rules of these popular social networking websites. He will also discuss the best strategies for higher ed administrators and marketers to engage students in these new spaces for best results.

**From the clip book to Facebook
Why and how to use Facebook to engage your institution target audiences**
(61 minutes – recorded on October 2, 2007)

Mike Richwalsky, Assistant Director of Public Affairs at Allegheny College, will explain why marketing and PR professionals in higher ed should add Facebook to their communication toolkit. He will also show you how to implement an effective Facebook program in a few easy steps.

**Should your institution makes MySpace its?
Why and how to use MySpace to engage students on the social networking website**
(60 minutes – recorded on October 4, 2007)

Mike Richwalsky, Assistant Director of Public Affairs at Allegheny College, will explain why and how your institution should use MySpace to engage students.

**Social networking in a box
Why and how to set up your own private social networking website with a vendor**
(59 minutes – recorded on October 10, 2007)

Catherine Serrin Niekro, Marketing and Communications VP for the Michigan Alumni, will explain why and how her institution created its own private social networking website for alums and students with the help of a vendor. She will also share tips and tricks to help you follow the vendor-supported path to private social networking.

**DIY social networking website
How to build from scratch your own successful social networking web application**
(55 minutes – recorded on October 5, 2007)

David Morton, Web Site Manager at Elon University, will explain how his institution built its social networking website for students, parents, alumni, and faculty and staff members in just 4 months. He will also share tips and tricks to help you follow the do-it-yourself path to social networking at your institution.

\$250

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Lights, Camera, Action!

How to Add Online Videos to Your Marketing Mix

Register at www.higheredexperts.com/onlinevideos

ON-DEMAND* Webinar Series

"Lights, Camera, Action" is a 3-webinar series intended to teach you how to easily use video on the web to expand your institutional P.R. capabilities and connect effectively with your target audiences in an engaging and accessible format.

Online Video Production 101

Tools, Tips and Tricks to Shoot and Produce Web Videos.

(66 minutes – recorded on September 11, 2007)

Andy Mrozkowski, Admissions and Marketing Webmaster at Mars Hill College, will tell you what you need to know to get your institution started with online videos. He will share a 10-step plan to get your institution ready to shoot, produce and publish its first videos in 60 days.



\$150

ON-DEMAND*???

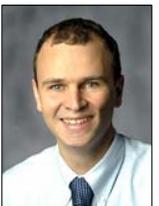
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Cover Your Own News for YouTube (and the Web)

(66 minutes – recorded on September 12, 2007)

James Todd, Writer and Producer at Duke University, will tell you why it makes sense to add online videos the more traditional PR toolkit. He will also explain how you can use online videos to cover news that will find an audience on YouTube.



Recruit Students with Your Videos

How videos can help you engage more prospective students

(61 minutes – recorded on September 13, 2007)

David Burge, Associate Director of Admissions at the University of Nebraska-Lincoln and host of RealNebraska, will explain why and how his institution chose to launch its own video show in 2003. He will also share tips and tricks and how they can help you.





Crisis Communication 2.0 Week
Lessons Learned after the Virginia Tech Tragedy
Register at www.higheredexperts.com/crisiscommunication
ON-DEMAND* Webinar Series

"Crisis Communications 2.0" Week is a 3-webinar series designed to help people working in universities, colleges and schools plan their communication response to emergencies, deal with crises in the age of social media and benefit from the lessons learned after the Virginia Tech Tragedy -- directly from the source: Virginia Tech director of Web Communications, Michael Dame.

Crisis Communication 101
How to Prepare and Plan for Campus Emergencies

(67 minutes - recorded on June 26, 2007)

Joe Hice, Associate Vice President Marketing and Public Relations at the University of Florida will share his experience planning, testing and implementing UF crisis communication plan set up to deal with the numerous hurricanes hitting Florida.



Crisis Communication 2.0

How to Deal with Scares in the Age of Web 2.0

(62 minutes - recorded on June 27, 2007)

Andrew Careaga, Director of Communications at the University of Missouri-Rolla, will share his experience dealing with the blogosphere and other social media outlets after an international graduate student claiming to have a bomb and anthrax was subdued by campus police, arrested and charged with six felonies.



From the Inside Out: Lessons Learned in Crisis Communications
after the Virginia Tech Tragedy

(69 minutes - recorded on July 10, 2007)

Michael Dame, Director of Web Communications at Virginia Tech, will provide an insider look and analysis of his institution's Web communications after the tragedy, helping every institution understand what happened and prepare for the unthinkable and the unplanned.



\$150

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Admissions Blogging 360

How blogs can help recruit students

Register at www.higheredexperts.com/admissionsblogging

ON-DEMAND* Webinar Series

"Admissions Blogging 360" is a 3-webinar series designed to help people working in universities, colleges and schools use blogs written by current students or admissions officers to recruit prospective students (and their parents).

Student Blogs 101

How to Launch & Maintain a Successful Blogging Program with Your Students

(61 minutes - recorded on July 18, 2007)

Nancy Prater, Ball State University Web Coordinator will help you get started with your own admission-sponsored students' blogs by sharing the best tips and tricks she acquired launching and running the very successful and popular blogging program:

"Real Life at Ball State."



\$150

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From Admissions Officer to Admissions Blogger Blogging to Recruit the Net Generation

(57 minutes - recorded on July 25, 2007)

Ben Jones, director of communications for the MIT admissions office, will share his experience blogging as an admissions officer since August 2004 and help you find out if a blog can help your admissions team.



Meet the (Prospective) Student

What My Generation Expects to Read on Your College Blogs

(59 minutes - recorded on July 31, 2007)

Sam Jackson, a 2007 high school senior at Phillips Exeter Academy and a future freshman at Yale University, studied and analyzed on his popular blog the numerous marketing tactics he encountered while applying to colleges. Sam will explain what his generation expect to find on your blogs and how you can make them better.





"This is a great way to get helpful, useful information for our jobs without having the stress of leaving the office and traveling. Conferences are great on occasion for the networking aspect, but this is a much more affordable and immediately useful format."

Rachel Reuben, Dir. of Web Comm. & Strategic Projects
State University of NY at New Paltz, NY

"Excellent. Very thought provoking. Appreciate the ability to invite others at no additional cost. The content allowed us to evaluate our situation and implement recommendations as needed and as resources allow."

Karen Pederson, Web Strategist - Marylhurst University, OR