



WNY Advising

<http://wnyadvising.weebly.com>

Social Media & Technology Conference



St. Vincent's Hall, Niagara University

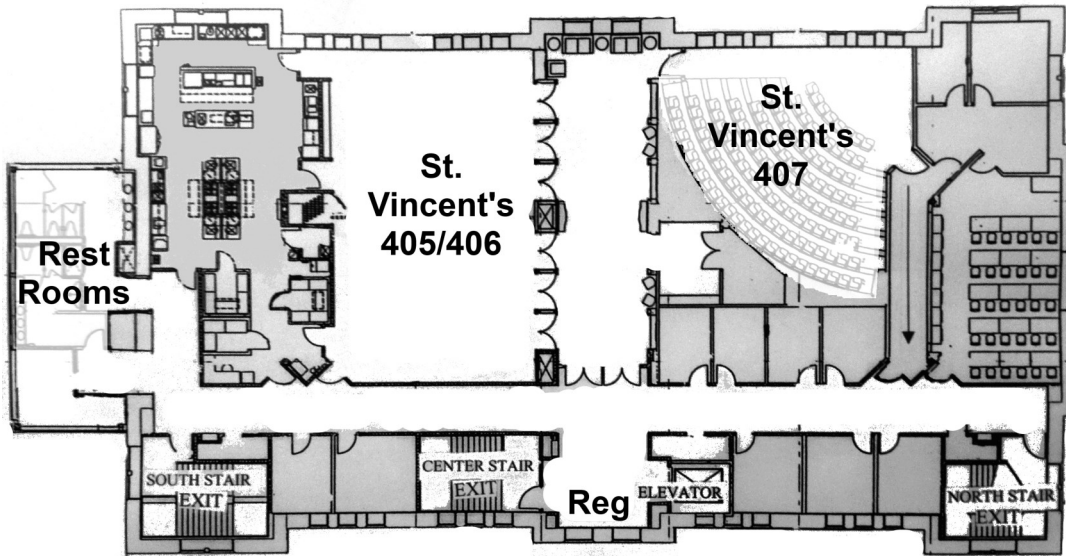
Niagara University, NY 14051

May 29th, 2014

8:30 a.m. – 4:30 p.m.

St. Vincent's Hall

Fourth Floor



FREE WI-FI

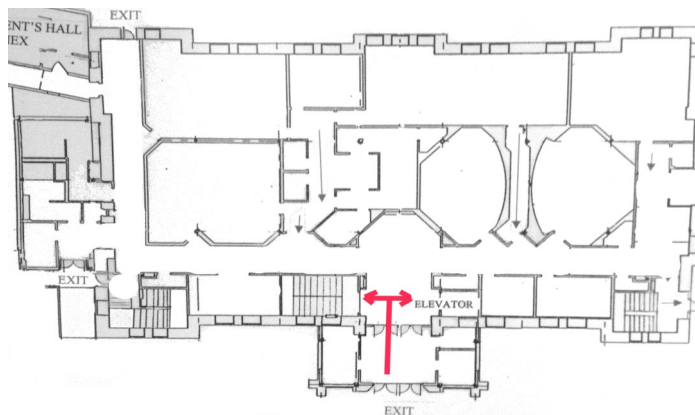
Wi-Fi is available around campus. You can select Purple Haze to connect to the network.

ROAMING DATA & BORDER

While you enjoy the views of the Niagara Gorge, please be aware that cell phone reception may occasionally pull from the Canadian towers.

If you are concerned about possible roaming charges, we recommend turning off roaming data while in St. Vincent Hall.

First Floor



Conference Back-Channels

Connect with other attendees via social media, chat about the conference sessions, get updates...



Facebook: Like WNY Advising

- Tag "WNY Advising" in posts



Twitter: Follow @WNYAdvising

- Tag @WNYAdvising or use hashtag #WNYAdvising



LinkedIn: Join the "WNY Advising" group



WNY Advising: Visit Our Discussion Page

- <http://wnyadvising.weebly.com/discussions.html>

Agenda at a Glance

8:30–9:20 a.m. Arrival / Registration

St. Vincent's 4th Floor Atrium

9:20–9:30 a.m. Welcome

St. Vincent's 407

Father James J. Maher, C.M., President, Niagara University
John Sauter, Ph.D., Assistant Dean for Academic Affairs
College of Arts & Sciences, Niagara University

9:30–10:30 a.m. Technology Panel

St. Vincent's 407

Tracey A. Eastman, Senior Associate Director, Content
Marketing, University Communications, University at Buffalo
Michael Freedman, Associate Director of Public Relations
Niagara University
Christopher R. Gallant, Assistant Professor of Digital Media and
Communication, Hilbert College
Ramona Santa Maria, Ph.D., Assistant Professor of Computer
Information Systems, Buffalo State College
Thomas P. Wojciechowski, Director of Web Communications
Daemen College

10:35–11:45 a.m. Concurrent Sessions I (choose one)

St. Vincent's 407

Social Media Strategy: Where to begin?

St. Vincent's 405/6

Deconstructing an Undergraduate Social Media Fundamentals Class

11:45 a.m.–1:30 p.m. Lunch / Campus Tour / Networking

11:50—**OPTIONAL CAMPUS TOUR**: Get a guided tour of the Niagara
University campus (Lasts about 45 minutes). Meet in 4th Floor Atrium.

*To keep this conference free, a 1 hour and 45 minute break is provided for
attendees to eat on campus, drive to local restaurants in Lewiston or
Niagara Falls, or bring their own lunch. This provides time to network and
get to know your colleagues at different institutions.

1:30–2:40 p.m. Concurrent Sessions II (choose one)

St. Vincent's 407

The Good, the Bad, & the Ugly—Developing a Social Media Platform

St. Vincent's 405/6

E-Body Language: Decoded

2:50–4:00 p.m. Concurrent Sessions III (choose one)

St. Vincent's 407

Compare and Contrast of Early Alert Academic Intervention System
at Two Schools: Same Destination, Different Roads

St. Vincent's 405/6

Social Media and 21st Century Marketing

4:05–4:30 p.m. Getting Involved / Future Projects

St. Vincent's 407

John Sauter, Ph.D.—2014 UAC Conference Chair / WNY Advising
Amie Pistrin-Faust, 2015 UAC Conference Chair / WNY Advising
Dalene Aylward, 2016 UAC Conference Chair Elect / WNY Advising
Amanda Scheerbaum, CSPA-NYS
Sally Dingee, 2015 Rochester Advising Conference Chair
Handout on writing for NACADA

Technology Panel 9:30-10:30 a.m.

St. Vincent's 407

Join a diverse panel of experts from WNY institutions as they tell about how they interact with social media and technology and share some personal insights, experiences, and best practices. Our panelists will be interacting with the audience through a question and answer discussion.

Tracey A. Eastman

Senior Associate Director, Content Marketing, University Communications
University at Buffalo

Michael Freedman

Associate Director of Public Relations
Niagara University

Christopher R. Gallant

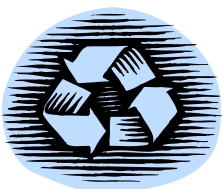
Assistant Professor of Digital Media and Communication
Hilbert College

Ramona Santa Maria, Ph.D.

Assistant Professor of Computer Information Systems
Buffalo State College

Thomas P. Wojciechowski

Director of Web Communications
Daemen College



PLEASE RECYCLE YOUR NAME BADGES WHEN YOU LEAVE

Session 1: 10:35-11:45 a.m.

St. Vincent's 407

Social Media Strategy: Where to begin?

Samantha Calabrese, Senior Academic Advisor
University at Buffalo

College and Universities population of current and prospective students are gathering on social media, meaning there is no better time to find insight into their discussions and discover opportunities to enhance their academic experience. Through the use of the e-book, "Social Media for Higher Education" audience members will learn the best practices when creating a social media strategy to engage and market to their target audience. The following key points will be covered in this presentation: • The resources necessary to get started in social media • How to identify and understand your target audience • How to set social media objectives that coincide with your organization's goals • How tapping into social media conversations can lead you to valuable insights and opportunities to engage • Various ways to use social media to engage students, alumni, faculty and your community • The basic metrics you'll need to measure success.

St. Vincent's 405-406

Deconstructing an Undergraduate Social Media Fundamentals Class

Michael R. Berta, Ed.D., Director, Experimental Classroom
Daemen College

In the Spring '14 semester, I collaborated to design and deliver a course at Daemen College entitled, "Social Media Fundamentals." By developing a student-led social media marketing project, course participants engaged real-world social justice issues using real tools and techniques. Students applied their knowledge through creating their own digital presence, interpreting community norms and standards, examining legal and justice issues, analyzing Internet analytics, and appraising their own social media campaign. What was learned was that an expansive interpretation of "classroom space" afforded an interdisciplinary environment that promoted exploration, student ability with technology can be overestimated, and social media can be effectively learned in a cooperative setting. Participants in the session will interact with the presentation through "backchannel" social media conversations and adapting social media to their own disciplinary objectives.

Lunch / Tour 11:45-1:30 p.m.

Optional Campus Tour (11:50 a.m.)

An optional campus tour will be available for anyone who wishes to see more of the Niagara University Campus.

- The tour will depart from St. Vincent's Hall, 4th Floor Atrium at 11:50 a.m.
- The tour will take approximately 45 minutes.

Lunch Options

To keep this conference free, a 1 hour and 45 minute break is provided for attendees to eat on campus, drive to local restaurants in Lewiston or Niagara Falls, or bring their own lunch. This may be a nice time to network or get to know your colleagues at different institutions. The conference will resume at 1:30 p.m.

On Campus Options

- **Gallagher Center (11):**

Tim Hortons (possibly some construction noises)

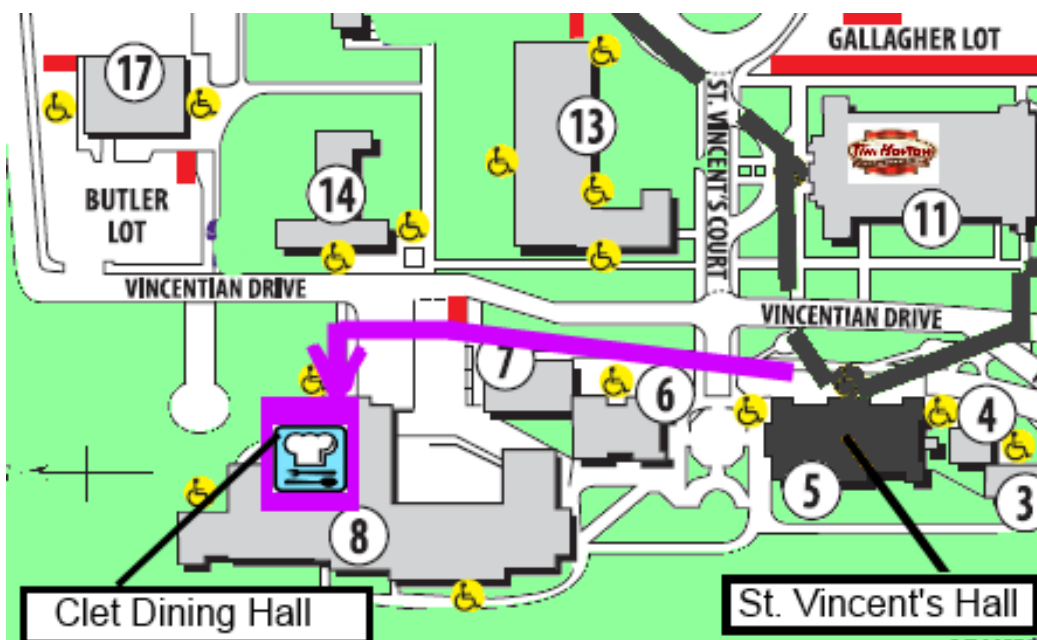
- **Clet Dining Hall (8):**

All you can eat (\$7.95) or à la carte options.

Deli, pizza, grill, international, entrée, healthy, salad bar, ice cream

- **Places with tables/chairs/benches if you brought your lunch**

St. Vincents 405/6, Castellani Museum(22), Gallagher Center (11), Bisgrove (13), Outside of Gallagher, Outside of St. Vincent's Hall.



Maps & Directions:

<http://wnyadvising.weebly.com/directions.html>

- **FOR GPS OR MAP APPS INPUT:**

- Dwyer Arena or Penrose Rd.
- To Lewiston: Center Street, Lewiston, NY

Lewiston, NY Directions

Lewiston is picturesque and easy to get to from Niagara University. Most restaurants are on or near Center Street.

- **TO LEWISTON:**

1. Merge onto 104 East
2. At the bottom of the hill, take the Lewiston Artpark 18F exit
3. Merge onto 18F North which is Center Street.

- **FROM LEWISTON**

1. After Tops take a right onto 104
2. Merge Left onto 104 West (**DO NOT MERGE RIGHT**)
3. At the junction of 104 and 61 (3rd light) take a sharp left onto University Road.

Niagara Falls, NY Directions

Niagara Falls is further from campus, but offers some good options. There are restaurants by the falls, downtown, on 62A Pine Avenue/N.F. Boulevard, and on Military Road (outlets).

- **TO 190 / Outlet Mall / Niagara Falls Blvd (62a)**

- Take a Right onto 104 and Follow Signs to 190
- Or turn on Hyde Park (61) & take Witmer to Military

- **TO DOWNTOWN**

- Take angled Left (Not sharp left) onto 104
- Return via 104 or t
- Return via the Robert Moses Parkway East—Exit at Devil's Hole, NU, Power Vista.

- **TO PINE AVENUE (62a)**

- Take a Sharp Left onto Hyde Park Blvd until you reach Pine Avenue, (62a)
- Return via Pine Avenue.

Recommended Lewiston Options:

- Apple Granny's
- Brickyard Pub / BBQ
- Mangia Café
- Orange Cat Coffee Company
- Silo Restaurant
- Smith Brothers Pizza
- Spicy Pickle (Mexican)
- Syros Restaurant (Greek)
- Tin Pan Alley
- Village Bake Shop
- Waterstreet Landing

Recommended Niagara Falls Options:

- Buzzy's Pizza (Niagara Falls Blvd.)
- Friday's (Near Falls)
- Fuji Grill (Niagara Falls Blvd.)
- Hard Rock (Near Falls)
- Michael's (Pine Ave)
- Niagara Falls Culinary Institute (Near Falls)
- Pizza Bistro (Third Street)
- Sophie's Pita and Grill (Niagara Falls Blvd.)

Session 2: 1:30-2:40 p.m.

St. Vincent's 407

The Good, the Bad, & the Ugly: Developing a Social Media Platform

John Sauter, Ph.D., Assistant Dean for Academic Affairs
College of Arts & Sciences, Niagara University

Melanie Warren, Academic Advisor
Niagara County Community College

There is no doubt that there are benefits and disadvantages to the effective use of social media, but how does one use social media effectively for personal or professional purposes? How do you interact, coordinate, develop, and manage social media platforms for personal or professional use? Which social media options might be right for you? This session will discuss the following aspects of social media: the benefits and disadvantages of social media, commonly used social media, the importance of branding, considerations when setting up a social media site, suggestions for developing a site, ways of managing social media. Examples from the presenters experiences will be used to illustrate these aspects of social media and attendees will be asked to reflect upon their own experiences and goals with regard to social media.

St. Vincent's 405/406

E-Body Language: Decoded

Michelle Semski, Academic Advisor
Bryant & Stratton College

Electronic communication is becoming increasingly more important as a tool in Academic Advisement as students have a preference to communicate via email, online chat, discussion boards and even text messaging. Often times we interpret written communication as an equivalent to face to face communication. When speaking with a student in person, we use non-verbal expressions and body language to help decode what the student is communicating. That is lost in electronic communication and we must look for cues in the written words to paint the picture of the message and what information the student is seeking. In this presentation, we will discuss reading "E-Body Language" and the basics of how to use electronic communication effectively and how to decode incoming messages to get to objective of the message and maintain a goal focused communication. To supplement the presentation, I will review different examples showcasing different tones, emotions, objectives and appropriate volume of electronic communication. As a group, we can critique the messages to see what was done well, and what could be improved.

Session 3: 2:50-4:00 p.m.

St. Vincent's 407

Compare and Contrast of Early Alert Academic Intervention System at Two Schools: Same Destination, Different Roads

Angela Taibi, Academic Advisor
Niagara County Community College

Winifred Storms, Academic Advisor
Niagara County Community College

Melanie Warren, Academic Advisor
Niagara County Community College

Early Alert Systems are tools that gather timely and academically relevant information on students' academic success. They are used to enhance the support network at the college, so students take advantage of the resources available. This session will explain the similarities and differences between two very diverse campuses and how they utilized early alert systems to aid in the retention and persistence of their students.

St. Vincent's 405/406

Social Media and 21st Century Marketing

Christopher M. Montpetit, Theatre/Arts Management
Genesee Community College / University of Kentucky

Whether it's business, the arts or education, marketing has changed dramatically over the years, with the advancement of technology and the internet. But sending out a couple tweets to your audience is not the way to stay current with the times. "Social Media and 21st Century Marketing" will take a look at the marketing research and planning needed before any campaign - inclusive of social media - can be instituted.

Topics include: Marketing through the years - from retail to the arts to education - research and planning - analyses and target markets - traditional campaign strategies - social media tactics - school integration

Getting Involved 4:05-4:30 p.m.

St. Vincent's 407

Getting Involved / Future Projects

Presenters:

- **John Sauter, Ph.D.**
2014 UAC Conference Chair
WNY Advising
- **Amie Pistrin-Faust**
2015 UAC Conference Chair
WNY Advising
- **Dalene Aylward**
2016 UAC Conference Chair Elect
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- **Amanda Scheerbaum**
CSPA-NYS
- **Sally Dingee**
2015 Rochester Advising Conference
Chair

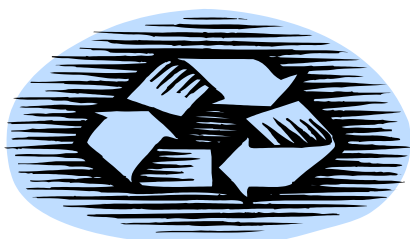
Organizations Represented:

- WNY Advising
- Uniting Across Campuses
- Rochester Advising Conference
- CSPA-NYS
- NACADA—Handout Only

Tech Tips From Attendees:

- A twitter account can provide a great forum through which students can reach out for help and advisors can offer answers and direction.
- Claim your school/department name on every major social media channel.
- Be authentic and attach visuals when sharing on social media.
- College students want to be entertained on social media.
- In Word, to get a long name or idea to word-wrap, but to get the entire phrase on the next line (like Gettysburg Address) without breaking the word wrap hold down shift +enter.
- Use the Concatenate function in Excel to combine cells or to automate data for certain projects in a separate part of the database.
=CONCATENATE
(A2&"text"&B2&"text"&C2). Cut and paste the results into Word to move the resulting data, without the formula.
- Take advantage of scheduling software like Acuity Scheduling (acuityscheduling.com), or work with you institution to develop a program. This allows students to schedule time with you very easily!
- College students do not use Email and Facebook like they used to. If you want to reach them, you, or someone in your office must use the latest social media platforms such as Twitter, Instagram, Vine, etc.
- Paint.net is a useful free image editor similar to Photoshop (Also try GIMP)

Please **recycle**
your name badges



Help us keep future conference costs down!

Post Conference Survey

Post Conference Survey:

<http://wnyadvising.weebly.com/tech-survey.html>

Conference Committee

Conference Chair:

- ****John Sauter, Ph.D.** - Niagara University (*2014 Chair*)

Current Conference Committee:

- ****Dalene Aylward** - University at Buffalo (*2016 Chair Elect*)
- Julia Braun - University at Buffalo
- Shannon Brown - University at Buffalo
- ****Samantha Calabrese** - University at Buffalo
- Kate Doran - University at Buffalo
- Heather Hagenbuch - University at Buffalo
- Nathan Hendrickson - Rochester Institute of Technology
- ****Heather Martin** - Erie Community College
- Brandi McKnight - University at Buffalo
- Tina Michalowski - Bryant & Stratton College
- Carole Miller-Canestrari - Buffalo State College
- ****Mark A. Ones** - University at Buffalo
- Amber Packard - University at Buffalo
- Sarah Piraino - University at Buffalo
- ****Amie Pistrin-Faust** - Erie Community College (*2015 Chair*)
- Sara Reese - Bryant & Stratton College
- Sara Robinson - University at Buffalo
- ****Amanda Sauter** - Medaille College
- Michelle Semski - Bryant & Stratton College
- ****Melanie Warren** - Niagara County Community College
- Janeen Wilder - University at Buffalo

Join the 2015 Uniting Across Campuses Committee:

<http://wnyadvising.weebly.com/committee.html>

**** A special thank you to the Social Media & Tech Sub-Committee Members who helped plan this conference.**

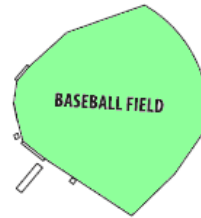
We also wish to thank Niagara University for hosting the conference, and the Niagara University College of Arts & Sciences for assisting with the planning details.

Map of Campus

<http://wnyadvising.weebly.com/directions.html>



- 25. Physical Plant
- 26. Ball Hall
- 27. Campus Safety/Information
- 28. Dwyer Ice Arena
- 29. Student Apartments
- 30. Roosevelt House
- 31. Vincentian Residence
- 32. Tennis Building



1. Gaciach Family Alumni and Admissions Center
2. Lynch Hall
3. O'Donoghue Hall
4. St. Vincent's Annex
5. St. Vincent's Hall
6. Alumni Hall
7. Human Resources/Power Plant
8. Clet Hall/Theater
9. Our Lady of Angels Library
10. DePaul Hall
11. Gallagher Center
12. B. Thomas Golsano Center for Integrated Sciences
13. Academic Complex/Bisgrove Hall
14. Marian House/Post Office/ Copy Center
17. Butler Building
18. Varsity Village Houses
19. Timon Hall
20. O'Shea Hall
21. Dunleavy Hall
22. Castellani Art Museum
23. Seton Hall
24. Kiernan Center

To Lewiston / 190

- Scenic Route to/from Exit 25, Lewiston, Canada
- Detour Route to/from Witmer Rd, Hyde Park Blvd, Niagara Falls
- Parking Areas (Only Park in Yellow Spaces)
- Walking Route to St. Vincent's Hall
- Walking Route to Clet Dining Hall

Hyde Park Blvd
Witmer Road Detour to 190

To Niagara Falls