

Sharing the IU Story – PAGR Communications Conference 2014

November 6, 2014

General Session Descriptions and Presenter's Biographies

All Politics are Local - Mike Sample

Or in our case, local, state and national. From community-based issues faced by all our campuses to state budget challenges to national agenda items such as the fight for research funding and articulating the enduring value of a college degree, successfully navigating the political process is critical to IU's institutional success.

Vice President for Public Affairs and Government Relations Mike Sample will provide an overview of the his team's work to ensure, promote and protect IU's reputation among key stakeholders at all levels of government, and offer his insight into the vital role that communicators across the entire university play in keeping IU strong.

Since May of 2005, Michael M. Sample has served as Indiana University's vice president for university relations. On July 2, 2007, he was named Vice President for Public Affairs and Government Relations.

From 1983 to 1998, he was employed by PSI Resources and its successor, Cinergy Corp., where he was responsible for initiating and developing international business ventures, including successful investments in South America and the United Kingdom.

At PSI, he also held the position of vice president of corporate affairs for eight years with primary responsibility for corporate communications and government relations. Prior to that, he served as PSI's federal affairs representative in Washington, DC.

Sample has a bachelor's degree in political science from Indiana University Bloomington and an advanced management certificate from Oxford University's Templeton College in the United Kingdom. He served in the U.S. Army from 1972 to 1974.

Check Yo Selfie: Staying Current, Fresh in Social Media – Kris Karol

Engaging your audiences on social media can be tricky and time-consuming. Learn how IUPUI is trying to reach out to followers, especially students, through creative, outside-the-box ideas.

Kristofer Karol is the manager of organizational communications and social media at IUPUI. In addition to working with executive leadership on crafting larger-scale messages, he also oversees strategy and execution of IUPUI's social media plan. Prior to coming to IU, Kris served as a media relations representative and Twitter manager for IU Health, which included leading the state's first live-tweeting of a surgery in 2012. He spent the early part of his career working in newspapers in the Detroit area and now resides with his wife, Caitlyn; dog, Bailey; and cat, Jackson, in a crazy-modern home in Indianapolis' Fountain Square district.

Sharing Your Story on the Big Stage – a look at the national media landscape – Jill Gabbe and Jennifer Robinson

A lot of exciting things are going on every day at IU. We also have a lot of competition in the higher education world for media attention, especially at the national level.

In this session, Jill Gabbe and Jennifer Robinson from New York City-headquartered Finn Partners (formerly known to IU as the PR practice of gabbegroup) share their experience in helping IU and other institutions shine a light on their very best work and brightest stars. The pair also will offer its insight on how the media works, the challenges of getting the attention of increasingly fragmented audiences and offer some ideas for effectively telling the great IU story that will help you when working with media at all levels.

Aside from its considerable talent and energy, our Finn Partners team brings a wealth of institutional knowledge about IU to the table. In addition to serving as PAGR's outside public relations counsel for the past two years, the firm also works with the Kelley School of Business, Maurer School of Law and SPEA.

Jill S. Gabbe, Senior Advisor

Jennifer Robinson, Partner

Crisis Communications Case Study: Purdue University – Liz Evans and Martin Sickafoose

A student was murdered on the campus of Purdue University on January 21, 2014. This presentation recounts the events of that day regarding communication from text messages to

social media to media management. We'll explain our timeline of events that day, how we divided responsibilities and responded to the high volume of media inquiries. We will also discuss our use of social media to support our emergency alert system and to spread important information to campus and beyond.

Liz Evans spent seven years as a broadcast journalist in four different Indiana markets. She's been a reporter, producer, anchor, web producer and social media manager. She now works for Purdue University as the Director of Public Information. She also serves as the official spokesperson for the university. Crisis communication falls under her belt of responsibilities. She works with the university news service and digital marketing departments to support the Purdue ALERT emergency notification system.

Martin has over 24 years of creative and digital experience, the last nine of which have been spent at Purdue University. He is the Director of Digital Marketing and oversees the web, social and mobile presence of the university. As social media has increased our ability to reach a broader audience, his team collaborates with the Director of Public Information and the Assistant Vice President of Strategic Communication to ensure that the social media crisis communication plan is consistently reviewed. His team also works closely with the Emergency, Health and Public Safety and Information Technology offices to enable a faster, and more consistent, online crisis response.

Strategy and Focus: New Comprehensive Communication Plans for IU Bloomington and IUPUI -- Ryan Piurek and Margie Smith-Simmons

The news and media teams at IU Bloomington and IUPUI will be working in the coming year to incorporate more strategy and focus into their considerable efforts to promote the array of accomplishments by students, faculty, staff and administrators.

Margie Smith Simmons, director of strategic communications at IUPUI, and Ryan Piurek, director of strategic communications at IU Bloomington, will discuss the highlights of recently developed comprehensive communication plans, which were designed to reflect and to help the teams advance the goals and objectives of the university's core campuses. The plans are ambitious and their success depends in large part on input and assistance from our communication partners.

A member of IU's communications team for more than a decade, Piurek currently serves as director of strategic communications at IU Bloomington, where he oversees news and media, internal communications and social media. A graduate of the IU School of Journalism, he also teaches journalism

courses in the Media School. Piurek is a Connecticut native who has been living in Bloomington for 15 years, with past experience in newspaper reporting, public relations, marketing, advertising, and copywriting.

As director of strategic communications for the IUPUI campus and the IU School of Medicine, Smith-Simmons also oversees news and media, internal communications and social media. She has been in the public relations and communications fields for more than 15 years, mainly in the nonprofit and civil sectors, and received her Bachelor of Science from Indiana University.

Prior to joining IU, Margie worked at IU Health for nearly four years as public relations manager. Before that, she served in former Mayor Bart Peterson's administration as press secretary and deputy communications director, among other positions.

Best Practices/Lightning Round

Still accepting submittals for these presentations (six presentations; approximately 5-7 minutes in length/presentation).