



User Conference 2007

Best Practices

7000 School Bandwidth Requirement

Dutch Dresser

Fellow

WhippleHill Communications

THUR | 9:30 - 10:30 | DARTMOUTH

Many factors play substantive roles in the volume of bandwidth schools need to satisfy their actual bandwidth demands. WhippleHill is playing an instrumental role in collecting data surrounding the technical, social, demographic, and policy issues that impact school community consumption of bandwidth. Analysis of that data will accompany thinking on the evolution of school use of internetworked computers in the creation of a white paper intended to help school decision makers understand the range of issues to be considered when specifying school connectivity types and volumes.

7010 Pandemic Planning for Independent

Dutch Dresser

Fellow

WhippleHill Communications

TUE | 1:00 - 2:00 | DARTMOUTH

WED | 4:15 - 5:15 | DARTMOUTH

The "bird flu" continues to make news from time to time. A viral outbreak incidence could represent the first time in history that governments and NGOs have had time to anticipate their responses to a possible global crisis. What actions should schools consider as they establish policy to be implemented at various levels of viral distribution evidence?

7030 Search Engine Optimization

Francis McGovern

President

LT Search Partners

THUR | 8:30 - 9:30 | SALON D

THUR | 2:00 - 3:00 | DARTMOUTH

Learn how to use SEO and online marketing to improve online interest in your school that will translate to inquiries, giving, and reinforce your brand in a competitive market. We'll give an overview of SEO and look at the process involved in developing a program from research, implementation, ongoing strategy and analytics.

8000 Best Practices: Workflow Change

Ruth Hart Segal

Web Editor

Graland Country Day School

WED | 2:00 - 3:00 | DARTMOUTH

This session focuses on how the implementation of WhippleHill's software, specifically PushPage, has changed workflow and redefined or eliminated job descriptions at Graland Country Day School in Denver. The case study examines how the school's communication processes have changed over the past three years from the BPP (before PushPage) era to the APP (after PushPage) era. It also explores the effect these changes have made to efficiency, workflow and creativity.



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8010 Technology 101

Scott Reeves
Director of Technology
Westminster School

TUE | 10:00 - 11:00 | DARTMOUTH

RSS, Podcasting, URL, USB, HTTP, IM, MB and SSL – the list goes on. It is easy for the tech saavy to assume that these terms are understood by all. This session will review in layman's terms what many of the common terms and acronyms related to the internet mean and which ones are the most relevant to maintaining a web site.

8020 Video

Ken Hechanova
Technology
River Oaks Baptist School

WED | 2:00 - 3:00 | SALON D

Pictures, Video and Audio. How to get the most out of the MML for your school. Come join the discussion about what works and what doesn't. This session will touch a on creating video and audio internally, out-sourcing video production and challenges in working with web video.

8030 Event Registration

Wilkes Baugh
Director of Technology
Currey Ingram Academy

TUE | 4:15 - 5:15 | DARTMOUTH

This session will focus on effectively using WhippleHill's Event Registration module and how to best publicize an event through the use of Push Pages. Discuss how to maximize registration opportunities and how to best measure results.

8040 LDAP Integration

Cory Kennedy
Director of Integration Services
WhippleHill Communications

Keith Jones
Network Administrator

Mary Institute and St. Louis Country Day

TUE | 2:00 - 3:00 | DARTMOUTH

Come see how configuring Podium to authenticate against your LDAP server can make your life simpler. If your school doesn't have an LDAP server, or is perhaps your considering dipping your toes into the LDAP waters. This session will be invaluable.

8041 Social Network Primer

Travis Warren
WhippleHill Communications

TUE | 3:15 - 4:15 | SALON B

From the basics to beyond this session will take a complete look at how the emergence of web based social networks are effecting Private Schools. Gain valuable insight on what's working and what isn't. Can you filter them on campus and embrace them in development? Facebook, MySpace, Ning, LinkedIN, H3 and more ... Lots of data and information you can use right away.

8042 Cluetrain - Rethinking Communications for Web 2.0

Travis Warren
WhippleHill Communications

TUE | 2:00 - 3:00 | SALON A

The Cluetrain Manifesto is a set of 95 theses organized and put forward as a manifesto, or call to action, for all



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organizations operating within what is suggested to be a newly connected marketplace. The authors assert that the Internet is unlike the ordinary media used in mass marketing as it enables people to have "human to human" conversations, which have the potential to transform traditional business practices radically. This session is going to take a look at Cluetrain from the perspective of Schools and Web 2.0. Come learn more about this fascinating book and the implications these big ideas can have on your organization.

8043 WhippleHill's API

Cory Kennedy
Director of Integration Services
WhippleHill

TUE | 1:00 - 2:00 | FROST

WED | 9:30 - 10:30 | DARTMOUTH

This technical session is designed to provide a detailed overview of WhippleHill's new API offering (being announced at the conference). Learn the basics, look at a few easy examples and discuss the possibilities with WhippleHill integration experts.

8044 Data Import & Warehouse

Kelsey Warren
WhippleHill Communications

WED | 4:15 - 5:15 | FROST

Learn how to take advantage of WhippleHill's new import and export options. Additionally, this session will outline WhippleHill's master plan for data access. Come see where we're at and where we're going.

8050 E-Newsletters

Cliff Paige, Head of Upper School
and **Andrew Holmgren, Dean of Academic Affairs**
Fairfield Country Day School

TUE | 2:00 - 3:00 | FROST

What makes a good eNewsletter? Who reads them? Who produces them? Is online better than on paper? What works and what doesn't? How frequently are they produced? Come share examples and important insight into this very important communication tool.

8060 Marketing Your Launch

Colley Bell
Assistant Headmaster
Tower Hill School

TUE | 10:00 - 11:00 | SALON B

You've spent months scaling the Web site mountain – planning navigation, coordinating photography, writing text, reviewing designs, testing – and now the summit is in sight. What are the final steps to launching the site? And what's the most effective approach to announcing the launch to your community? Come hear how Tower Hill did it with great success.

8070 Alumni Community

Jenni French
Director of Communication
Watkinson School

TUE | 3:15 - 4:15 | FROST

You have Alumni Groups, but why aren't alumni logging in? In this session we'll discuss ideas for a proactive communication campaign to "sell" Alumni on the idea of a community, as well as review the powerful tools within the Alumni Groups module.



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8080 Getting Started

Julia Brennan

Director of Communication

Kimball Union Academy

WED | 10:45 - 11:45 | SALON B

You've selected a vendor and you're ready to tackle the development of your new website – but are you really ready? This can take months and touch every corner of your community. Regardless of the approach you've chosen, this session will save you time and money.

8090 Teaching Your Teachers

Scott Daniel

Director of Technology

Barstow School

THUR | 10:45 - 11:45 | SALON A

This session will focus on techniques and ideas for training faculty on both WhippleHill's software as well as technology in general. Effective training is a critical step in empowering faculty to become invested in technology and fully maximize it's potential.

8100 Schools' Roles in Internet Safety

Jeff Ritter

Director of Technology

St. John's School

TUE | 4:15 - 5:15 | FROST

From chat rooms to MySpace, You Tube, and blogs – this session will discuss ideas about what a school's role is in establishing policies and procedures for policing student web usage. At what grade level is it advisable to introduce web safety education? Do you include parents? What does a school do when it finds incriminating photos or content

on a student's MySpace page? Should a school actively look for student published content on the web?

8110 To Publish or Not to Publish?

Marlene Sigel

Communication Director

Albuquerque Academy

TUE | 3:15 - 4:15 | DARTMOUTH

An ongoing discussion at many schools is exactly what to publish in public sections versus password-protected areas. And even in the secure areas there is some debate about what to publish. While many schools will have different ideas, this session will focus on working through some of the pros and cons on both sides of the argument.

8120 Getting Your Colleagues Invested

Peggy Andrzejczyk

Director of Public Relations

University Liggett School

WED | 3:15 - 4:15 | DARTMOUTH

Schools invest much effort and resources in building their web sites and implementing software. Often when the torch is passed by the site going live, web administrators run into resistance from faculty and staff who can be less excited about participating in adding content or maximizing software potential. This session will focus on ideas in overcoming roadblocks and convincing other faculty and administrators of the benefits of their participation.



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8130 Gadgets & Gizmos

Jim Manikas

Director of Technology

Webb School

THUR | 1:00 - 2:00 | DARTMOUTH

Over the past few years WhippleHill has received many questions in our hands-on sessions about our opinions on what is the best digital camera, scanner, MP3 recorders, etc.. This session will review products and recommend a variety of solutions for different needs.

8140 Best Practices: Admissions

Lisa Wu

Director of Admissions

Lick-Wilmerding High School

THUR | 8:30 - 9:30 | DARTMOUTH

This session will focus on the web and how it relates to admissions. How has the web affected your admissions process? Are there both positives and negatives? How do you see the web factoring into the evolution of your admissions candidate recruitment and communications processes?

8150 Following up with Initial Inquiries

Marcus Muster

Director of Technology

The Kiski School

WED | 10:45 - 11:45 | DARTMOUTH

This session will focus on new web-based marketing tools that have been successfully implemented at The Kiski School. Special attention is given to initial inquiries used to gather prospective student information. Personalized HTML based e-mails are used to follow up with the prospective students and parents based on

their inquiry. Embedded within the follow up e-mail are mechanisms for the prospective family to visit the school with links to customized prospective portals on The Kiski School web site. These portals are designed to highlight the prospective candidate's interests.

8160 Analyzing Web Traffic

Joan Feldman

Director of Communication

Beth Tfiloh Congregation & Schools

WED | 1:00 - 2:00 | DARTMOUTH

This session will focus on how schools can use site traffic reports to determine the success of their web site, the most popular sections of their site and numbers of new and returning users. Come discuss which metrics and reports work best. Bring your own favorites or simply listen to others discuss and debate this useful tool.

8170 Best Practices: Development

Jane Tait

Webmaster

Millwood School

THUR | 10:45 - 11:45 | DARTMOUTH

This best practices session focuses on how your development office can best utilize your web site for reaching out to – and staying in touch with – constituents. How can your web site improve your communications? How can you target specific audiences? Can it decrease the need for print communications? How can it be used for event planning? And for evaluating the success of events?



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8180 Publishing Homework

Link Keur

Technology

Newark Academy

WED | 4:15 - 5:15 | SALON B

Bringing content from the classroom to your internet is easily the most challenging part of any school web project. There is no one trick for getting department heads and faculty on board. From Backroom to Podium, Newark Academy was one of WhippleHill's first schools to fully utilize the online homework function. Come learn from them about their successes and failures.

8190 Making the Shift

Jay Goulart

Asst. Head of External Affairs

Cheshire Academy

TUE | 1:00 - 2:00 | SALON A

Making the transition from paper to the web as the key communication tool comes with many challenges. Come listen to the Cheshire Academy communications team that threw away tradition and improved outreach and impact.

8200 Web Stewardship

Kim Hurlbut, Director of Stewardship

Chuck Will, Communication Director

Proctor Academy

WED | 2:00 - 3:00 | HAWTHORNE

When you create one communication for everyone, the message goes to no one! Fashion communications for distinct recipients. Self-managed stewardship provides your constituents electronic communications that are wholly customized, and current. Leadership donors,

prospective families, current parents, and alumni receive personalized messages with text, images and video selected specifically for this moment in time. Use technology to initiate conversations with your constituents, interactions that generate emotion, value, commitment and retention! Finally, track engagement, which message is working, who is opening what, and to whom they forward their experience. Join Kim Hurlbut and Chuck Will for practical insights into the possibilities and realities of real time electronic communications.

8210 Using Your Web in an Emergency

To Be Determined

TUE | 11:00 - 12:00 | DARTMOUTH

In the past few years we've had schools in the midst of natural disasters in New Orleans and New Hampshire rely on their web sites to communicate with constituents in a time-critical manner. This session will focus on best practices for using this medium to communicate with parents, students, and faculty/staff in an emergency situation. Is web communication a defined priority at your school for emergencies? Is there a protocol in place? Are there redundancies in place if you cannot access the web from your campus? Is there info that should only be communicated in password-protected areas?



User Conference 2007

Vendor Sessions

9000 Online Application & Re-enrollment

Frank Arias

Director of Advanced Solutions

infosnap

WED | 2:00 - 3:00 | FROST

THUR | 8:30 - 9:30 | FROST

Learn why WhippleHill has chosen infosnap to deliver robust online admission application and enrollment form solutions for client web sites. This session will introduce you to infosnap's online solutions, and show you how they integrate with WhippleHill's products. You'll learn about the new single-login with WhippleHill communities, data delivery to your database, and see infosnap's online admission and enrollment solutions in action.

9010 Digital Signage

Chris Lee, President

FireSign

Tony Trumbo, Director of Technology

Ensworth School

WED | 9:30 - 10:30 | FROST

Bring your web content to the hallways of your school. From athletic schedules and daily announcements to monthly calendars and school news, this technology can save you time and money while making an impressive visual statement. Come learn about the success Ensworth has had in integrating their web site with digital signage strategically placed throughout their two campuses.

9015 Tapping into New Fundraising Opportunities: Making Online Auctions Work for You!

John Durrant

Vice President of Marketing

cMarket, Inc.

THUR | 1:00 - 2:00 | FROST

If you're looking for new ideas to spark your traditional auction, consider the online option. Whether you are augmenting your current auction program or looking for a viable alternative, the online medium is proving to be a successful fundraising tool for private schools. Learn more about online auctions, how you can identify and tap new school donors, improve your fundraising ROI, and add value and online visibility for school sponsors and supporters.

9020 Introduction to ePhilanthropy

Andrew Mosawi

Director of Nonprofit Services

IATS, a Ticketmaster Company

WED | 2:00 - 3:00 | SALON A

Everyone is talking about the power of the Internet for fundraising purposes, but what is the opportunity exactly and how does your organization get started? In this session, an overview of the last decade of ePhilanthropy is provided with a focus on the various techniques that have proven successful. The session will also include an overview of the fundamental principles of ePhilanthropy necessary for a successful online fundraising program.



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Vendor Sessions

9030 Payment Processing

Andrew Mosawi

Director of Nonprofit Services

IATS, a Ticketmaster Company

WED | 3:15 - 4:15 | SALON A

In this highly interactive session, learn how to analyze the payment process to identify any potential issues that may exist. Explore the various techniques, technologies and services that are available to reduce the amount of time and money you spend administering transactions.

9005 Data Shuttle

Frank Arias

Director of Advanced Solutions

infosnap

WED | 1:00 - 2:00 | FROST

Data flow between WhippleHill communities and Raiser's Edge has long been a headache. Previously, user profile changes made to a WhippleHill community had to be manually updated in Raiser's Edge, and vice-versa. WhippleHill has partnered with infosnap to create the Data Shuttle, a powerful yet easy-to-use application that automates the data flow between WhippleHill communities and Raiser's Edge. In this session you'll see how user changes made in WhippleHill communities can be extracted, reviewed and imported into Raiser's Edge without the headaches.

9800 Forms & Commerce

Kyle York

WhippleHill

THUR | 9:30 - 10:30 | FROST

Product demonstrations of the WhippleHill's Forms and Commerce solutions designed to help you learn about products you don't already own.

9801 Groups and Learning

Will Redway

WhippleHill

THUR | 10:45 - 11:45 | FROST

Product demonstrations of the WhippleHill's Groups and Learning solutions designed to help you learn about products you don't already own.

9802 Content Management

Kyle York

WhippleHill

THUR | 2:00 - 3:00 | FROST

Product demonstrations of the WhippleHill's CMS solutions designed to help you learn about products you don't already own.

9803 Student Information Systems

Will Redway

WhippleHill

WED | 3:15 - 4:15 | FROST

Product demonstrations of the WhippleHill's Student Information Systems (including Admissions) designed to help you learn about products you don't already own.

9804 Redesigning Your Site

Will Redway

WhippleHill

WED | 10:45 - 11:45 | FROST

If you're upgrading from the Backroom to Podium or just simply redesigning your site, this session will provide lots of things to help with your planning.