



July 15 - 17 | Portland, Maine

2025

# Attendee Justification Kit



# From Our Chair

Hello —

As Chair of the 2025 eduWeb Summit, I want to invite you to the community.

The Learning Topic Experts have created an excellent program that will make your time at eduWeb valuable and help you and your institution move from theory to practice.

We are also built in additional space to unpack your learnings, collaborate, and network with your peers.

The event registration for this year is \$1125 until February 28, 2025. (Also, you receive \$150 off per person when three or more team members register.)

Again, welcome, and please let us know if you have any questions.

We can't wait to see everyone in Portland, Maine in July!



Allison Turcio  
2025 Program Chair, eduWeb Summit  
Assistant VP for Enrollment and Marketing  
Siena College

# Why attend?

## 3

Attending a conference isn't just about what you learn but also about who you'll meet and about affording yourself the time to build relationships. Many of our participants have been attending year after year for more than a decade, and the events are a reunion each year for lifelong relationships.

## 50+

Build knowledge and know-how with over 50 sessions, master classes, and networking opportunities in nine Learning Topics: Digital & Web Experience, Enrollment Growth, Data Insights & Analytics, Leadership & Career Development, Strategy & Planning, Marketing Communications & Branding, Student Journey, Enhancing Student & Alumni Experience, and AI. And, with various session formats, you'll return home with fresh concepts, deeper understandings, and new ideas you can implement immediately.

## 80

People come from over 80 institutions in 50 states and countries all over the world, as well as over 25 business partners and exhibitors with expertise in higher education, which means you'll have ample opportunity to exchange fresh ideas and gather new perspectives.

## +

**Value:** free workshops, team discounts, and affordable rates.

**Collaboration:** eduWeb is in-person for a reason. Its size and event design is created to maximize your ability to listen, unpack, and engage with your peers and industry leaders.

**Action Over Theory:** Conferences typically just cram in sessions and call it value. We purposely built a program to move from theoretical to action.

**Location:** A world-class city to not only learn but connect with alumni, donors, prospective students, and more.

## Relevance & ROI

...to your career and your institution. Higher education is at a crossroads and the program is designed around you and your challenges.

# Who Attends

Come join your campus colleagues from the diverse group of departments.



## Marketing & Communications

Advertising, Branding, Content Strategy, Creative, Editorial, Inbound, Social Media, Performance Analysis



## Enrollment Management, Admissions Leadership & Staff

Undergraduate, Graduate



## Websites & Digital Engagement

Site Development, Search Engine Optimization, Web Governance, Content Strategy



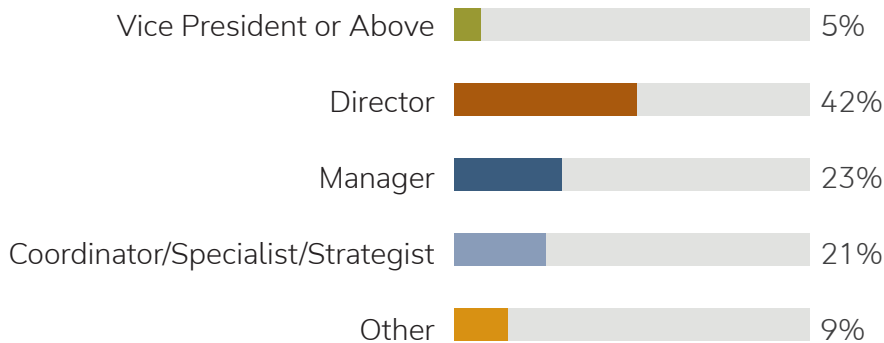
## Advancement

Alumni Relations, Development Marketing

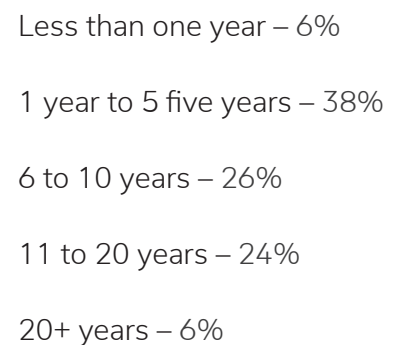
# Makeup & Demographics

In the past five years alone, eduWeb events have welcomed over 900 unique institutions around the country and the world.

### Institutional Role



### Years in Higher Education



# Letter to your Boss

Subject: Request for Approval to Attend the 2025 eduWeb Summit

Dear [Manager's First Name],

I am writing to seek your approval to attend the 2025 eduWeb Summit, scheduled for July 15-17 in Portland, Maine. This event is a key conference for higher education professionals and offers an excellent platform for networking, learning, and sharing innovative ideas.

The eduWeb Summit has been instrumental in shaping the higher education landscape for over 18 years, bringing together thought leaders and experts. **The conference offers visionary keynote speeches, over 50 sessions on cutting-edge research, and valuable networking opportunities with peers from across the globe.**

Here are a few highlights:

- **Insightful Keynote Speakers:** Leaders in higher education will share their experiences and visions for the future, providing strategic insights that we can adapt to our context.
- **Educational Sessions:** The sessions are selected through a rigorous peer-review process, ensuring relevance and quality. They cover the latest trends and research, with practical takeaways I can implement immediately to enhance our strategies.
- **Collaborative Opportunities:** With attendees typically from over 80 institutions across 50 states and various countries, the conference provides a unique opportunity to exchange ideas with peers, gain fresh perspectives, and potentially lead to collaborative initiatives.
- **Exhibit Hall Access:** Interaction with over 25 solution providers will offer direct insights into overcoming specific challenges we face and could help expand our impact through innovative solutions.

Attending this Summit will directly contribute to my professional development goals of [specific goals], enhancing my ability to contribute more effectively to our team.

The registration fee is \$1,125; registering three or more team members can save an additional \$150 per person.

Please let me know if you need further information to consider this request or if you would like to discuss it in more detail. You can find more at [eduwebsummit.com](http://eduwebsummit.com)

Thank you for considering this opportunity for professional development.

Best regards,  
[Your Name]

# 2024 eduWeb Attendees

eduWeb has always represented a wide array of roles and institutions in the U.S. and abroad. From small private and community colleges to large universities and teams of one to institutions bringing eight, eduWeb represented schools from 39 states and abroad.

**Institutions:**

- Angelo State University
- Anne Arundel Community College
- Archbishop Stepinac High School
- Baruch College - CUNY
- Boise State University
- Brandeis University
- Bridgewater State University
- Brown University
- Cal Poly
- Camden County College
- Catawba College - MarComm
- Centennial School District
- Community College of Philadelphia
- Connecticut College
- Cypress College
- Dalian University of Technology China
- Davidson College
- DeSales University
- Drexel University
- Elizabethtown College
- Emory University
- Fairmont State University
- Ferris State University
- Florida SouthWestern State College
- Framingham State University
- Harrisburg University of Science and Technology
- Harvard School of Dental Medicine
- Harvard University
- Holy Family University
- Indiana University Indianapolis
- IUPUI
- James Madison University
- Johns Hopkins School of Nursing
- Kutztown University
- Leeward Community College
- Lewis University
- Lindenwood University
- Loyola University Chicago
- Manor College
- Messiah University
- Michigan State University
- Minnesota State University, Mankato
- MIT Sloan School of Management
- Montclair State University
- Murray State University
- New Mexico Highlands University
- North Carolina State University
- Northeast Wisconsin Technical College
- Northern Arizona University
- Northshore Technical Comm College
- Old Dominion University
- Penn GSE
- Princeton University
- Radford University
- Reading Area Community College
- RIT
- Rutgers University
- Sacred Heart University
- Saint Joseph's University
- Saint Louis University
- Salem State University
- Sauk Valley Community College
- Siena College
- Southern Connecticut State University
- Stanford University
- State University of New York - Alfred State College
- State University of New York at Oswego
- SUNY Downstate Health Sciences University
- SWOSU
- Tarleton State University
- Tarrant County College
- Teachers College, Columbia University
- Temple University
- Texas Christian University
- Texas State University
- Texas Tech University Health Sciences Center
- The Claremont Colleges Services
- The College of New Jersey
- The University of Scranton
- The University of Texas MD Anderson Cancer Center
- Tufts University
- UC Irvine
- UCLA
- UNC Charlotte
- UniSC
- University of Alaska Fairbanks
- University of Delaware
- University of Georgia
- University of Guam
- University of Hawai`i, Leeward Community College



University of Illinois Springfield  
 University of Iowa  
 University of Maryland  
 University of Miami  
 University of Michigan  
 University of Mississippi  
 University of Montevallo  
 University of New Hampshire Peter T. Paul College of  
 Business and Economics  
 University of New Mexico Health Sciences  
 University of North Carolina at Greensboro  
 University of North Carolina School of the Arts  
 University of North Dakota  
 University of North Florida  
 University of Pennsylvania  
 University of Pennsylvania, College of Liberal and  
 Professional Studies  
 University of Rochester  
 University of San Francisco  
 University Of Tennessee Space Institute  
 University of Tennessee, Knoxville  
 UNM Health and Health Sciences  
 Valencia College  
 Villanova University  
 Wake Forest University School of Law  
 Washburn University  
 Washington State University  
 Weill Cornell Medicine - Qatar  
 Whittier College  
 Wilkes University  
 Worcester State University  
 Yale School of Management  
 Yeshiva University

Associate Director of Outreach and Engagement  
 Associate Director of Web Operations  
 Associate Director, Digital Marketing  
 Associate Director, Digital Strategies  
 Associate Director, Website Management and  
 Integrated Technology  
 Associate Director/Editor  
 Asst Vice President for Communications and  
 Community Relations  
 AVP  
 AVP Enrollment and Marketing  
 AVP for University Web Services  
 AVP Marketing Communications  
 AVP, Marketing & Digital Strategies  
 AVP, Strategic Distribution  
 Call Center Agent & Social Media Manager  
 Chief Experience Officer  
 Chief Information Officer  
 Chief Marketing and Communications Officer  
 Client Services Manager  
 CMO  
 Communications & Marketing Associate  
 Communications Coordinator  
 Communications Manager  
 Communications Specialist  
 Counselor  
 Creative Manager  
 Customer Relationship Management Administrator  
 Digital & Social Media Specialist  
 Digital Communications Coordinator  
 Digital Communications Manager  
 Digital Communications Manager  
 Digital Communications Specialist  
 Digital Communications Strategist  
 Digital Content Manager  
 Digital Engagement Manager  
 Digital Marketing Manager  
 Digital Media Manager/Web Developer  
 Digital News Content Associate  
 Digital Strategist  
 Director  
 Director of Admission Marketing and Events  
 Director of Brand Management  
 Director of Communications  
 Director of Content Strategy and Assessment  
 Director of Digital Communications  
 Director of Digital Engagement  
 Director of Digital Marketing  
 Director of Digital Media  
 Director of Enterprisewide Marketing  
 Director of Financial Aid  
 Director of Graduate Admissions  
 Director of Marketing

**Titles (excludes duplicate or similar titles):**

A. Director of Grad. Marketing  
 Administrator of Internet Services  
 Assistant Director  
 Assistant Director of Communications  
 Assistant Director of Communications and Digital Content  
 Assistant Director of Communications and Technology  
 Assistant Director of Content Strategy  
 Assistant Director of Digital Marketing  
 Assistant Director of Digital Recruitment Marketing  
 Assistant Director of Marketing  
 Assistant Director of Marketing Communications  
 Assistant Director of Social Media  
 Assistant Director of Web Strategy  
 Assistant Vice President  
 Associate Director  
 Associate Director for Digital Operations  
 Associate Director for Web Applications  
 Associate Director of Data Analytics & Student Experience  
 Associate Director of Marketing  
 Associate Director of Marketing and Events

Director of Marketing and Communications  
 Director of Media Services  
 Director of Media Strategy (PR)  
 Director of Operations  
 Director of Social Media  
 Director of Strategic Communications  
 Director of Student Communication  
 Director of Web and Digital Marketing  
 Director of Web Innovation & Strategy  
 Director of Web Operations  
 Director of Web Services / Asst Dir of Marketing  
 Director, Enrollment Communications  
 Engagement Manager  
 Exec. Director  
 Exec. Director Web Development  
 Executive Director  
 Executive Director for Digital Experience and Marketing  
 Executive Director of External Relations  
 Executive Vice President  
 Front End Developer & UX Specialist  
 Front-End Developer/Designer  
 Graphic Designer  
 Information Officer  
 Junior Developer  
 Lead Information Architect / SEO  
 Manager - Marketing and Communications  
 Manager of Digital Content  
 Manager, Communications and Marketing  
 Manager, Publications & Technical Writing  
 Marketing & Communications Specialist  
 Marketing & Outreach Officer:  
 Marketing and Communications Writer  
 Marketing and Content Coordinator  
 Marketing Coordinator  
 Marketing Director  
 Marketing Manager  
 Media Developer  
 Media Relations Officer  
 Office Manager  
 Officer, Student Outreach and Educational Development  
 Online Infrastructure Manager and MBA Marketing  
 Instructor

PhD candidate  
 Program Communicator  
 Program Manager  
 Public Relations Manager  
 Recruiting and Impact Coordinator  
 Senior Communications Manager  
 Senior Communications Specialist  
 Senior Director of Web Strategy  
 Senior Finance and Marketing Manager  
 Senior Graphic Designer  
 Senior Manager  
 Senior Vice President, Enrollment Management  
 Senior Web Developer  
 Senior Web Strategist  
 Social Media Content Specialist  
 Social Media Coordinator  
 Social Media Manager  
 Student  
 University Photography Manager  
 Vice President Round Rock Campus  
 Vice President, Marketing & Communications  
 Videographer  
 VP - Marketing Communications and Government  
     Relations  
 VP Enrollment and Marketing  
 VP of Communications & Marketing  
 Web Administrator  
 Web Content Manager  
 Web Developer  
 Web Development & Digital Research Manager  
 Web Services Manager  
 Webmaster  
 Website Administrator  
 Website Content Coordinator  
 Website Content Manager  
 Welcome Center Coordinator





**eduWeb Summit**  
P.O. Box 3123  
Frederick, MD 21705  
762-2eduWeb

10/18/24