

AAU Public Affairs Network 31st Annual Meeting

March 17 – 20, 2018

The Renaissance Downtown
999 Ninth Street NW, Washington DC, 20001

SATURDAY, March 17

5:00 – 6:00 p.m.

*Fireview Room
Lobby Level*

Registration

5:30 – 6:30 p.m.

*Fireview Room
Lobby Level*

RECEPTION

6:45 – 8:45 p.m.

*Presidents Sports Bar & Grille
Lobby Level*

Dinner for New Public Affairs Network Members

AAU has organized an informal dinner for members attending their first meeting and PA Steering Committee members.

SUNDAY, March 18

9:00 – 10:20 a.m.

*Renaissance Foyer/East
Ballroom Level*

REGISTRATION AND BREAKFAST

10:20 – 10:35 a.m.

*Renaissance West
Ballroom Level*

Welcome and Introductions

10:35 a.m. – 12:15 p.m.

*Renaissance West
Ballroom Level*

Lightning Round

Moderator: **Jack Martin**, Assistant Vice President for Communications, University of Washington

12:30 – 1:45 p.m.

*Renaissance East
Ballroom Level*

LUNCH

Fact-checking in the Age of Misinformation

Speaker: **Bill Adair**, Founder, Politifact; Knight Professor of the Practice of Journalism and Public Policy, Duke University

1:45 – 2:00 p.m.

BREAK

2:00 – 3:15 p.m.

*Renaissance West
Ballroom Level*

Campus Crisis Response in the Age of the Hashtag

Moderator: **Phyllis Holtzman**, Associate Vice President of University Communications, University of Pennsylvania

Panelists: **Daniel Nardello**, Founder and Chief Executive Officer, Nardello & Company;
Matt McDonald, Partner, Hamilton Place Strategies
David Robinson, Interim Chief Campus Counsel at UC Berkeley

SUNDAY, March 18

3:30 – 4:15 p.m.
*Renaissance West
Ballroom Level*

Communicating Science Stories to the Public

Moderator: Tracey Reeves, Director of Media Relations, The Johns Hopkins University

Panelists: Elizabeth Goodfellow, Editor, Futurity.org
Barbara Moran, Managing Editor, Boston University

4:30 – 5:00 p.m.
*Renaissance West
Ballroom Level*

Futurity Annual Meeting (Open)

DINNER ON YOUR OWN

MONDAY, March 19

7:00 – 8:00 a.m.
*Renaissance East
Ballroom Level*

BREAKFAST

8:00 – 8:15 a.m.
*Renaissance West
Ballroom Level*

Steering Committee Announcements

8:15 – 9:30 a.m.
*Renaissance West
Ballroom Level*

Free Speech on College Campuses

Moderator: Frances Draper, Vice Chancellor for Strategic Relations, University of Colorado, Boulder

Panelists: Stephen Dunham, Vice President and General Counsel, Pennsylvania State University
Jean Morrison, University Provost and Chief Academic Officer, Boston University

9:30 – 10:00 a.m.

BREAK

10:00 – 11:30 a.m.
*Renaissance West
Ballroom Level*

Communicating During Incidents on Campus

Moderator: Janet Gilmore, Senior Director, Strategic Communications, University of California Berkeley

Panelists: Chris Geldart, Chief Operating Officer, Priority 5 Holdings
Cicely Waters, Director, Incident Communications, Department of Homeland Security
Ronnell Higgins, Chief of Police and Director of Public Safety, Yale
Kyle Henley, Vice President for University Communications, University of Oregon

11:30 – 11:45 a.m.

BREAK

11:45 a.m. – 1:15 p.m.
*Renaissance East
Ballroom Level*

LUNCH

A Conversation with Mary Sue

Speaker: Mary Sue Coleman, President, Association of American Universities

1:15 – 5:00 p.m.
*2720 Martin Luther King Jr
Ave SE*

FIELD TRIP: Homeland Security and Emergency Management Agency (HSEMA)
Emergency Operations Center (EOC) and Joint Information Center (JIC)
Transportation Provided

MONDAY, March 19

5:30 – 7:00 p.m.

*Renaissance Ballroom Foyer
Ballroom Level*

RECEPTION

7:00 – 8:45 p.m.

*Renaissance East
Ballroom Level*

DINNER

Reflections on our homeland, our nation, and our democracy

Speaker: **Jeh Johnson**, Former United States Secretary of Homeland Security;
Partner, Paul Weiss

TUESDAY, March 20

8:00 – 8:45 a.m.

*Renaissance East
Ballroom Level*

BREAKFAST

8:45 – 9:00 a.m.

*Renaissance West
Ballroom Level*

Steering Committee Announcements

9:00 – 10:30 a.m.

*Renaissance West
Ballroom Level*

What do they *really* think about us? A conversation about public opinion and higher education

Moderator: **Michael Schoenfeld**, Vice President for Public Affairs and Government Relations, Duke University

Speaker: **Brandon Busted**, Executive Director, Education and Workforce Development, Gallup

10:30 a.m. – 12:00 p.m.

Renaissance West

Open Forum

Moderator: **Nancy Seideman**, Associate Vice President, Media Relations, Emory University

12:00 p.m.

Adjourn

12:00 – 1:00 p.m.

*Penn Quarter Room
Lobby Level (second floor)*

Joint CFR – PA Steering Committee Lunch
Committee Members Only

1:00 – 2:00 p.m.

*Penn Quarter Room
Lobby Level (second floor)*

PA Steering Committee Meeting
Committee Members Only