Welcome

Claire Holmes, Associate Vice Chancellor

April Geffre Irwin, Roqua Montez, and José Rodríguez
BC2 Co-chairs

BC$^2$  June 1, 2016
Alchemy

noun  
ˈal-kə-mē\  
a power or process that changes or transforms something in a mysterious or impressive way
The Alchemy of Communications

Ingredients
- 2 Keynotes
- 8 Breakout Sessions

Demystifying
- 4 Workshop sessions

Magic
- 1 Award Ceremony
- 1 Happy Hour
- #ShareBC2 / bc2.berkeley.edu/social-media
THE 411

- Wifi
- Facilities
  - Session Locations
  - Restrooms
- Green Event
- Lunch
- Giveaways

#ShareBC2
AGENDA

9:00 am – Keynote Dr. Pat Sanders
10 am – Workshops/Breakout Sessions 1
11 am – Workshops/Breakout Sessions 2
11:45 am - Lunch
12:45 pm – Comms Rockstar Awards
1:20 pm - Workshops/Breakout Sessions 3
2:20 pm – Workshops/Breakout Sessions 4
3:10 pm – Keynote Jeremy Adam Smith
4:00 pm – State of Communication at Berkeley
4:20 pm – Closing Reception
Effectively Communicating to Diverse Communities

Dr. Pat Sanders
Department of Communications
University of North Alabama

BC²

#ShareBC2
Workshops/Breakout Session 1
10:00 am - 10:45 am

Metrics Workshop
Kriselle Laran, Vice President for Digital, Zeno Group
Pauley East - 3rd

Chats in a Snap
April Geffre Irwin, Educational Technology Services
Madrone - 4th

Creating Infographics
Hulda Nelson, Office of Communications and Public Affairs
Stephens - 3rd
Workshops/Breakout Session 2
11:00 am - 11:45 am

DIY Video Workshop
Pauley East - 3rd
Benjamin Packard, Retainer Media

Bridging the Brand
Madrone - 4th
Ram Kapoor, Office of Communications and Public Affairs

Making Your News Matter
Stephens - 3rd
Richard Gonzales, National Public Radio
Jana Katsuyama, KTVU Fox 2 News
Katy Murphy, San Jose Mercury News and East Bay Times
LUNCH AND ROCKSTAR AWARDS

Tilden Room & Balcony (5th floor)

RockStar Awards
Pauley West
Workshops/Breakout Session 3
1:20 pm - 2:05 pm

Metrics Workshop
Kriselle Laran, Vice President for Digital, Zeno Group
Pauley East - 3rd

Trends in Social Media
Kathryn Bader, Office of Communications and Public Affairs
Madrone - 4th

When Crisis Comes Calling
Andrea Estrada, Acting Director of News and Media Relations, UC Santa Barbara
Stephens - 3rd

#ShareBC2
Workshops/Breakout Session 4
2:20 pm - 3:05 pm

**DIY Video Workshop**
Pauley East - 3rd
Benjamin Packard, Retainer Media

**Creating Voice**
Madrone - 4th
Ellen Topp, Director of Communications, Student Affairs
Kim Jarboe LaPean, Communications Manager, University Health Services, Tang Center

**Making a Campaign**
Stephens - 3rd
LaDawn Duvall, Executive Director, Visitors and Parents Services
Stefanie Kalem, Principal Online Editor, University Development and Alumni Relations
Peter Cavagnaro, Media Relations Manager, Berkeley Art Museum and Pacific Film Archive

# ShareBC2

BC²
Most popular MarCom tools you use?

1. Web
2. Email
3. Social media
Your top audiences?
1. Current students
2. General public
3. Instructors/faculty
4. Alumni and staff (tied)
Does your emergency plan include communication steps?

51% — Yes
42% — Don’t have one
Oxford comma?

63% — Yes
20% — No
17% — Sometimes
Favorite Internet animal?

35% – Dog
32% – Cat
23% – Berkeley squirrel
Using the Science of Emotions to Enhance Storytelling

Jeremy Adam Smith
Greater Good Science Center
UC Berkeley
PR Sentiment

Have you heard any news in the past three months about any of the following institutions?

- “Excellent graduate programs”
- “Hippie school but awesome”
- “New research discoveries in accelerator physics”

UCB positive news awareness highest among Millennials/GenX (46%/48%) and those with kids under 18 in HH (56%).
PR Sentiment
Have you heard any news in the past three months about any of the following institutions?

12%

negative news

“Big layoffs”

“Sexual assaults weren’t being handled properly”

“University accepting too many foreign students because of the higher tuition they pay”
THANK YOU!

Join us on the patio for refreshments and networking

#ShareBC2 (responsibly)