

# Welcome

Claire Holmes, Associate Vice Chancellor

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

**BC<sup>2</sup>**

June 1, 2016

**Berkeley**  
UNIVERSITY OF CALIFORNIA

# alchemy

*noun* al·che·my \ 'al-kə-mē\

a power or process that changes or transforms something in a mysterious or impressive way



BC2 2016

# 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](http://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

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# Effectively Communicating to Diverse Communities

Dr. Pat Sanders  
Department of Communications  
University of North Alabama

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# Workshops/Breakout Session 1

10:00 am - 10:45 am

**Metrics Workshop**  
Pauley East - 3rd

Kriselle Laran, Vice President for Digital, Zeno Group

**Chats in a Snap**  
Madrone - 4th

April Geffre Irwin, Educational Technology Services

**Creating Infographics**  
Stephens - 3rd

Hulda Nelson, Office of Communications and Public Affairs

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# 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

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LUNCH AND ROCKSTAR AWARDS

**Tilden Room & Balcony  
(5th floor)**

**RockStar Awards  
Pauley West**



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# Workshops/Breakout Session 3

1:20 pm - 2:05 pm

## Metrics Workshop

Pauley East - 3rd

Kriselle Laran, Vice President for Digital, Zeno Group

## Trends in Social Media

Madrone - 4th

Kathryn Bader, Office of Communications and Public Affairs

## When Crisis Comes Calling

Stephens - 3rd

Andrea Estrada, Acting Director of News and Media  
Relations, UC Santa Barbara

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# 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 LaPeau**, 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

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BC2 2016 Campus Survey

# Most popular MarCom tools you use?

**1. Web**

**2. Email**

**3. Social media**

BC2 2016 Campus Survey

- Your top audiences?**
- 1. Current students**
  - 2. General public**
  - 3. Instructors/faculty**
  - 4. Alumni and staff  
(tied)**

BC2 2016 Campus Survey

**Does your emergency  
plan include  
communication steps?**

**51% — Yes**

**42% — Don't have one**

BC2 2016 Campus Survey

# Oxford comma?

**63% — Yes**

**20% — No**

**17% — Sometimes**



BC2 2016 Campus Survey

# Favorite Internet animal?

**35% – Dog**

**32% – Cat**

**23% – Berkeley squirrel**

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# Using the Science of Emotions to Enhance Storytelling

Jeremy Adam Smith  
Greater Good Science Center  
UC Berkeley

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# State of Communication at Berkeley

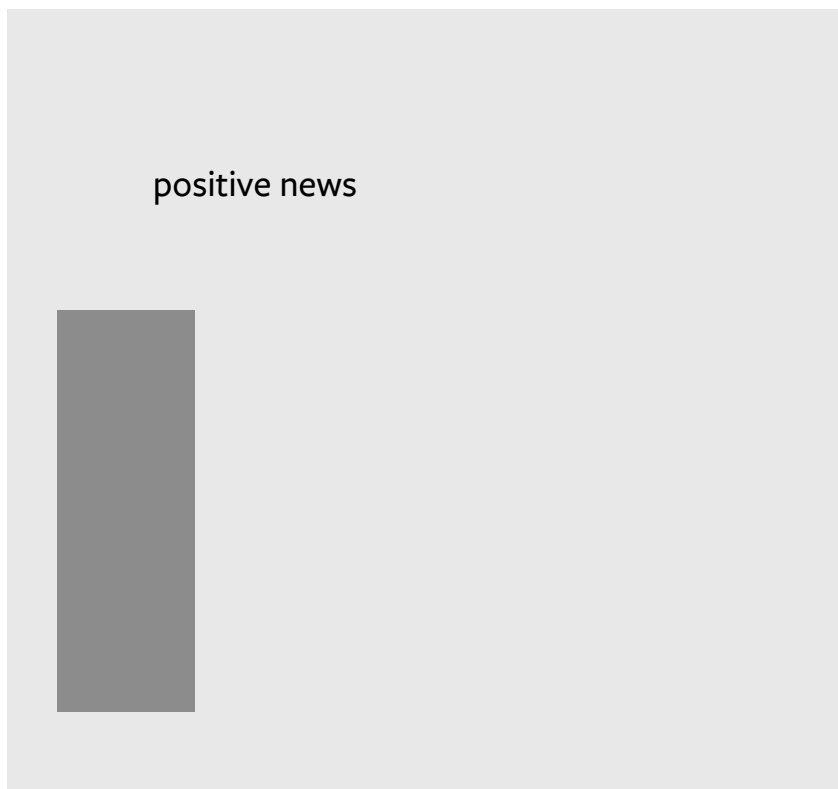
Claire Holmes  
Associate Vice Chancellor  
Office of Communications and Public Affairs

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# 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”**

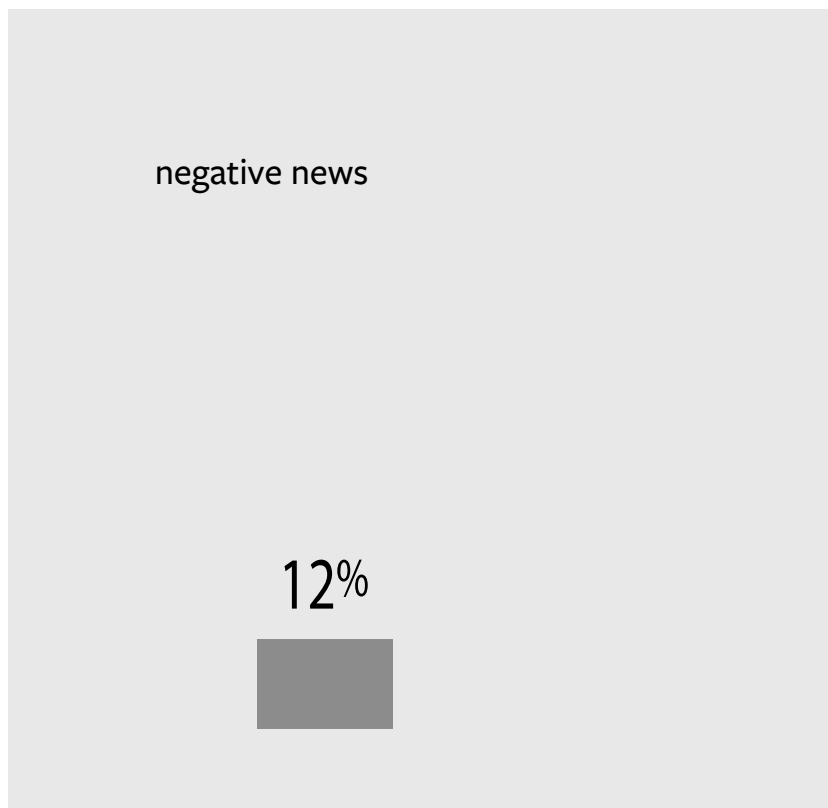
**“New research discoveries in accelerator physics”**

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?



**“Big layoffs”**

**“Sexual assaults weren’t being handled properly”**

**“University accepting too many foreign students because of the higher tuition they pay”**





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(responsibly)**

**THANK YOU!**

**Join us on the patio for  
refreshments and  
networking**