



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.

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?

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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.

60+

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



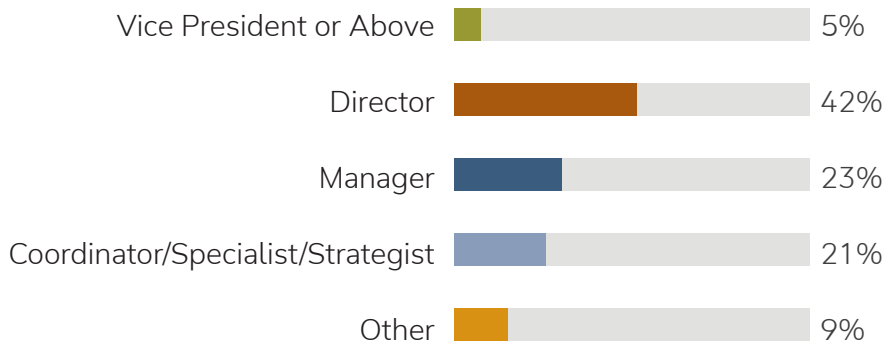
Advancement

Alumni Relations, Development Marketing

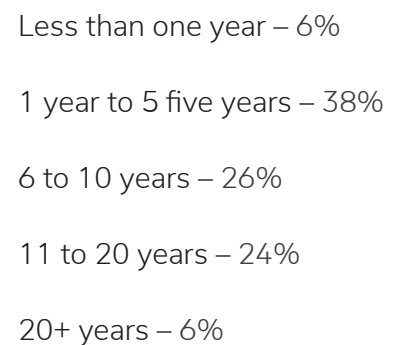
Makeup & Demographics

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.

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

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



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