



University of Wisconsin-Stout, Menomonie, WI

“How to Thrive in an Era of Change”

“Change” is universal in the graphics field, impacting industry structure, educational programs, funding, technology, workforce demographics, job roles, and more. We as industry and educators in the field are thriving in this era of change. To remain successful, your participation and sharing of knowledge can assist in a greater understanding of the graphics field that can positively influence yours and others’ classrooms.

UW-Stout Campus—Friday, October 21, 2016, Room 124 Communication Technologies Building

2:00 pm to 2:45 pm

Registration & Campus Tours

2:50 pm Welcome and Introductions

3:00 pm Embracing Change in the Design/Creative World Design: Just the Beginning

**Sigrid Lindholm, Marketing Creative Manager
Saint Mary’s Press, Winona, MN (www.smp.org)**

What will make your students thrive in today’s ever-changing world? Join as Sigrid shares a little of her journey...from the world of design, into design management, now broadening into marketing and technology...and see how you can inspire and empower your students (and yourselves) in this ever-widening and wonderful world of “graphics.”

3:45 pm Partnering with Educational Institutions to Attract, Train, and Retain Talent

**Todd Roach, Owner/Vice President of Innovation
Computype, Inc., St. Paul, MN (www.computype.com)**

Computype delivers world class solutions for identifying, labeling and tracking our customers’ processes and products. While leading their operations team, it became apparent, over five years ago, that they needed to get more proactive on recruiting. Facing a potential 40% retirement rate over the next ten-years they needed to start attracting the next generation to drive Computype into the future. They formed partnerships with various educational institutions to give back to and increase their visibility throughout the community. From experience, Computype has found onsite job shadowing, is one way where students learn where and how the skills they are learning can be used.

4:30 pm A Revolution In Printed Electronic Substrates

**Mark Heise, Applications Engineer - North America
ArjoWiggins Creative Papers (www.powercoatpaper.com)**

With the technology and growth of NFC-enabled mobile devices, marketers are embracing NFC applications. Over 90% of the leading mobile device manufacturers support NFC media strategies that unite print and mobile channels (e.g., online, mobile, social, video). Educators will gain an understanding of the interactive multi-channel communications that drive today’s marketing results. This presentation will bring to life information about NFC enabled substrates and introduce ways to bring NFC into Graphic/Print objects, so students will have an early entry into this marketplace content.

5:15 pm Factors Changing the Graphics Industry: Insights into the Latest Trends

**Joe Lyman, President and CEO
Great Lakes Graphics Association (www.glga.info)**

**6:00 pm Dinner (together) on Campus, as part of the Symposium,
Location: Memorial Student Center, Ballroom B**

Sponsors

**7:30 pm Wayzgoose at the Log Jam with other participants.
(On your own, not part of the registration fee).**



UW-Stout—Saturday, October 22, 2016, Room 124 Communication Technologies Building

8:00 am Light Breakfast

Coffee, Danish, & Fruit

8:30 am Program Change: Cross-Media Graphics Management (CMGM) Program; UW-Stout

Dr. Ted Bensen, Program Director/Professor CMG and

Dr. Shaun Dudek, CMG Assistant Professor

Shaun will share insights on the inclusion of local and regional demographics for effective planning, execution, and program visioning. Attendees will gain an understanding for how this data can be leveraged to identify potential partners in your backyard. The content will discuss views for expanding the vertical markets surrounding your school by using the databases of RefereceUSA and IBISWorld Report. Additionally, Ted will discuss change strategies, and the pros/cons of program evolution in an era of change by sharing UW-Stout's experience.

9:00 am Adapting to Change through Innovative Educational Practices

Kelly Smith, Technology Educator

Adlai E. Stevenson High School, Lincolnshire, IL

What started as a down size to the print media lab at Stevenson High School resulted a complete revision of the program's curriculum, instruction, and assessment. With the replacement of traditional printing processes such as offset lithography and screen printing, with inkjet, 3D printing, and laser technologies, Stevenson HS has transformed it's program into an graphic communications technological playground with a focus on innovation. Kelly will discuss how the curriculum, instruction, and assessment methods have been re-developed to meet the needs of her demographic. Curriculum with a focus on processes and thinking routines over product, instruction that encourages student engagement through cooperative learning strategies, and assessment methods that encourage learning through evidence based reporting will be covered as it relates to graphic communications education.

9:45 am Break

10:00 am Growing Your Program Despite Having No Budget

Brian Hoag, Graphic Arts Instructor

Roseville Area High School; Roseville, MN

Question, "Do you work in a school district where money is no object? Do you pick up the phone and order any equipment that you want?" Answer, "it is highly doubted." If you are like the majority of districts today, you are scrounging for every dollar you can for your program just to keep the doors open let alone expanding your program. In this session Brian will share with you some creative ways for you to find money, make money, and even have your program become financially self sufficient—all while your expanding offerings to your students! Brian will address ways that you can better partner with your community, local businesses, and opportunities for expansion through CTE for additional funding. Brian will even discuss the ways you can navigate your way to creating a successful business in a school. Tough times sometimes call for a little creativity and ingenuity. Join us for a session that will leave you thinking about the possibilities!

10:45 am Demographics, Views, and Policy Change—Perkins and Other Policies

Dr. Matt Simoneau, Assistant Professor

UW-Stout Career and Technical Education and Training

CTE within high schools and technical/community colleges are taking a hit on resources and budgets due to policy changes across the country. Staying informed on policy issues is key to managing change in the current culture of high accountability for CTE programs. Matt will share findings from his recent research "Alignment of the Carl D. Perkins Act: A Multi-State Study of Two-Year Institutions" among other pertinent policy information that will affect CTE programs. Participants will be able to formulate an advocacy action plan based on state and national policy resources.

11:30 am Working Lunch/Round Table Discussion: Best Practices/Moderated Best Practices—Discipline/Level Specific

1:00 pm What's Your Marketing Story?

Diane Erickson, Senior Manager, Marketing Operations

Renaissance, (www.renaissance.com)

In today's ever-changing marketplace, how do you create the story for your stakeholder's of the value of the courses you teach? In this session, you will gain marketing tips you can adapt to your classroom, students, and parents.

- Leveraging social media and school website
- Finding a few student champions
- Community outreach

Diane has navigated change in her professional career and is excited to share a few fun and engaging practical marketing tactics to add to your educator tool kit.

1:45 pm Wrap-up & Closing Thoughts

2:00 pm Close of Symposium