Expanding the Reach & Impact of the University of Missouri’s Extension Program

A Comprehensive Event Technology Strategy

Jewel Coffman | Director, MU Conference Office
Kyle Flinn | Director, Enterprise Program Management
Meet Our Presenters

Jewel Coffman

• Director, MU Conference Office
• 30 years with MU
• Focus Area:
  – Full-service event planning for organizations, government agencies, and university departments.

Kyle Flinn

• Director, Enterprise Program Management
• 3 years with MU
• Focus Area:
  – Lead a comprehensive technology program with integrated, best-in-class, e-commerce, e-marketing, e-learning, and event management.
Table of Contents

• About the University of Missouri System & MU Extension
• About the MU Conference Office
• Focus on Event Technology
• Impact & Reach
• Vision for the Future
• Q&A
About the University of Missouri System & MU Extension
70,000+ students across four universities

114 counties across the state

Billions of dollars of economic impact for the state

About the University of Missouri System
Located in Columbia, MO

Founded in 1839
First public university west of the Mississippi River
First Thomas Jefferson’s Louisiana Purchase territory
Approved as a land-grant in 1870

34,000+ STUDENTS
27,000 undergraduate
7,000 graduate and professional

2,150+ FACULTY & INSTRUCTORS

19:1 STUDENT-TO-FACULTY RATIO

300+ DEGREE PROGRAMS

1,262 ACRES OF CAMPUS
357 BUILDINGS
6,000+ TREES

317K+ ACTIVE ALUMNI

50 states
100+ countries

317K+ ACTIVE ALUMNI

Located in Columbia, MO

Founded in 1839
First public university west of the Mississippi River
First Thomas Jefferson’s Louisiana Purchase territory
Approved as a land-grant in 1870

34,000+ STUDENTS
27,000 undergraduate
7,000 graduate and professional

2,150+ FACULTY & INSTRUCTORS

19:1 STUDENT-TO-FACULTY RATIO

300+ DEGREE PROGRAMS

1,262 ACRES OF CAMPUS
357 BUILDINGS
6,000+ TREES

317K+ ACTIVE ALUMNI

50 states
100+ countries

317K+ ACTIVE ALUMNI

Located in Columbia, MO

Founded in 1839
First public university west of the Mississippi River
First Thomas Jefferson’s Louisiana Purchase territory
Approved as a land-grant in 1870

34,000+ STUDENTS
27,000 undergraduate
7,000 graduate and professional

2,150+ FACULTY & INSTRUCTORS

19:1 STUDENT-TO-FACULTY RATIO

300+ DEGREE PROGRAMS

1,262 ACRES OF CAMPUS
357 BUILDINGS
6,000+ TREES

317K+ ACTIVE ALUMNI

50 states
100+ countries

317K+ ACTIVE ALUMNI

Located in Columbia, MO

Founded in 1839
First public university west of the Mississippi River
First Thomas Jefferson’s Louisiana Purchase territory
Approved as a land-grant in 1870

34,000+ STUDENTS
27,000 undergraduate
7,000 graduate and professional

2,150+ FACULTY & INSTRUCTORS

19:1 STUDENT-TO-FACULTY RATIO

300+ DEGREE PROGRAMS

1,262 ACRES OF CAMPUS
357 BUILDINGS
6,000+ TREES

317K+ ACTIVE ALUMNI

50 states
100+ countries

317K+ ACTIVE ALUMNI

Located in Columbia, MO

Founded in 1839
First public university west of the Mississippi River
First Thomas Jefferson’s Louisiana Purchase territory
Approved as a land-grant in 1870

34,000+ STUDENTS
27,000 undergraduate
7,000 graduate and professional

2,150+ FACULTY & INSTRUCTORS

19:1 STUDENT-TO-FACULTY RATIO

300+ DEGREE PROGRAMS

1,262 ACRES OF CAMPUS
357 BUILDINGS
6,000+ TREES

317K+ ACTIVE ALUMNI

50 states
100+ countries

317K+ ACTIVE ALUMNI

Located in Columbia, MO

Founded in 1839
First public university west of the Mississippi River
First Thomas Jefferson’s Louisiana Purchase territory
Approved as a land-grant in 1870

34,000+ STUDENTS
27,000 undergraduate
7,000 graduate and professional

2,150+ FACULTY & INSTRUCTORS

19:1 STUDENT-TO-FACULTY RATIO

300+ DEGREE PROGRAMS

1,262 ACRES OF CAMPUS
357 BUILDINGS
6,000+ TREES

317K+ ACTIVE ALUMNI

50 states
100+ countries

317K+ ACTIVE ALUMNI

Located in Columbia, MO

Founded in 1839
First public university west of the Mississippi River
First Thomas Jefferson’s Louisiana Purchase territory
Approved as a land-grant in 1870

34,000+ STUDENTS
27,000 undergraduate
7,000 graduate and professional

2,150+ FACULTY & INSTRUCTORS

19:1 STUDENT-TO-FACULTY RATIO

300+ DEGREE PROGRAMS

1,262 ACRES OF CAMPUS
357 BUILDINGS
6,000+ TREES

317K+ ACTIVE ALUMNI

50 states
100+ countries

317K+ ACTIVE ALUMNI

Located in Columbia, MO

Founded in 1839
First public university west of the Mississippi River
First Thomas Jefferson’s Louisiana Purchase territory
Approved as a land-grant in 1870

34,000+ STUDENTS
27,000 undergraduate
7,000 graduate and professional

2,150+ FACULTY & INSTRUCTORS

19:1 STUDENT-TO-FACULTY RATIO

300+ DEGREE PROGRAMS

1,262 ACRES OF CAMPUS
357 BUILDINGS
6,000+ TREES

317K+ ACTIVE ALUMNI

50 states
100+ countries

317K+ ACTIVE ALUMNI

Located in Columbia, MO

Founded in 1839
First public university west of the Mississippi River
First Thomas Jefferson’s Louisiana Purchase territory
Approved as a land-grant in 1870

34,000+ STUDENTS
27,000 undergraduate
7,000 graduate and professional

2,150+ FACULTY & INSTRUCTORS

19:1 STUDENT-TO-FACULTY RATIO

300+ DEGREE PROGRAMS

1,262 ACRES OF CAMPUS
357 BUILDINGS
6,000+ TREES

317K+ ACTIVE ALUMNI

50 states
100+ countries

317K+ ACTIVE ALUMNI
Every year, more than 1 million Missourians turn to the University of Missouri Extension to gain practical knowledge, solve problems, adapt to change, and make informed decisions.

MU Extension Funding Sources

- Grants and contracts
- State funding via MU allocation
- Federal funding
- Sales, services and fee revenues
- County council funds
- Local county appropriations
- Recovery of facilities and administrative costs
- Gift revenue

* Total may not add up to 100 percent due to rounding.

MU Extension Review Findings

For every dollar invested in just 5 MU Extension programs, $11 of public value is returned.

SOURCE: TEConomy Partners Review
About the MU Conference Office
MU Conference Office Client Base

University of Missouri

College of Agriculture, Food & Natural Resources | College of Engineering
School of Medicine | College of Veterinary Medicine
College of Human Environmental Sciences | School of Journalism
Robert J. Trulaske, Sr. College of Business | MU Research Reactor
Grape and Wine Institute | Afro-Romance Institute | Veterans Clinic Symposium
ARIS | Division of Inclusion, Diversity & Equity | Interdisciplinary Plant Group
MU Extension | 4-H Center for Youth Development
Law Enforcement Training Institute | Fire & Rescue Training Institute
Commercial Agriculture Program | Missouri Training Institute | Nursing Outreach
Continuing Medical Education and Physician Lifelong Learning
Veterinary Medical Education and Continuing Education | Labor Education Program
About MU Conference Office

Registration Services & Event Management
Clients: MU Extension, UM System, and External

Business Operations
Fiscal oversight for multiple MU Extension units

Conference Management
Comprehensive Event Planning Services

Registration Services
Online Registration and Payment Processing
Registration and Event Services

**Level 1**

Registration only
- Online registration
- Single webpage
- Access to attendee and revenue reports

**Level 2**

Reg + limited service

*Level 1 services plus:*
- Nametags for attendees
- Limited facility arrangements for events held in Missouri
- Meeting room, lodging & food service

**Level 3**

Reg + full service

*Level 2 services plus:*
- Multipage website
- Budget development
- Contracts and fiscal mgmt.
- On-site event staffing and oversight
- Comprehensive logistical arrangements

**Level 4**

Reg + full service + speaker mgmt. + exhibitor mgmt.

*Level 3 services plus:*
- Speaker mgmt
- Abstract and poster mgmt
- Exhibitor and sponsor mgmt
# History of Event Technology at MU Extension

<table>
<thead>
<tr>
<th>Pre-2016</th>
<th>2016 - 2017</th>
<th>2018</th>
<th>September 2019 - 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disparate Systems</td>
<td>RFP Process</td>
<td>Standardized on Cvent</td>
<td>Centralized Event Management &amp; Scale</td>
</tr>
<tr>
<td>Internal &quot;home grown&quot;</td>
<td></td>
<td>Transitioned events that MU Conference Office historically supported into Cvent</td>
<td>All &quot;free&quot; and &quot;for fee&quot; events statewide will be managed in Cvent</td>
</tr>
<tr>
<td>“Freeware”</td>
<td></td>
<td></td>
<td>Scale to 250,000 registrations per year</td>
</tr>
<tr>
<td>Ad hoc licenses across the state for paid events</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Focus on Event Technology
Event Technology Across the Institution

Current MU functional units involved with Cvent
# Handling Diverse Audiences

<table>
<thead>
<tr>
<th>Information Architecture</th>
<th>Smart Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>• By Interest Area</td>
<td>• Machine Learning</td>
</tr>
<tr>
<td>• By Program</td>
<td>• Guided Navigation</td>
</tr>
<tr>
<td>• By Activity</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>User Profiles</th>
<th>Visual Hierarchy</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Order History</td>
<td>• Relatable Imagery</td>
</tr>
<tr>
<td>• Self-Identified Persona(s)</td>
<td>• Influenced by Machine Learning</td>
</tr>
</tbody>
</table>

Machine Learning

Guided Navigation

Relatable Imagery

Influenced by Machine Learning
University of Missouri Extension Programs
Enterprise Solution Approach

Integrated Enterprise Platform

- Search – Hawksearch
- CMS – Blackbird ACM
- Email – dotdigital
- e-Commerce web tool – Magento
- LMS – Canvas
- ERP – PeopleSoft

Standardized – and Flexible
Enterprise Solution Approach

INTEGRATIONS DIAGRAM
Cvent’s Solutions – Event Cloud

Utilizing Now

Future Adoption
Impact & Reach
<table>
<thead>
<tr>
<th>USE CASE</th>
<th>BEFORE</th>
<th>AFTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Request</td>
<td><em>Individual</em> phone or email</td>
<td><em>Integrated</em> meeting request from existing program portal</td>
</tr>
<tr>
<td>eCommerce</td>
<td>Home grown system, basic functionality, dual system reconciliation</td>
<td><em>Integrated</em> into meeting request and financial workflow</td>
</tr>
<tr>
<td>Email Creation</td>
<td>Outlook</td>
<td><em>Automated and branded</em> messaging</td>
</tr>
<tr>
<td>Email Deployment</td>
<td>Outlook, <em>limited</em> format and quantity</td>
<td><em>Automated</em>, upon customer action or scheduled</td>
</tr>
<tr>
<td>Reminder Emails</td>
<td>Outlook, <em>limited</em> format and quantity, manually triggered</td>
<td><em>Automated, branded, and scheduled</em> messaging</td>
</tr>
<tr>
<td>Reporting</td>
<td><em>Manual</em> download, by request, individual event only</td>
<td>Custom reports, 24/7 access, automated, cross event reporting</td>
</tr>
<tr>
<td>Onsite</td>
<td><em>Manual</em></td>
<td><em>Automated</em> check-in, integrated data for session attendance, reporting</td>
</tr>
</tbody>
</table>
22nd Annual Conference for Office and Clinic Nurses and Office Support Staff

Sept. 12, 2019
7:30 am - 3:45 pm
Peachtree Catering and Banquet Center Ballroom
120 E. Nifong
Suite D
Columbia, MO 65205
DIRECTIONS TO THIS EVENT

Description
The purpose of this one-day conference is to update the knowledge and enhance the skills of office & clinic nurses and clerical, technical and administrative staff by providing evidence-based content related to their work setting. The day offers a blend of clinical and relationship-centered topics applicable across all ambulatory care settings.

Target Audience: office and clinic nurse and clerical, technical and administrative staff.
22nd Annual Conference for Office and Clinic Nurses and Office Support Staff

September 12, 2019
7:30 AM-3:45 PM
Peachtree Catering and Banquet Center Ballroom
120 E. Nifong
Suite D
Columbia, MO 65205

Description

Includes Specific Content for Health Care Providers as well as Clerical, Technical and Administrative Personnel

Purpose
The purpose of this one-day conference is to update the knowledge and enhance the skills of office and clinic nurses and support staff in a variety of healthcare settings.
22nd Annual Conference for Office and Clinic Nurses and Office Support Staff - Registration

Online registrations require credit card payment and unique email address for each registrant.
Check payment can be made with Printable Registration Form

<table>
<thead>
<tr>
<th>Registrant Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>*First Name:</td>
</tr>
<tr>
<td>*Last Name:</td>
</tr>
<tr>
<td>*Email Address:</td>
</tr>
<tr>
<td>*Re-enter Email Address:</td>
</tr>
</tbody>
</table>

- Registration Type:  
  - General Attendee  
  - Student  
  - Exhibitor/Sponsor

- I am registering on behalf of this person

Already Registered?

Nursing Outreach | 573-882-0215
Registration Issues? muconf8@missouri.edu | 573-882-4349 or 1-866-682-6663
Advancing Renewables in the Midwest Conference

March 31-April 1, 2020

Bond Life Sciences Center
University of Missouri
1200 Rollins Ave
Columbia, MO 65211

Register Now
Results

*Revolutionary shift in efficiency, scale, and impact.*

- **Technical**: sophisticated, automated technology enabled services
- **Operational**: centralized unit with greater capacity to offer best in class overall event experiences
- **Reporting**: streamlined and simplified reporting to help fulfill the federal and state reporting mandates
- **Data Driven Financial Decision Making**: ability to make fact-based decisions about events
- **Impact**: sought out by campus units to consult on systems and process improvement initiatives
Vision for the Future
Vision for the Future: Growth & Scale

BEFORE

Face-to-face

NOW

Face-to-face

Online

Blended

FUTURE

High Tech + High Touch
Jewel Coffman
- Director, MU Conference Office

Kyle Flinn
- Director, Enterprise Program Management

Q&A

Contact Information:
Jewel Coffman: coffmanj@Missouri.edu
Kyle Flinn: flinnk@Missouri.edu

Meet Kyle at EDUCAUSE 2019
Thank You!