



## How To Measure

# Social Media In Government:

Managing & Monitoring Communications, Analyzing Data, Engaging Your Audiences, & Increasing Responsiveness To Maximize Results

**April 29 - May 2, 2013 • Washington, DC**

**UPDATE – New Location: this training will now take place at the Crowne Plaza Washington National Airport in Arlington, VA.**

## WHAT YOU WILL LEARN

Attend this training to learn best practices from other government agencies who are measuring their social media to improve how they manage and monitor communication, analyze data, engage their audiences, and increase responsiveness to maximize results. You'll leave with tools, tips and strategies for:

- **Analyzing** traffic in channels like YouTube, Twitter, Facebook, etc.
- **Developing** strategies to measure your social media programs and implementing the plan
- **Measuring** qualities like tone of conversation, brand, reputation and sentiment
- **Creating** a Return On Engagement (ROE) framework
- **Benchmarking** on quantitative and qualitative metrics for your social media programs
- **Developing** metrics that provide true program-level value
- **Using** data to drive improved decision making
- **Identifying** a process that agencies can start with to understand ROI
- **Determining** your program's success and how you should direct your future resources
- **Successfully** measuring your Search Engine Optimization (SEO) efforts
- **Using** an integrated approach to monitor, measure & analyze social media & traditional media
- **Developing** actionable steps to enhance your programs based on feedback – both positive and negative
- **Understand** how social media can provide value in internal/external communications, departmental policy and operations
- **Conducting** surveys on social media usage and analyze the results
- **Demonstrating** the value of social media tools to your employees and organizations
- **Creating** a framework to evaluate your social media activity
- **Learning** what you should measuring in social media and why it's different from what you used to measure in mainstream media or even in Web 2.0
- **Using** measurement to gauge success and refine future communications efforts

Presented by:



The Advanced Learning Institute  
Your Government & Communications  
Training Partner Since 1997

*"Good best practice & real life government experiences!"*  
**PAST 2012 SOCIAL MEDIA  
IN GOVERNMENT ATTENDEE**

## SUPPORTING ORGANIZATIONS

**brandchannel**

**NAGC**  
National Association of  
Government Communicators

**FCN**  
Federal Communicators  
Network



**Register by March 14th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!**  
To Register, Call (888) 362-7400 or (773) 695-9400 or online at [www.aliconferences.com](http://www.aliconferences.com)

## SPEAKING ORGANIZATIONS:

As technology advances, Government has learned to adapt simple yet very effective ways to control the ever-changing social media space. Hear practical advice, firsthand, on how to measure your social media programs from leading government agencies and organizations, including:

**Federal Highway Administration,  
U.S. Department of Transportation**

**Fort Huachuca, Arizona, U.S. Army**

**Kentuckiana Regional Planning  
and Development Agency**

**National Institute for Occupational Safety  
and Health, Centers for Disease Control  
and Prevention**

**Texas.gov**

**National Institutes of Health,  
U.S. Department of Health and Human Services**

**IBM Center for the Business of  
Government**

**OhMyGov**

**U.S. Army**

**Naval Center for Combat and  
Operational Stress Control**

**U.S. Air Force**

**Hager Sharp**

**NIC, Inc.**

**AboutFace Media Inc.**

**Grant Thornton LLP**

**U.S. Coast Guard Public Affairs**

**Kentucky Department of Highways District 9**

**U.S. Department of State**

# How To Measure Social Media In Government - April 29 - May 2, 2013

## WHO WILL ATTEND:

This training has been researched with and designed for FEDERAL, STATE & LOCAL GOVERNMENT Managers, Directors, Analysts, Leaders, Officers, Administrators, Specialists, Advisors, Coordinators, Staff, Assistants & Consultants involved in:

Public Affairs

Social Media/Web 2.0

Public Relations

Public Information

Internal & External Communications

Marketing

Organizational Transformation  
& Development

Executive Communications  
& Consulting

Change Management

Publication & Web Content

Electronic & Web Communications

New/Interactive Media

Media Relations

Community Relations

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Administration

Program Management

Customer Service & Satisfaction

Knowledge Management

Communications Research  
& Management

Community Affairs & Outreach

And all those interested in measuring their social media efforts within their agencies.

## WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several agencies are making dramatic strides in developing approaches and systems that work for them in measuring their engagement efforts. Social media has opened up new ways for government to interact with employees and citizens and the periodic sharing of these experiences and "best practices" is an important element of this government evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

## THE BENEFITS OF ATTENDING THIS CRITICAL TRAINING

This training is a must-attend event for all those who are serious about improving their social media measurement efforts by managing and measuring communications, analyzing data, engaging their audiences, and increasing responsiveness to maximize results. You will benefit from:

- **23 innovative speakers** at your disposal to share their strategies and experiences in social media measurement efforts that are already proven to work
- **Over 25 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the training
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions (April 29th &/or May 2nd) that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of social media engagement strategies and processes** from leading practitioners like the **Kentucky Department of Highways District 9, U.S. Department of State, Texas.gov**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **Interactive group sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own communication strategies upon your return to the office
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this training
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading government communication initiatives that will ground you in advancing your own strategy
- **The opportunity to learn how to measure your social media programs** from leading government agencies and organizations
- **Gain continuing education hours**

### Training Wiki Available To Attendees:

All attendees will be invited to expand their network and continue the conversation in the training wiki --- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool.

# How To Measure Social Media In Government - April 29 - May 2, 2013

## Dear Federal, State and Local Government Communications Professionals,



Albert Einstein was once quoted as saying, "Not everything that counts can be counted, and not everything that can be counted counts."

Figuring out the difference between the countable and what counts is a major challenge government agencies face when measuring and reporting on their social media efforts.

The truth is that social media measurement is not systematic.

In this training, filled with both case study presentations and workshops, you will learn how a diverse set of government agencies and entities successfully measure their social media programs. You will hear how they overcame internal and external challenges to find success, the free and paid tools they utilize, and the analytics used to support program growth, among other critical lessons.

You will hear proven strategies and practical experiences, firsthand, from leading organizations and practitioners, including how the:

- **Fort Huachuca, Arizona, U.S. Army** is using classic public affairs techniques in a new media environment
- **Federal Highway Administration** is measuring their insights to determine the next steps in their agency's social media plan
- **National Institute for Occupational Safety and Health, Centers for Disease Control and Prevention** implemented the used qualitative comparison data, click-thru metrics, content analysis and focus group information to expand engagement

### HOW WILL THIS TRAINING HELP YOU AND YOUR ORGANIZATION?

While the presentations and panels will be best-in-class, this training will also center around the social part of social media, featuring networking events for attendees and presenters to connect and engage.

Take advantage of this opportunity to hear from leading communicators that are already effectively measuring and reporting on social media. Your time is valuable and this training is designed to maximize the effectiveness and relevance of the sessions, with cutting-edge technologies and real-time case studies.

Register today online or call the training hotline at 888-362-7400 to attend A.L.I.'s "How to Measure Social Media in Government," training this coming spring in Washington, DC.

We look forward to seeing you at this information-packed event.

Mike Schaffer, Director, Digital Strategy  
Melissa Spade, Senior Account Supervisor

**HAGER SHARP**  
Training Co-Chairs

**P.S. Reserve your spot today to learn how you and your team can better measure your social media efforts to manage and monitor communication, analyze data, engage your audience, and increase responsiveness to maximize results. Register 3 people and get the 4th for FREE! For more information, go to [www.aliconferences.com](http://www.aliconferences.com) or call (888) 362-7400.**

### [RAVE REVIEWS FROM PAST 2012 A.L.I. SOCIAL MEDIA IN GOVERNMENT ATTENDEES:](#)

*"Wonderful, useful context."*

*"Great examples of social media."*

*"Lots of info given in an easy to understand forum!"*

A LETTER FROM THE TRAINING CO-CHAIRS

# How To Measure Social Media In Government - April 29 - May 2, 2013

## Interactive Pre-Training Workshops ~ Monday, April 29, 2013

### Monday, April 29, 2013

Jump-start your training experience by attending these interactive, practical workshops and embrace the promise of social media measurement. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common sense approach to understanding social media initiatives that will enhance your understanding of the informative, case study presentations throughout the training.

.... Choose A or B or BOTH for Maximum Value and Learning! ....

#### 8:30 a.m. to 11:30 a.m. – PRE-TRAINING MORNING WORKSHOP **A**

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

#### How To Communicate With Citizens Clearly, Transparently And Effectively Using Social Media

From the outset of President Obama's call for a more transparent, participatory and collaborative approach to government, agencies have faced the challenge of becoming more citizen-centric in their approach, employing social media tools to help accomplish this task. With few exceptions, agencies have not been able to uniformly demonstrate an ability to clearly, transparently, and effectively communicate to the average citizen.

We will discuss how government agencies can approach large, complex business transformation/process reengineering projects using social strategy, the short term and long term value it provides, and how to make the process sustainable, etc. You will view social media in government as an internal productivity tool, something imbedded in business process.

You will leave this session with a new understanding of how to integrate social media into all levels of your organization, including:

- Key successes and studies in missed opportunities for being transparent
- How to effectively communicate performance information using social media
- How to drive evidence-based accountability measures at every level
- How to extend performance measures beyond programmatic boundaries
- How you can integrate social media into your overall communications strategy around performance

**WORKSHOP LEADERS: Rebecca Lee is a Senior Associate with Grant Thornton LLP.** She possesses over six years of experience in the public sector providing policy research and strategic advisory services for government agencies, non-for-profit organizations and higher education institutions.

**H. Giovanni Carnaroli recently joined Grant Thornton as Director, Global Public Sector Practice.** For the past three years, he was the Associate Chief Information Officer (CIO) for Business-Technology Alignment and Governance and Senior Accountable Official for Open Government at the U.S. Department of Transportation.

#### 11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

#### 12:30 p.m. to 3:30 p.m. – PRE-TRAINING AFTERNOON WORKSHOP **B**

Refreshments will be provided during this session.

#### Using An Integrated Approach To Monitor, Measure & Analyze Your Social Media & Traditional Media Usage

One of the most significant changes in Federal, State and Local governance has been the growing trend toward constituent engagement. Governments are being asked by their constituents to engage them in more ways than just traditional media. In response, Government is taking a best practice approach when working with constituents to better understand the services they need and how to better deliver those services. They are working closely with existing enterprises as well as enabling new solutions to address constituents' demands. This means using traditional approaches as well as leveraging new social platforms to provide outreach and deliver information. This approach will demand new skills and processes to measure and analyze the data that comes from these platforms.

This session will discuss the drivers behind government engagement initiatives and outline the impact of new solutions and trends. In addition, this interactive workshop will provide you with the tools you need to successfully monitor your social media initiatives, manage a variety of social media platforms simultaneously, and measure what matters most to your agency, including:

- How social media can show if your organization is satisfying the needs of the public
- Knowing how your social media efforts make you look to Congress, the White House and other stakeholders
- Utilizing social media to provide value in internal/external communications, departmental policy and operations
- Understanding the importance of listening and the impact of not listening

**WORKSHOP LEADER: Richard Hartman, COO, Cofounder of OhMyGov.** is a former career member of the federal government's Senior Executive Service (SES) and life-long dedicated public servant; he is now helping government from the outside.

8:00 a.m.

**Registration & Continental Breakfast**

8:30 a.m. **SPEED NETWORKING-WELCOME**

**Co-Chairs' Welcome & Speed Networking**

Become acquainted with your fellow training attendees in this fun and fast-paced forum!

Mike Schaffer, Director, Digital Strategy  
Melissa Spade, Senior Account Supervisor

**HAGER SHARP**  
Training Co-Chairs

9:00 a.m. **CO-CHAIRS' ADDRESS**

**The Three Components Of Social Media Measurement: Goals & Objectives; Strategies & Tactics; And Data Collection & Analysis**

It's time to uncover one of the big secrets in social media: measuring social media actually begins well before anything happens. You have to set yourself up for success or you will never get the data and information you are looking for.

This keynote session, incorporating case study material from several government agencies, will reveal the key organizational processes required to create and maintain a winning measurement program.

You will learn about the importance of:

- **Goals & Objectives:** Setting the stage by understanding what you are looking to achieve
- **Strategies & Tactics:** Develop content and engagement strategies that lead to your desired goals
- **Execution & Measurement Tools/Data Collection & Analysis:** What free and paid tools can help you run your social media presence efficiently and effectively, while helping gather the most critical metrics

Mike Schaffer, Director, Digital Strategy  
Melissa Spade, Senior Account Supervisor

**HAGER SHARP**  
Training Co-Chairs

9:40 a.m. **KEY NOTE PRESENTATION**

**Beyond The Numbers:  
How To Use Metrics To Add Value To Your Current Social Media Activities**

So what if your Twitter feed has 5,000 followers? What does it matter if your Facebook page has 10,000 likes?

This session will discuss how to use those exact metrics not merely as proof that people clicked on a "like" or "follow" button, but as a guide for how to tailor your social media activities to ensure that you are engaging influencers, reaching communities of interest to your office, and taking full advantage of extemporaneous opportunities as they arise.

You will leave this session with tips and techniques on how to properly use Twitter dashboard, Web analytics, and other analytics packages in order to help you:

- Identify influencers, communities, and trending topics
- Curate your own following so that you are able to create better lists to use as filters for important conversations
- Understand how your audience is using social media to find your content

Gadi Ben Yehuda, Director of Innovation and Social Media

**IBM CENTER FOR THE BUSINESS OF GOVERNMENT**

10:10 a.m. **Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

10:20 a.m. 

**Morning Refreshment & Networking Break**

10:30 a.m. **GROUP EXERCISE**

**Brainstorming Session: Share Your Social Media Challenges And Goals With Your Peers**

This is your chance to discuss with fellow attendees and speakers what your most pressing social media measurement concerns are and what solutions you hope to gain while here.

11:00 a.m. **CASE STUDY**

**Measuring 'Return On Conversation' To Improve Public Outreach**

The Kentucky Department of Highways, which operates one-person regional communications offices, leaves the high-priced statistical reports on the shelf and embraces available data to measure a return on conversation - an approach that goes beyond fans and followers to determine how content impacts public outreach.

*"Extremely informative! Through & thought provoking!"*

**Past 2012 Social Media In Government Attendee**

In this case study from a regional office, you will find out how to apply viral scores and create post-specific tools such as word "catalogs" and word clouds - yes, there's a use for them after all -- to evaluate day-to-day messaging strategy. Specifically, you'll learn to measure your way to increased public information by taking these three, and free, steps:

1. CHART interactions ... by cataloging word use, shares, retweets, etc.
2. ANALYZE effectiveness ... by comparing virality of each message style
3. REFINE communications ... by basing it on what reaches people most

Allen Blair, Information Officer

**KENTUCKY DEPARTMENT OF HIGHWAYS DISTRICT 9**

11:30 a.m. 

**Morning Refreshment & Networking Break**

11:40 a.m. **CASE STUDY**

**Audio Podcasting: Unique Challenges And Advantages In Multimedia Measurement**

Audio podcasting can be a relatively easy and cost effective way to have a multi-media presence in the social media landscape. But in addition to adding layers of production, making an audio podcast a success and measuring the impact of it can be daunting.

Learn how audio can be more cost-effective than video by requiring less equipment, fewer hours and very little support – audio podcasting can even be a one-person show.

Also see the added outlets and extra steps where marketing, measurement and tracking are done for an established audio podcast.

This session will reveal insider tips on:

- The key ingredients to successful audio podcasting: content, quality and cross-promotion
- A step-by-step production process from concept to posting, and marketing to measurement
- What common mistakes to watch out for and how to make your material stand out in a crowded, growing medium
- How to find the strength of the audio medium by understanding the similarities and differences of print, audio and video

# How To Measure Social Media In Government - April 29 - May 2, 2013

## General Sessions - Day One - April 30, 2013

- How much it costs to podcast – what are the investments in time and equipment you may need to make
- Tips for measurement and tracking: how to set realistic expectations and get results

Joe Balintfy, Information Development Specialist News Media Branch,  
Office of Communications and Public Liaison, Office of the Director

**NATIONAL INSTITUTES OF HEALTH, U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES**

**12:10 p.m. Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

**12:20 p.m.** 

**Lunch On Your Own -- But Not Alone!**

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a social media measurement hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing measurement concerns.

**1:50 p.m. CASE STUDY**

**Using Classic Public Affairs Techniques In A New Media Environment To Drive Traffic To Your Agency's Social Media Pages And Increase Your Reach**

Founded in 1877, Fort Huachuca is a vibrant military community in rural southeastern Arizona. Their primary military missions are military intelligence training, signal operations and electronic testing. In addition to talking to our their diverse military audience, they communicate with family members, retirees and parents of trainees who know little about the Army.

Their Facebook page is an important tool in creating a strong sense of community pride not just outside their gates but inside as well. Their social media messages have become a trusted source of information in a community that has one daily newspaper, little live radio, and lacks its own network TV station.

During this session, you will hear the social media steps Fort Huachuca took to drive traffic to their sites and increase their reach by:

- Treating posts, tweets and status updates the same as news releases -- don't let the terminology and technology confuse you. You don't have to be a digital native to be effective.
- Delivering reporters their information in different avenues
- Effectively tagging posts to get news seen by the right audience and in the right areas
- Creating their own news bureau using their Facebook page and driving traffic to their pages

Tanja M. Linton, Media Relations Officer, Public Affairs Office

**FORT HUACHUCA, ARIZONA, U.S. ARMY**

**2:20 p.m. CASE STUDY**

**How To Leverage The Social Media Functionalities Available In Order To Make The Most Of Your Social Media Strategy**

Peter R. Marksteiner, Colonel

**U.S. AIR FORCE**

**2:50 p.m. Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

3:00 p.m.



**Afternoon Refreshment & Networking Break**

3:10 p.m.

**GROUP EXERCISE**

**Brainstorming Session: Connect And Collaborate With Your Peers -- Share Social Media Measurement Tool Experience**

We've heard from a number of speakers, now we'd like to hear from you. Network and discuss with fellow training attendees and speakers which social media measurement tools you're using and where you have found the most success.

3:40 p.m.

**CASE STUDY**

**U.S. Coast Guard Public Affairs Social Media Case-Study**

Christopher Lagan, Chief, Social Media

**U.S. COAST GUARD PUBLIC AFFAIRS**

4:10 p.m.



**Afternoon Refreshment & Networking Break**

4:20 p.m.

**CASE STUDY**

**Using Search Engine Optimization Strategies And Analytics To Improve Your Agency's Visibility**

Today, it is easier for search engines to crawl, index and understand agencies content. Search engine optimization (SEO) is often about making small modifications to parts of your website. When considered individually, these changes will augment agency's site, but ultimately, when combined with other optimizations, they could have a noticeable impact on user experience and performance in organic search results.

At the beginning of 2012, Google changed the methodology it employed to crawl and index web sites. As a result, this impacted the visibility of many sites on Google. Unfortunately, Google's new crawl/index approach decreased Naval Center for Combat and Operational Stress Control's (NCCOSC) visibility.

You will hear how NCCOSE created a Search Engine Optimization game plan to:

- Utilize Google's Webmaster Tools and Google Analytics to troubleshoot our visibility issue and measure our results
- Code and upload an XML site map that describes the NCCOSC public web site (e.g., its page structure, key pages, and key images/videos)
- Implement simple more descriptive file names and metadata to help search engines crawl/index their web site
- Continually monitor Google Analytics, enforce guidelines to be applied to processing new content, and harness the utility of the Google Webmaster Tools.

Edwin Ocasio, Knowledge Management Department Head

**NAVAL CENTER FOR COMBAT AND OPERATIONAL STRESS CONTROL**

4:50 p.m.

**Q & A SESSION**

**Your Opportunity To Ask Questions**



**5:00 p.m.**

**Day One Wrap Up**

Mike Schaffer, Director, Digital Strategy  
Melissa Spade, Senior Account Supervisor

**HAGER SHARP**

Training Co-Chairs

**5:10 p.m.**

**End Of Day One**

**5:15 p.m.**



**Networking Reception: Please Join Us!**

We invite you to join us for a drink as you relax with your peers. All training attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

**6:30 p.m.**



**Dine Around**

Sign up during the day for dinner with a group. Take advantage of Washington, DC's fine dining while you continue to network with your colleagues.

8:00 a.m.



**Continental Breakfast & Networking**

8:30 a.m.

**Co-Chairs' Opening Of Day Two**

Mike Schaffer, Director, Digital Strategy  
Melissa Spade, Senior Account Supervisor

**HAGER SHARP**

Training Co-Chairs

8:35 a.m.

**CASE STUDY**

**Monitoring Insights To Determine The Next Steps In Your Agency's Social Media Strategy**

The Federal Highway Administration (FHWA) started their social media journey with two initial applications: Facebook and YouTube. After a year of using both tools, FHWA monitored insights and concluded that Twitter and Flickr were the next logical social media applications to add to their communications mix.

This presentation will share the insights and information garnered from the FHWA's efforts on:

- Implementing a Social Media policy
- Reaching their targeted audience and demographics
- Determining their program success and how they should direct their future resources

You will leave this session better equipped to reach your own target audiences, as well as how to use data for informed decision making.

Tom White, Social Media/Web Content Coordinator  
Brian Lomax, Public Affairs Intern

**FEDERAL HIGHWAY ADMINISTRATION, U.S. DEPARTMENT OF TRANSPORTATION**

9:05 a.m.

**CASE STUDY**

**How To Utilize Twitter To Build Your Audience And Establish Your Brand, Especially In Times Of Emergency**

Now that web-enabled mobile devices with social media applications have become so prevalent, we are now able to reach people in the path of natural disasters with important messaging faster than ever before. This is especially important during emergencies that involve power failures.

As Hurricane Sandy approached landfall in late 2012, the Centers for Disease Control and Prevention's (CDC) National Center for Environmental Health (NCEH) assisted state and local public health partners by developing and sharing storm-related messaging across several social media channels. Most of CDC's social media messages originated from NCEH Director Dr. Chris Portier's Twitter profile: (Example: @CDC\_DrCPortier: Hurricane #Sandy possible threat to U.S. East Coast in coming days. Be prepared. Learn how: <http://go.usa.gov/jTL>.)

While social media can be a useful and important tool for sharing information to help people be prepared for and stay safe during and after emergencies and natural disasters, obtaining metrics as to how many people actually apply the information shared via social media proves challenging. While the information in this presentation validates the use of social media as a powerful communication tool during emergency responses, it also recognizes the potential difficulty in measuring true impact and application of information shared via social media.

Jay H. Dempsey, M.Ed, Health Communication Specialist

**NATIONAL CENTER FOR ENVIRONMENTAL HEALTH/AGENCY FOR TOXIC SUBSTANCES AND DISEASE REGISTRY; CENTERS FOR DISEASE CONTROL AND PREVENTION**

9:35 a.m.

**Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

9:45 a.m.



**Morning Refreshment & Networking Break**

9:55 a.m.

**GROUP EXERCISE**

**Brainstorming Session: Managing Social Media Day-To-Day**

With your peers, discuss and brainstorm best practices, tips and tricks for successfully managing social media in your agency.

10:25 a.m.

**CASE STUDY**

**Using Social Media And Surveys To Engage More Citizens And Drive Communication Results**

The Kentuckiana Regional Planning and Development Agency (KIPDA) tried to find new ways to engage residents and gain their feedback without asking them to come to a lot of public meetings. Instead, KIPDA met people where they were. Not only did they provide citizens opportunities to fill out surveys at regional festivals, fairs, business expos, and so on, but they also used social media as a way to engage their audiences. Through these efforts, KIPDA received the most feedback from their community that they've ever received.

During this session, you will learn how KIPDA:

- Utilized traditional methods to get their surveys filled out
- Incorporated ways to generate more responses through the use of their social media channels
- Used community partners and local organizations to increase their numbers

Josh Suiter, Community Outreach Specialist

**KENTUCKIANA REGIONAL PLANNING AND DEVELOPMENT AGENCY**

10:55 a.m.

**Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

11:00 a.m.



**Morning Refreshment & Networking Break**

11:05 a.m.

**CASE STUDY**

**Defining Your Social Media Success And Determining Actionable Steps For Your Agency's Programs**

As a global organization, with billions of employees, family members, and stakeholders to keep informed, the U.S. Army is breaking down barriers and successfully operating in the social media space, while being careful to ensure security is maintained.

Similar to private industry communicators who don't want to give their competitors any of their secret recipes, the U.S. Army is careful to not give the enemy an advantage by disseminating sensitive information online.

In this session, you will see how U.S. Army Public Affairs is using social media as a powerful tool in accomplishing its objectives of informing the American public, as well as that of connecting Americans to their Army, while keeping soldiers safe.

You will leave this session with the information and ability to:

- Define success within the parameters of social media metrics
- Develop actionable steps to enhance your social media program based on user feedback, both positive and negative
- Understand which social media metrics matter
- Pick the right measurement tools
- Use data to make better communications decisions

Brittany Brown, Social Media Manager

**U.S. ARMY**

11:35 a.m.

**CASE STUDY**

**Learn How To Integrate The Use Of Wikipedia Into Your Existing Communication Strategy To Expand And Improve Engagement**

The National Institute for Occupational Safety and Health (NIOSH), Centers for Disease Control and Prevention has used qualitative comparison data, click- thru metrics, content analysis and focus group information on the use of Wikipedia in order to deliver, measure, and expand their engagement with both professional and public audiences.

This session will provide you with insight on how the use of Wikipedia can help you reach non-professional audiences, expand stakeholder engagement on topical issues of importance, expand reach, and even assist search engine.

You will leave this session with knowledge of the key factors (the good , bad and the ugly) that should be understood and considered if you plan to use Wikipedia in your communication strategy, including:

- 7 Cardinal facts we need to know about Wikipedia.
- Discussion of specific case studies highlighting impact
- Appropriate ways to measure the success of our Wikipedia initiatives
- Initiatives to assure we can protect our information and still expand the conversation
- The level and application of appropriate human and fiscal resources

Max Lum, Senior Consultant, Office of the Director, e-Communication and Research Translation

**NATIONAL INSTITUTE FOR OCCUPATIONAL SAFETY AND HEALTH,  
CENTERS FOR DISEASE CONTROL AND PREVENTION**

12:05 p.m.

**Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

12:15 p.m.



**Lunch On Your Own -- But Not Alone!**

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a social media measurement hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media measurements concerns.

1:45 p.m.

**GROUP EXERCISE**

**Group Exercise: Brainstorm Solutions And New Ideas You Can Use**

You asked for it, you got it! Interact and discuss solutions to your social media measurement challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own social media initiatives.

2:15 p.m.

**CASE STUDY**

**Integrating Social Media Into Your Agency's Marketing Efforts To Increase ROI**

With social media use on the rise in government, communication efforts require an integrated approach. Supporting marketing efforts with social media messages is a big part of this integration.

Texas.gov, one of the 28 state portals under the NICUSA umbrella, has successfully used this strategy in its efforts to increase awareness and online adoption of the driver services offered on its website. Creating and following a plan that integrates social media and measuring the results of those efforts has helped to bolster the success of an advertising campaign aimed at increasing driver license and vehicle registration renewals.

In this presentation, you will hear how Texas.gov:

- Incorporated social media into their communication efforts
- Determined what to measure to receive the most accurate ROI
- Measured the effectiveness of their social media efforts

# How To Measure Social Media In Government - April 29 - May 2, 2013

## General Sessions - Day Two - May 1, 2013

Lisa Carrell, Marketing Associate

**TEXAS.GOV**

Hillary Hartley, Director of Integrated Marketing

**NIC, INC.**

2:45 p.m.



### Afternoon Refreshment & Networking Break

2:55 p.m.

#### CASE STUDY

### Measuring Social Media Success In International Communications

The U.S. Government established the Center for Strategic Counterterrorism Communications (CSCC) in 2010 in order to develop and carry out public communications efforts, directed to foreign audiences, aimed at countering the actions and ideology of al-Qaeda, and in particular, to countering online propaganda by al-Qaeda and its sympathizers.

The Digital Outreach Team (DOT) is CSCC's operational social media arm, which operates on multiple platforms in the Arabic, Somali, and Urdu languages. Most DOT engagements happen on third-party platforms, such as web forums, although DOT is devoting increasing resources to Facebook and Twitter. In addition to written engagements, DOT also produces graphic and video material. The team's engagements are focused on audience interests in key priority regions as determined by CSCC management.

Assessing the effectiveness of DOT communications is difficult. Statistics from third-party sites are spotty or non-existent, and evaluating the impact of their messages on the vast middle ground of "lurkers," rather than on the more ideologically committed individuals who post or comment, is fraught with problems.

In this session, you will learn how to:

- Reach and impact your targeted demographic
- Analyze your data to see what works and what doesn't and how to proceed in future efforts
- Assess and change your conversation on different platforms

While your own communications may not include engaging with hostile and adversarial audiences, DOT's experiences will be useful to other agencies that face strong online opposition to their mission and programs.

Daniel Schuman, Deputy Director, Digital Outreach Team, Center for Strategic Counterterrorism Communications

**U.S. DEPARTMENT OF STATE**

3:25 p.m.

#### Q & A SESSION

### Your Opportunity To Ask Questions

3:35 p.m.

### Co-Chairs' Recap: Key Takeaways And What To Do When You Get Back To The Office

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

Mike Schaffer, Director, Digital Strategy

Melissa Spade, Senior Account Supervisor

**HAGER SHARP**

Training Co-Chairs

4:00 p.m.

### Close Of General Sessions

#### Maximize Your Time Out Of The Office:

Post-training workshops begin at 8:30 a.m. on Thursday, May 2.

#### 8:30 a.m. to 11:30 a.m. - POST-TRAINING MORNING WORKSHOP C:

Search Engine Optimization: The Importance Of Headlines, Headings And Writing For The Web

#### 12:30 p.m. to 3:30 p.m. - POST-TRAINING AFTERNOON WORKSHOP D:

How To Develop Engaging Content, Navigate YouTube And Define Your Agency's Success

See the page 14 for complete post-training workshop details

# How To Measure Social Media In Government - April 29 - May 2, 2013

## Interactive Post-Training Workshops ~ Thursday, May 2, 2013

### Thursday, May 2, 2013

These workshops are designed to take your training experience to the next level. Post-training workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this training by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

.... Choose C or D or BOTH Workshops for Maximum Value and Learning ....

#### 8:30 a.m. to 11:30 a.m. – POST-TRAINING MORNING WORKSHOP **C**

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

##### **Search Engine Optimization: The Importance Of Headlines, Headings And Writing For The Web**

It is one of the 21st century's truisms that in addition to writing for your agency's website, today's writer must also write for Google. Yet, as always, the devil's in the metadata. The secret of Search Engine Optimization (SEO) is that every online article requires two headlines: the first is for the wordsmith in you—loaded up with wit, irony, and humor—while the second is for Google—loaded down with straightforward keywords.

"Let's put it on our website." The refrain is increasingly common, but, as always, there's a right way and a wrong way. An amateur will do what's easiest: copy and paste. But a pro knows that to copy and paste is to deprive readers of the Web's richness. Shifting copy from dead trees to Web browsers is both art and science.

The art: to write for the web, you need to be not only a writer, but also a marketer, a designer, and a publicist. The science: to write for the web, you need to understand how people read on the web.

To this end, we'll review the differences between reading something designed for a monitor and something designed for print. We'll walk through the best practices of web writing, and review a variety of both good and bad examples. We'll also intersperse exercises throughout so that you will learn by doing!

By the end of this workshop, you will:

- Be able to develop powerful headlines and headings
- Know how to leverage lists, bullets, tables, headings, and other visual cues
- Understand the importance of images
- Write in a web-friendly tone

**WORKSHOP LEADER: To Be Announced Shortly – More Details Coming Soon.**

---

#### 11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

---

#### 12:30 p.m. to 3:30 p.m. – POST-TRAINING AFTERNOON WORKSHOP **D**

##### **How To Develop Engaging Content, Navigate YouTube And Define Your Agency's Success**

Online video content is exploding – over 72 hours of content are uploaded every minute. Everyone wants (and expects) their video to "go viral" – but what exactly does that mean and how realistic is such a demand?

In Throughout this workshop, you'll learn practical approaches and tips to developing content that engages your agency's audience and shares your message, creating a personal connection that opens the door to further communication. Case studies will be presented to illustrate how video content was created, implemented, and promoted, demonstrating how in many cases, this content can serve double-duty across multiple distribution channels. You will also learn tips and best practices for utilizing YouTube and outline methods to help you define and measure your success.

In this hands-on workshop, you will learn the tools you need to successful launch a video campaign, including:

- Key items to consider when developing an Online Video Content Strategy
- Best practices for developing compelling content that will engage your audience
- Developing cost effective video content for multiple distribution channels
- Best practices for setting up and maintaining a successful Youtube Channel
- Ways to build your community by turning Viewers into Subscribers
- Creating a phased strategy for developing content and measuring success
- How to increase the chances of making your content "go viral"
- Applying these approaches to your specific content needs

**WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc.** AboutFace creates short-form, story-driven documentaries for online and social media marketing projects.

# TRAINING SUPPORTERS:



**Brandchannel** is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

brandchannel. always branding. always on.



**The National Association of Government Communicators (NAGC)** is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Its members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons. The principal purpose of NAGC is the advancement of communications as an essential professional resource at every level of national, state and local government.

For more information, please go to: <http://www.nagc.com/>.



**The Federal Communicators Network (FCN)** formed in 1996 as a national organization for Federal communicators to help bring reinvention information to front-line Federal workers and "create an environment for reinvention to flourish."

FCN has more than 600 members, 75% of which are from Federal agencies, offices, and military establishments in Washington DC, across the country and around the world. The remaining 25% are from the legislative and judicial branches; interagency, international, nonprofit, and private groups; state and local organizations, and Federal unions. With this range of talent, expertise, and circulation, the FCN is a powerful agent for communicating the message of better government.

Membership to FCN is open to all Federal employees willing and able to promote better government that costs less and delivers results Americans care about. In addition, non-government persons engaged in communication or public relations whose professional activities enhance, further, or support the objectives of the FCN, are also welcome to join.

For more information, contact Kathleen Taylor at [Kathleen.Taylor1@va.gov](mailto:Kathleen.Taylor1@va.gov)



**The Center for Excellence in Public Leadership (CEPL)** at The George Washington University offers cutting-edge leadership and management programs for managers in the public sector. The Center brings more than 20 years experience to its work with federal managers, including standardized training that prepares federal leaders for senior executive positions, and customized training to address specific training needs for a variety of managerial and supervisory levels.

Programs offered during 2011 include the Senior Leader Program, Advanced Leadership Workshop, Emerging Leaders Workshop, and Step Up to the Microphone with Confidence.

For more information, visit <http://www.leadership-programs.org/>.



**OhMyGov!** wants better government -- a more creative, more efficient, smarter government! So we set out to do the unthinkable: build a news and information site about government that was both interesting and fun to read. We offer an entertaining mix of "good gov" stories about public sector innovations and advances (yep, imagine that!) and comforting "bad gov" tales of government embarrassments and outrages. In short, we cover anything that makes you say OhMyGov.

OhMyGov was founded by 3 guys looking to make a difference — an experienced federal executive, a motivated government contractor and writer, and a best-selling investigative journalist.

For more information, go to: <http://ohmygov.com/>



**Capitol Communicator** is a highly targeted and networked community in the greater Washington Baltimore region that connects with communicators in the professions of public relations, advertising, marketing, online/offline media, graphic design, video, photography, Internet and the multitude of support professions by providing them with news; insights; education; and opportunities for networking, career enhancement and a marketplace.

For more information, please go to: <http://www.capitolcommunicator.com>.

# How To Measure Social Media In Government - April 29 - May 2, 2013

ALL TRAINING SESSIONS WILL BE HELD AT THE:

**UPDATE – New Location: this training will now take place at the Crowne Plaza Washington National Airport in Arlington, VA.**

**Crowne Plaza Washington National Airport**

1480 Crystal Drive  
 Arlington, VA 22202  
 Hotel Main Phone: (703) 416-1600  
<http://www.cpnationalairport.com/>

**For the conference, a limited number of rooms have been set aside at the government per diem rate of \$224/night. Please be sure to call the hotel ASAP to help ensure this rate and mention code "ADV or Advanced Learning."**

We recommend that reservations be made early, as the number of rooms at our rate is limited. Crowne Plaza Washington National Airport is a first class, full service hotel located in Crystal City less than 1 mile from Ronald Reagan National Airport and is located just 4 blocks from the Crystal City Metro (serving the Blue & Yellow Lines). With a complimentary shuttle running to and from Reagan National Airport (DCA) and within walking distance to national historic landmarks such as the Pentagon, the Crowne Plaza Washington National Airport allows for convenient access to local attractions and businesses.

**Complimentary wireless internet will be available in both meeting & sleeping rooms.**



Photo courtesy of WCTC

Join us in Washington, DC, for A.L.I.'s training on "**How To Measure Social Media In Government: Manage & Monitor Communication, Analyze Data, Engage Your Audience &, Increase Responsiveness To Maximize Results,**" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Washington, DC, go to <http://washington.org>.

**REGISTRATION FEES:**

The following are included in your training registration: attendance, a detailed training workbook and any additional meeting materials -- including access to the training wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>EARLYBIRD Pricing: Register &amp; pay by March 14</b>	<b>REGULAR Pricing: Register &amp; pay after March 14</b>
Training Only (April 30 & May 1)	\$1,499	\$1,899
Training (April 30 & May 1) Plus <b>One</b> Workshop (Apr. 29 or May 2)	\$1,899	\$2,299
Training (April 30 & May 1) Plus <b>Two</b> Workshops (Apr. 29 &/or May 2)	\$2,199	\$2,599
Training (April 30 & May 1) Plus <b>Three</b> Workshops (Apr. 29 & May 2)	\$2,399	\$2,799
Training (April 30 & May 1) Plus <b>All Four</b> Workshops (Apr. 29 & May 2) - <b>ALL ACCESS PASS!</b>	<b>\$2,499 BEST VALUE!</b>	\$2,899
Training Workbook Only (if not attending)	\$199* + \$20 S&H	

\*IL residents will be charged 9.25% sales tax on workbook orders.

**Payment is due two weeks prior to the training. If payment has not been received two weeks before the training, a credit-card hold, training form or purchase order will be taken to ensure your space.**

VENUE & REGISTRATION FEES



## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This training provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Erin at (773) 695-9400 ext. 216, for more information.

## GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,499! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

## A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn training attendance bonuses as you benchmark with other organizations. For every A.L.I. training attended, receive a **\$200 discount** off your next A.L.I. training. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

## PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

## CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the training (**before April 15th**) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the training or less (**on or after April 15th**) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

## RAVE REVIEWS FROM PAST GOVERNMENT TRAINING ATTENDEES:

*"Very pleased. I got something valuable from every session. Thank you!!"*

S. Eyshner, Supervisor

**TEXAS WORKFORCE COMMISSION**

*"I appreciated speakers who acknowledged continued value of traditional media and how to mesh them together."*

C. Heck, Public Affairs Officer

**U.S. FOREST SERVICE**

*"Really well done, overall. Speakers were well prepared and had excellent examples."*

A. Cannarsa, Public Affairs Specialist

**SOCIAL SECURITY ADMINISTRATION**

*"The training really gave me many, many, good ideas and how to accomplish them. The training was good for my organization and for me personally."*

J. Blair, Public Affairs Specialist

**U.S. DEPARTMENT OF COMMERCE**

*"The content was great – real people in our world doing real things with the topic."*

A. Davison, Web Services Manager

**CITY OF SCOTTSDALE, ARIZONA**

## ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our trainings serve a broad range of specialized industries and functions, including:

**Government · Communications · Performance Measurement · Strategic Planning  
Social Media · Health Care · Brand Management · Marketing · Biometrics · Human Resources · Technology**

## WE GUARANTEE RESULTS:

Since 1997, the Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this training that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

A Few Of Our Past Attendees Include Representatives From These Leading Organizations:

- U.S. Postal Service
- FDA
- Department of Labor
- District of Columbia
- Central Intelligence Agency
- Office of Naval Intelligence
- Department of State
- Marine Corps
- Office of Personnel Management
- U.S. Mint
- City of Atlanta, GA
- Department of the Interior
- General Services Administration
- Fairfax County Government
- Department of Transportation
- CDC
- Forest Service
- Sarasota County, FL
- Environmental Protection Agency
- Army
- IRS
- Census Bureau
- Patent and Trademark Office
- FAA
- City of Las Vegas, NV
- City of Chicago, IL
- Department of Justice
- FBI
- U.S. Government Printing Office
- Commonwealth of Virginia
- Smithsonian Institution
- Department of Energy
- Social Security Administration
- Department of Defense
- NASA
- City of Scottsdale, Arizona
- House of Representatives
- State of Iowa
- NIST
- Washington State
- Maricopa County, AZ
- Department of Health and Human Services
- National Academy of Public Administration
- Department of Education
- Department of Agriculture
- City of Overland Park, Kansas
- Louisiana Department of State and Civil Service
- Department of the Treasury
- Homeland Security
- San Diego Airport, California
- Air Force
- Nashville and Davidson County, TN
- Court Services and Offender Supervision Agency
- Peace Corps
- FEMA
- City of Minneapolis, Minnesota
- Bureau of Reclamation
- Pentagon Renovation
- Office of the Governor, Washington
- American Institutes for Research
- USAID
- NOAA
- American Society for Microbiology
- Department of Housing and Urban Development
- Department of Veterans Affairs
- FDIC
- Small Business Administration

***Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!***

Event #0413B1 ©2013 A.L.I., Inc. All rights reserved.



# Registration Form

*Please photocopy for group members.*

Yes, register me for the April 2013 How To Measure Social Media In Government Training in DC.

**Please check:**

E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_

- Training Only
- Training Plus Workshop(s):
  - Pre-Training Morning Workshop A: How To Communicate With Citizens Clearly, Transparently And Effectively Using Social Media
  - Pre-Training Afternoon Workshop B: Using An Integrated Approach To Monitor, Measure & Analyze Your Social Media & Traditional Media Usage
  - Post-Training Morning Workshop C: Search Engine Optimization: The Importance Of Headlines, Headings And Writing For The Web
  - Post-Training Afternoon Workshop D: How To Develop Engaging Content, Navigate YouTube And Define Your Agency's Success
- I would like to order a training workbook only
- Please add me to your mailing list to receive future training notifications

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Registrant's E-mail: \_\_\_\_\_

Credit Card Holder's Phone: \_\_\_\_\_

Credit Card Holder's Email: \_\_\_\_\_

Payment by:  Visa  MasterCard  Amex  Diner's Club  Discover  
 Check/Training Form (payable to Advanced Learning Institute, Inc.)

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Extra 3-4 digits on front/back of card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Signature/Name on credit card: \_\_\_\_\_

Event #0413B1 • ©2013 A.L.I., Inc. All rights reserved.

**REGISTER TODAY! • [www.aliconferences.com](http://www.aliconferences.com)**

**Call TOLL FREE: (888) 362-7400 • Phone: (773) 695-9400 • Fax: (630) 568-3956**

**Mail to: Advanced Learning Institute, 1301 W. 22nd Street, Suite 809 Oak Brook, IL 60523**