Dear MSC faculty and alumni,

The 2014-2015 academic year marks the Master of Science in Communication program’s 30th anniversary. This is an exciting time in communication studies and in our fast-paced, technology-intensive world. Fortunately, excelling through periods of change is a strength of the MSC program, and one that it fosters in students. Since its launch in 1984, MSC has maintained a focus on core communication principles and evolved its format and curriculum to prepare graduates to meet current managerial challenges.

Today’s symposium is an opportunity to actively engage in academic discourse, learn about new and innovative practices, and explore emerging ideas in communication. We have a strong program of presenters who are leaders in their industries and a diverse group of attendees to enrich the day.

On behalf of the MSC program, I would like to extend sincere thanks to all faculty and alumni for their hard work, passion for learning, and contributions to MSC and the field of communication throughout the past thirty years.

Welcome to MSC’s 30th Anniversary Symposium!

Sincerely,

Staci H. Zake
MSC Director
<table>
<thead>
<tr>
<th>TIME</th>
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| 9:30 AM – 10:00 AM | Welcome                                                                  | Barbara J. O'Keefe, PhD  
                                        Paul Arntson, PhD  
                                        Irving Rein, PhD  
                                        Staci H. Zake       |
| 10:00 AM – 10:45 AM | Plugging into the Matrix:  
                                                   30 Years of Communication and Change | Storer H. (Bob) Rowley, MSC ‘13                                       |
| 10:45 AM – 11:00 AM | Break                                                                    |                                                                         |
| 11:00 AM – 11:30 AM | Inspiring Virtual Teams                                                  | Denise Diaz, MSC ‘08                                                   |
| 11:30 AM – 12:30 PM | A Building Intercultural Communication  
                                                   Competence in Our Diverse Global Society | Catherine (Kate) Moylan Mini, MSC ‘98                                  |
| 11:00 AM – 11:30 AM | Radical Career Changes                                                  | Kim Berns, MSC ‘95                                                   |
| 11:30 AM – 12:30 PM | B Owning Your Career                                                     | Kim Berns, MSC ‘95  
                                        Andrea Jacobs, MSC ‘10  
                                        Mary Kelley, MSC ‘11  
                                        Brandon Oelling, MSC ‘14  
                                        Sanjay Patel, MSC ‘00  
                                        Maggie Diers Yost, MSC ‘95 |
| 11:00 AM – 12:30 PM | C Stories of Change and Other Wonders                                   | Paul Arntson, PhD                                                   |
| 12:30 PM – 1:30 PM | Lunch                                                                    |                                                                         |
| 1:30 PM – 3:00 PM  | A Ignite Your BIG: Birth Internal Greatness for Leadership               | Chareen Goodman, MSC ‘00                                              |
| 1:30 PM – 3:00 PM  | B Impacts of Popular Culture                                            | Irving Rein, PhD                                                   |
| 1:30 PM – 3:00 PM  | C Managing Change                                                        | Michael Roloff, PhD                                                  |
| 3:00 PM – 3:15 PM  | Break                                                                    |                                                                         |
| 3:15 PM – 4:35 PM  | A Fostering Technology and Innovation                                    | Sherry Kappel, MSC ‘09  
                                        Julian Morris, MSC ‘03  
                                        Paul Safyan, MSC ‘86 |
| 3:15 PM – 4:35 PM  | C The Power of Networks                                                  | Noshir Contractor, PhD                                              |
| 3:15 PM – 4:35 PM  | D Blurring the Lines Between Change Management, Training, and Communication | Sarah Denton, MSC ‘14                                             |
| 4:35 PM – 4:45 PM  | Break                                                                    |                                                                         |
| 4:45 PM – 5:00 PM  | Closing                                                                  | Irving Rein, PhD  
                                        Staci H. Zake                                                   |
| 5:00 PM – 7:00 PM  | Cocktail Reception                                                       |                                                                         |
BARBARA J. O'KEEFE, PhD
Dean & Professor, School of Communication, Northwestern University

In addition to leading the School of Communication at Northwestern University, Dean Barbara J. O'Keefe is a professor of Communication Studies and Annenberg University Professor. She holds a PhD in Speech Communication from the University of Illinois, Urbana-Champaign and her work is highly interdisciplinary. Prior to coming to Northwestern, she served as director of the University of Michigan Media Union, a center for interdisciplinary study and application of emerging digital media. She has edited two books and authored more than 60 technical publications. Much of this work is focused on developing and applying systems for content analysis of communication in studies of life-span communication development. O'Keefe was a co-PI on Project CITY, a project funded by the National Science Foundation for three years to study human-centered design of collaboration technology to support sustainable management of civil infrastructure in a public works department. She has studied and developed computer-based tools to support instruction and learning in communication and engineering education. She is currently part of a multi-institutional team, funded by NSF, that is working to organize the available knowledge about interactive media for children and collaborating with industry partners to improve children's access to high-quality media. O'Keefe has served as a reviewer for numerous leading journals.

PAUL ARNTSON, PhD
Professor & Co-Founder, Master of Science in Communication Program, Northwestern University

Professor Paul Arntson received his PhD from the University of Wisconsin in Communication Arts. In 1974 Arntson joined Northwestern University’s Communication Studies department, where he served as the chair for six years. He is the founder of the Undergraduate Leadership Program at Northwestern University and co-founder of the Master of Science in Communication program. Arntson teaches leadership and decision making courses in the undergraduate, graduate, and PhD programs. Arntson is on the faculty of the Asset Based Community Development Institute with the Institute for Policy Research and a Fellow at the Center for Communication and Medicine with the Northwestern University Feinberg School of Medicine. Arntson's research includes understanding communities, civic responsibility, and the connections between organizations. He has conducted research and training programs in British, Australian, and American primary care contexts, with self-help groups, and with neighborhood associations in order to improve citizens’ decision making competencies concerning their health and the well-being of their communities. He publishes in communication and medical journals. He previously held the Van Zelt Chair in Communication Research and the first Alumnae of Northwestern Teaching Professorship.

IRVING REIN, PhD
Professor & Co-Founder, Master of Science in Communication Program, Northwestern University

Professor Irving Rein earned his PhD from the University of Pittsburgh. He joined Northwestern University’s faculty in 1969 and pioneered research in persuasion and influence in popular culture. In 1984 Rein co-founded the Master of Science in Communication program in the Communication Studies department. His primary research and teaching interests are popular culture, crisis management, and place marketing. He is currently researching the distribution and content changes affecting popular culture. Rein’s recent publications include The Sports Strategist: Developing Leaders for a High-Performance Industry, The Elusive Fan: Reinventing Sports in a Crowded Marketplace, High Visibility: Transforming Your Personal and Professional Brand, and Marketing Latin American and Caribbean Nations. He received the Clarence Simon Award for Teaching and Mentoring in 2011.

STACI H. ZAKE
Director, Master of Science in Communication Program, Northwestern University

As the director of the Master of Science in Communication program at Northwestern University, Staci H. Zake sets the strategic direction, develops new courses, and recruits new faculty. She has responsibility for fiduciary, operational, and administrative oversight, and serves as an ex officio member of the program faculty governing board. Before she came to the MSC program in 2007, Zake was a senior development program officer of the University of Chicago's Social Sciences division, where she planned and executed graduate student programming. Prior to her career in academia, Zake raised money for nonprofit and political campaigns and contributed to long-range strategic planning projects. Zake is an emerging curriculum theorist within the field of education, with master’s level training as a political scientist in theory and practice. Her research and policy interests include the history and politics of women’s education, as well as theories of critical feminism and cultural capital. She holds a masters degree from the Ray C. Bliss Institute of Applied Politics and is working towards an EdD in curriculum theory from DePaul University.
PLUGGING INTO THE MATRIX: 30 YEARS OF COMMUNICATION AND CHANGE

Innovation and technology are dynamic drivers that transform industries, trigger reinvention, and sometimes torment professionals. From using Teletype machines to transmit stories in Chicago to wiring primitive laptops into wall sockets in South America to using the cloud and navigating social media, Bob Rowley has reinvented himself through a lifetime in communication. He credits the MSC program with fueling the latest renaissance in his professional journey through the knowledge economy. In this keynote address, Rowley will share stories and insights focusing on how innovation and technology have impacted the communication industry over time — and how communicators can take control to succeed in a constantly changing world.

STORER H. (BOB) ROWLEY, MSC '13
Director of Media Relations, Department of University Relations, Northwestern University

As the director of media relations at Northwestern University, Storer H. (Bob) Rowley manages all daily media relations activities and directs internal communication and news content. Before his current post, he was executive director of government and community relations at Elmhurst College. Prior to joining Elmhurst, Rowley worked for the Chicago Tribune for 30 years, including stints as the Tribune’s national editor and as a member of the editorial board. He was also a foreign correspondent in Latin America, Canada, and the Middle East and has covered the White House and the Pentagon. Rowley has covered wars and natural disasters, human rights, politics, economics, culture, religion, and the human condition in more than 50 countries. He was a finalist for the Pulitzer Prize and received several awards during his distinguished journalism career. Rowley is teaching a graduate course on global journalism at the Medill School of Journalism and occasionally lectures on advocacy, communication, education, writing, and foreign affairs at Northwestern and other universities.

MORNING SESSIONS

MORNING SESSION A (11:00–11:30)

INSPIRING VIRTUAL TEAMS

Corporations are becoming flatter and individual contributors are becoming more common. Teams are often geographically dispersed and organizational structures are less formal. How do you deliver when no one actually reports to you? Attend this session to learn how to inspire contributors and complete large projects through the power of virtual teams.

DENISE DIAZ, MSC ‘08
Director of Communications, PepsiCo

With 25 years of experience in consumer packaged goods, Denise Diaz is an executive with a broad background in beverages from Coke, Coors, and PepsiCo. In her current role, Diaz leads executive communications, large-scale events like Super Bowl and national sales meetings, and runs the charitable arm, PEPgives, whose accomplishments in helping U.S. children won her team PepsiCo’s highest honor in 2013. Before earning her master’s through Northwestern University’s MSC program, Diaz was in sales and sales strategy roles. The career change to communications was by “happy accident” and resulted in a more fulfilling occupation.
BUILDING INTERCULTURAL COMMUNICATION COMPETENCE IN OUR DIVERSE GLOBAL SOCIETY

Succeeding in the global marketplace requires investment in intercultural communication training. A 2012 McKinsey survey of senior executives found that 76% believe their organizations need to develop global leadership capabilities, but only 7% think they are doing so effectively. This followed the statistic published by J.S. Manas in 2011 that the failure of upwards of 70% of all the world’s global mergers and acquisitions is mostly the result of unsolved intercultural conflict. This session includes three activities that challenge participants to consider their own experiences, biases, and effectiveness with intercultural interactions. Attendees will strengthen leadership skills by increasing personal awareness, building confidence, and obtaining new tools to solve conflict and create cohesion.

CATHERINE (KATE) MOYLAN MINI, MSC ‘98
President & Founder, Moylan Global Services

Being raised in a traditional Irish-American family taught Kate Mini from an early age how culture influences communication. During her undergraduate years, Mini was fortunate to travel frequently and participate in a work-study program at the House of Parliament in London. Later Mini became an executive and consultant working in the global real estate industry. Through her early life experiences with her family and her career opportunities, Mini realized the richness of intercultural communication. From this realization grew a passion and from this passion grew a business that helps leaders better understand themselves and how to use their tools and gifts in our globally diverse workplaces, communities, and world. Since becoming a proud graduate of the MSC program in 1998, Mini’s interest in intercultural communication has grown and she has completed additional education at the Intercultural Communication Institute at Reed College in Portland, Oregon.

MORNING SESSION B (11:00 – 11:30)

RADICAL CAREER CHANGES

In this insightful and entertaining session, Kim Berns will share how words of wisdom from MSC faculty influenced her unlikely career. After graduating from MSC in 1995, Berns transitioned from corporate life at a telecommunication giant in Chicago to working for that giant in Washington, DC in senior management as a lobbyist to the FCC, to running a design business while managing a husband and three boys and living in New York. Kim’s talk will draw on experiences from her unique path and her current adventures as a stand-up comic and radio show host.

KIM BERNS, MSC ‘95
Owner, Kim Berns Design
Radio Co-Host, "Anything Goes with Kim & Bonnie," WGCH
Stand-Up Comic

Kim Berns lives in New York with her husband and three boys. She is a writer (“Kim Berns’ Post Road” column for the LOOP online paper), co-host of the radio show, “Anything Goes with Kim and Bonnie,” oh, and a stand-up comic in NYC. She runs a design firm, Kim Berns Design, along with playing club tennis and singing in bands whenever possible. When she’s not working, Berns fantasizes about meeting Larry David.
OWNING YOUR CAREER

A diverse panel of alumni will share practical advice for making career transitions and advancements through personal stories and lessons learned from undertaking challenging changes. Attendees will hear about different ways to apply MSC principles and obtain tips for interviewing and pitching new ideas to executive leaders. Stand-up comic and radio show host Kim Berns will moderate an interactive discussion with a group of successful and accomplished alumni including Andrea Jacobs, Mary Kelley, Brandon Oelling, Sanjay Patel, and Maggie Diers Yost.

MARY KELLEY, MSC ‘11
Director of Marketing, Sullivan, Cotter and Associates

Mary Kelley has worked for several well-known companies such as AT&T, IBM, Alcatel Lucent, AON Hewitt, and Deloitte. She has interviewed people for positions at these companies and gained insight from the perspective of both the interviewer and interviewee. Kelley is currently a marketing director with a consulting firm. She has a BS in marketing and an MBA with a focus in strategic marketing. Kelley is proud of the MSC degree she earned from Northwestern University as part of the class of 2011.

ANDREA JACOBS, MSC ‘10
Director of Engagement, The Skillery
Director of Engagement, Stoke.d Studio
Director of Onboarding and Chapter Management, Spoon University
Serial First Woman

After 10 years of fundraising and programming for non-profits, Andrea Jacobs pivoted into the private sector as the first, or sometimes second, “woman in” at start-up companies. Her work has spanned social enterprises, branding, and changing the conversation around food on college campuses. Her MSC degree taught her many things – most importantly that if you can clearly communicate your needs (both personally and professionally) you will get where you want to go. Jacobs lives in Nashville, TN with her husband, son, and dog. She has not yet integrated saying, “y’all” into her vocabulary.

SANJAY PATEL, MSC ‘00
Chief Operating Officer, Illinois Power Agency

As chief operating officer for the Illinois Power Agency, Sanjay Patel is responsible for establishing and reviewing policies, procedures, and related internal controls across all fiscal and operational processes. Patel was previously chief financial officer for the Illinois Office of Health Information Technology. He is a results-oriented practitioner with more than 20 years of experience spanning several industries including state government, management consulting, information technology, financial services, corporate training, and graduate level teaching. Patel has presented numerous trainings on a variety of topics including regulatory compliance, dynamic communication, and effective crisis management. In 2014, he published his first self-help e-book, From Layoff to Take-Off. In addition to his MSC degree from Northwestern University, Patel earned an MBA in Finance from DePaul University.

MAGGIE DIERS YOST, MSC ‘95
Director of Communications, Charlie Diers Ford Lincoln & Deer Pointe Development

Upon graduating from the MSC program, Maggie Diers Yost worked for Paul Arntson in Northwestern University’s Undergraduate Leadership Program. She then transitioned into mother/volunteer mode baking cupcakes and managing her kids’ soccer teams, while squeezing in time to fundraise for several Chicago-area charities and sit on the board of Boulder, Colorado’s first charter school. She re-entered the workforce in 2011 as a single mother of three. She now oversees communications for one of Nebraska’s largest mixed-use real estate developments and one of Ford Motor Company’s historic family-run Ford and Lincoln automotive dealerships.

BRANDON OELLING, MSC ‘14
Strategic Product Manager, Appirio Inc.

As a strategic product manager, Brandon Oelling leads his team in developing new products and professional services to help enterprises accelerate their adoption of social, mobile, and cloud technologies. Sitting at the intersection of business, design, and technology, Oelling focuses on increasing the profitability of existing products and services, and developing new strategic initiatives for the company and its customers to pursue.
STORIES OF CHANGE AND OTHER WONDERS

The purpose of this MSC 30th birthday party session is to engender an experiential understanding of being change leaders and decision makers through sharing stories of change. Attendees will be invited to share an important change story about themselves, their families, their groups, their communities, or their work organizations. To prepare, participants will be requested to bring six copies of a max one-page summary of their story in the following format: 1) The Setting, 2) The Challenges, 3) The Choices, and 4) The Outcomes. During the session, alumni will break into small groups to share their stories. The groups will then decide on the three to five most critical attributes of powerful change stories to share with all session participants. The synthesis of all the groups’ attributes will constitute their experiential understanding of being change leaders and decision makers while celebrating the power of MSC alumni to make a difference in the world. Please email p-arntson@northwestern.edu if you have questions about what defines a change story or the story format (taken from the New Organizing Institute).

EARLY AFTERNOON SESSION A (1:30 – 3:00)

IGNITE YOUR BIG: BIRTH INTERNAL GREATNESS FOR LEADERSHIP

While the qualities of great leadership are seen and experienced on the outside by others, the inherent traits that you are born with must first be developed from within you. Becoming an effective leader requires that you 1) sharpen your ability to diagnose your leadership potential and 2) assess how you can draw out your potential to deliver authentic value. This high-energy, fast-paced workshop will help reveal your unique strengths to capitalize on your BIG, pinpoint weaknesses that can hinder your BIG, discover opportunities to elevate your leadership, and identify threats that can thwart your leadership. You will actively engage in applying a powerful tool that will enable you to ignite your BIG and move you into positions of leadership.

CHAREEN GOODMAN, MSC ‘00
Managing Director, Elevate Worldwide Corporation

Chareen Goodman is a certified project management professional (PMP®) and the managing director for Elevate Worldwide Corporation, a management and leadership development consulting firm committed to bringing human performance to life for world class organizations. Goodman provides the strategic vision, business planning, and direction to the Elevate Worldwide business venture. In addition to her MSC degree from Northwestern University, she earned a BS in Business Administration from the University of California, Berkeley. An inspiring speaker, Goodman combines enthusiasm, passion, humor, and storytelling into engaging content and actionable results for her audience.
EARLY AFTERNOON SESSION B (1:30 – 3:00)

IMPACTS OF POPULAR CULTURE

From Billie Holiday to Lady Gaga, popular music and culture influence everything from how we talk and what we wear to important business and relationship decisions. Session attendees will watch a video on the history of popular culture and its impact on society, review a case study on popular music, and participate in discussion about how popular culture influences business trends and social norms.

IRVING REIN, PhD
Professor & Co-Founder, Master of Science in Communication Program, Northwestern University

Professor Irving Rein earned his PhD from the University of Pittsburgh. He joined Northwestern University’s faculty in 1969 and pioneered research in persuasion and influence in popular culture. In 1984 Rein co-founded the Master of Science in Communication program in the Communication Studies department. His primary research and teaching interests are popular culture, crisis management, and place marketing. He is currently researching the distribution and content changes affecting popular culture. Rein’s recent publications include The Sports Strategist: Developing Leaders for a High-Performance Industry, The Elusive Fan: Reinventing Sports in a Crowded Marketplace, High Visibility: Transforming Your Personal and Professional Brand, and Marketing Latin American and Caribbean Nations. He received the Clarence Simon Award for Teaching and Mentoring in 2011.

EARLY AFTERNOON SESSION C (1:30 – 3:00)

MANAGING CHANGE

Why do so many change efforts fail? This session will combine lecture and storytelling to share developments in the area of change management. Attendees will gain insight into the latest ideas about applying communication theory to examining communication as a process and managing communication in organizations.

MICHAEL ROLOFF, PhD
Professor, Master of Science in Communication Program, Northwestern University

Professor Michael Roloff received his PhD in Communication from Michigan State University and joined the faculty at Northwestern University in 1978. Roloff has been the chair of the Interpersonal Communication Division of the National Communication Association and is currently director of the National Communication Association Publications Board. He is a long-time editor of Communication Research and directs a committee of the University Institutional Review Board. Roloff’s research interests are in the area of interpersonal influence with courses and publishing related to persuasion, change management, organizational change, and bargaining and negotiation. Roloff was co-recipient of the Woolbert Award for Outstanding Contribution to Communication Research from the Speech Communication Association and of a publication award from the Social Cognition and Communication Division of the National Communication Association. In 2009, he was named a Fellow of the International Communication Association and Distinguished Scholar of the National Communication Association.
FOSTERING TECHNOLOGY AND INNOVATION

People within large organizations often engage in a love-hate relationship with technology and innovation. Yet rapid and dramatic shifts in business require innovation and the use of new technologies to be core competencies. How do we encourage those habitually maintaining the status quo to alter their behavior and to embrace new systems and processes? This session will examine methods to cultivate innovation, address the challenges of engagement, and manage healthy disruption.

SHERRY KAPPEL, MSC ‘09
Chief Consiliaria, Litéra Corp.

Sherry Kappel serves as chief consiliaria (Latin for “trusted advisor”) at Litéra, a content risk management software vendor to law firms and corporate legal departments. Kappel is an expert in document authoring technologies and workflows, has led platform transformations, and designed content reuse and automation systems for the world’s largest law firms. Prior to her move to Litéra, Kappel served as chief innovation officer for Microsystems where she was responsible for the innovation of several software products and a global strategic consulting practice. Kappel earned her MS in Communications Systems and Strategy from Northwestern University in 2009, is an AIIM Certified Information Professional, and was recently honored with an International Legal Technology Association Distinguished Peer Award for 2014 Innovative Consultant of the Year.

JULIAN MORRIS, MSC ‘03
Vice President, Operations, Publicis Groupe

Julian Morris is a business technology veteran with more than 20 years of experience in technology, operations management, program and project management, innovation, digital marketing, business development, and consulting. He currently serves as the vice president of operations for the Publicis Groupe shared services organization. In his role, Morris leads several regional teams to drive the delivery of technology solutions that extract and maximize business value from information technology investments across North America and Latin America. His teams support more than 130 advertising agencies, 28,000 users, and 500 applications. The Publicis Groupe is the third ranked communications group worldwide.

PAUL SAFYAN, MSC ‘86
Senior Instructor, Automatic Data Processing, CBK Global

Paul Safyan is a training specialist at CBK Global, a multi-national technology services organization for auto, truck, RV, and farm equipment, and motorcycle dealers. Since graduating with the first class of the MSC program in 1986, he has had a fulfilling career as an instructor and training manager in both professional skills and technical skills. Safyan has discussed his work at national and regional conferences. Outside of work, he has appeared with numerous community theater groups, performing in musicals and comedies. He lives with his wife, Linda, in Wheeling. Safyan looks forward to learning something new every day.
LEVERAGING BIG DATA IN MARKETING, ACADEMIA, AND HEALTHCARE

Explosions of data and powerful analytics have enabled rigorous measurement of large and complex sets of data. This session explains how big data is generated and how leaders in the marketing, academic, and healthcare industries are using big data to influence decision making and improve performance. Session attendees will be encouraged to participate in an interactive dialogue about the exciting opportunities created by big data.

MARTINA L. SMITH, MSC '14
Consumer Account Supervisor, GoldStar Communications

Martina L. Smith has experience in the marketing and communications industry representing clients such as Walgreens, Merit Medical, Blue Cross Blue Shield, Chicago Public Schools, and Trinity International University. Specializing in research, digital media, and integrated marketing strategy, she is passionate about understanding the impact of big data as it relates to the marketing, healthcare, and academic industries. In addition to her MSC degree from Northwestern University, Smith earned a BA in Marketing Communication from Columbia College Chicago.

SOCIAL MEDIA: IT’S MORE THAN ICE BUCKETS AND CAT PICTURES

Social media and social media advertising have evolved in ways that help businesses develop high-quality relationships. Effective use of social media is more than mindless postings, pins, tweets, and likes; it is about engagement with target markets, leading conversations, and making conversions. This session will share social media insights with a focus on how B2B and B2C marketers can leverage social channels to activate niche audiences. Attendees will learn about (re)developing social B2B and B2C strategies, finding true engagement, content marketing for fun and profit, getting away from meaningless posts, and using key performance indicators to track progress and measure success.

STEVE KRULL, MSC ’98
Chief Executive Officer & Co-Founder, Be Found Online

In 2009, Steve Krull partnered with Dan Golden (NU ’03) to launch Be Found Online. In leading a bootstrapped start-up, he often wore as many hats as he could find. Now that the agency has grown, Krull’s responsibilities have shifted to providing support for broader agencies initiatives, clients, and staff. In addition to overseeing these core business functions, Krull continues to oversee strategy for organic media and content marketing. When he is not working, Krull enjoys time with family, coaching little league, and cycling. As the parent of a child with autism, he also gives his time freely to a variety of autism related causes.
THE POWER OF NETWORKS

In our extremely connected world, understanding the formation of networks and the ways they can be leveraged are increasingly valuable skills. This session focuses on how we create and manage social networks within organizations, how these networks shape attitudes and behaviors, and how we can leverage social networks to accomplish professional and business objectives. Attendees will be encouraged to share their experience with networks and engage in this highly interactive session.

NOSHIR CONTRACTOR, PhD
Professor, Master of Science in Communication Program, Northwestern University

Professor Noshir Contractor received his PhD from the University of Southern California in Communication and is the Jane S. & William J. White Professor of Behavioral Sciences. He holds appointments in the departments of Communication Studies, Industrial Engineering & Management Sciences, and Management & Organizations. Contractor teaches Understanding & Leveraging Networks in the MSC curriculum. His research includes investigating factors that lead to the formation, maintenance, and dissolution of dynamically linked social and knowledge networks in communities. Contractor directs the Science of Networks in Communities (SONIC) laboratory where his research team is developing and testing theories and methods of network science.

BLURRING THE LINES: CHANGE MANAGEMENT, TRAINING, AND COMMUNICATION

When Kraft Foods split into two companies in 2012, the transition team set aside traditional notions of “change management” and led with a different approach. Incorporating change, training, and communication tactics into one strategy enabled the team to successfully deliver positive results. During this interactive session, attendees will learn about ways to approach "change management" from a new perspective and see examples of how the team leveraged effective communication to drive change.

SARAH DENTON, MSC ‘14
Senior Manager, Learning & Development, Kraft Foods Group

Sarah Denton is a communication and organizational development professional with extensive experience in communication strategies and content, large-scale organizational change, leadership development, training, and talent management. Her passion is enabling leaders and teams to do their best work every day. She began her career in consulting, working at both Accenture and Deloitte. Denton has been at Kraft Foods Group for the past six years.

STAY CONNECTED WITH MSC

MSC’s LinkedIn group is the happening place to view and post information of interest to the MSC community. This is a closed group for alumni, current students, faculty, and staff. Posts and discussions include a range of topics including news, events, professional development, networking, and job opportunities. To connect with MSC on LinkedIn, search under “Groups” for “Master of Science in Communication at Northwestern University” and request to be added to the group.

MSC is reactivating its Alumni Steering Committee (ASC) to address the needs and interests of the alumni community. ASC leaders will run committees and engage volunteers to develop programming and resources relevant to alumni continuing education, networking and professional development, and ongoing program engagement. If you are interested in serving on the ASC or volunteering with the committee, please contact msc@northwestern.edu.

MSC’s blog shares insights and reflections from current students and program updates from staff. Alumni are invited and encouraged to contribute to the blog. You can view the blog at http://comm.soc.northwestern.edu/mscblog/.