

Student Engagement, Communications, and Marketing

Moderator:

Jacki Lenners, Marketing Manager, Northern Arizona Intergovernmental Public Transportation Authority, Flagstaff, AZ

Speakers:

I Get By with a Little Help from My Friends – Creating a Communication Posse to Leverage your Message Across Campus and the Community

Moir Ann Binder, University of Tennessee, Knoxville, TN

Involving University Students – Building Transit Leaders

Charles Grab, General Manager, UCONN Transportation Services, Storrs, CT

Ryan Visci, First Transit Assistant General Manager, UCONN Transportation Services, Storrs, CT



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