

BUFFALO

2013 ANNUAL CONFERENCE — OCTOBER 6-9

SESSION DETAILS

Making Digital Asset Management A Success For Higher Education

#COR64 Sponsors Track

Room 101A

Tuesday,

9:30

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10:15

AM

When you have digital asset management (DAM) needs, it helps to gain insights from others in your field. Those who understand the unique challenges you're facing and meet them head on. Nina Brakel-Schutt, Brand Strategist at Widen, and Corey Chimko, Global DAM Administrator at Cornell University, will team up to share best practices for DAM in higher education. In this presentation, we'll spotlight Cornell University by showcasing their approach to taxonomy, site setup and implementation, content sharing, and more. Join us to get a clear picture of how digital asset management has helped Cornell University save time, streamline workflows and achieve brand consistency.

Here are the topics we'll cover:

- Key considerations when planning for a DAM system
- How to approach metadata and search
- Migrating assets to a categorized structure
- Choosing a DAM administrator
- User governance
- Keeping your DAM system up-to-date

Presenters

Nina Brakel-Schutt
Brand Strategist, Widen

Nina Brakel-Schutt has over 20 years of experience in brand strategy and integrated

Sessions in Same Track

- Monday, 8:30AM
[Making The Connection Between Big Data, Cloud Services, Mobility and Interactive Maps for Higher Ed](#)
- Monday, 9:30AM
[A New Framework for Web Governance](#)
- Monday, 10:45AM
[Powerful Content Syndication Across a Network of Higher Ed Sites](#)
- Monday, 11:45AM
[Building a Calendar That Doesn't Suck](#)
- Monday, 3:00PM
[Leveraging Data to Centralize a Decentralized Model](#)
- Monday, 4:15PM
[Must-Know Strategies for Protecting Your School's Reputation Online](#)
- Tuesday, 8:30AM
[Cloudy with a Chance of Meatballs: The Future of Web Marketing in Higher Education](#)
- Tuesday, 9:30AM
[Making Digital Asset Management A Success For Higher Education](#)
- Tuesday, 10:45AM
[Accessibility Demystified: Web Accessibility Compliance and Tools to Help Meet the Requirements](#)
- Tuesday, 11:45AM
[Web Reboot at the University of Tennessee at Chattanooga](#)
- Tuesday, 2:00PM
[HighEdWeb and Educause Apps - 'Powered by campusM': The Mobile Platform of Choice for](#)

marketing communications. She came to Widen in 2012 as the Business Development Strategist/Brand Strategist, but spent her career before that on the agency side in Chicago, helping large and small companies strengthen and communicate their brands.

Corey Chimko
Global DAM Administrator, University Photography, Cornell University

Corey Chimko is the digital resources coordinator for the photography department at Cornell University. There, he administers a system that is fast approaching half a million assets. Corey is also responsible for coordinating access and delivery of assets to the Cornell marketing, media, and news teams, as well as staff, faculty, students, alumni, and off-campus designers.

[Education](#)

- Tuesday, 3:00PM
[Rethinking Your Online Forms: No Assembly Required](#)

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