

**IU HR Community Meeting Agenda**  
**Thursday, November 3, 2016**  
**9:30 am – 3:30 pm ET**  
**University Tower Ballroom, Indianapolis**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
8:30 am	Registration Opens	
9:30 am	Welcome	John Whelan
9:50 am	We are the IU Brand	IU Communications - Eleanor Berman - Tim Keller - Rob Zinkan
10:30 am	<b>BREAK</b>	
10:45 am	IU Brand Exercise	All
11:30 am	FLSA Update	John Whelan Amy Batule
12:00 pm	<b>BREAK</b>	Lunch and Networking
12:45 pm	Vice President & CFO Address	John Sejdinaj
1:15 pm	A Guide: Leveraging LinkedIn for Professional Success	Brian Franke Relationship Manager at LinkedIn
2:00 pm	<b>BREAK</b>	
2:15 pm	IU on LinkedIn	IU HR Panel - Deb Allmayer - Brian Franke - Lynda Johnson - Mikka Mabus - Meredith Shannon
2:40 pm	Demo: Add your headshot to Outlook	Juliana Tagliaferri
2:45 pm	CUPA-HR	John Whelan Sara Peterson
3:05 pm	HR2020 Update	John Whelan
3:30 pm	Adjourn	

## **IU HR Community Meeting Speaker Bios**

### **Rob Zinkin**

Associate Vice President, Marketing  
IU Communications

Rob serves as marketing liaison to the IU Bloomington campus leadership and marketing community; works to develop, champion, and deploy the university's brand strategy; and leads IU's internal full-service marketing agency.

### **Eleanor Bearman**

Director of Client Relations & Strategic Partnerships, Bloomington  
IU Communications

Eleanor acts as a marketing strategist and brand manager for the the university, and leads the Client Relations and Strategic Partnerships team at IU Communications.

### **Tim Keller**

Director, Creative Services  
IU Communications

Tim leads the content, design, and interaction teams at IU Communications bringing to life the IU brand through creative endeavors for partners across all campuses at IU.

### **John Sejdinaj**

Vice President & Chief Financial Officer  
Indiana University

In his first address to the HR Community, John would like to take some time to introduce himself and speak on the importance of branding within the scope of professional growth. John is a strong believer in career development and is excited to talk about how to brand yourself through career planning, succession planning, and developing teams.

### **Brian Franke**

Relationship Manager  
LinkedIn

Brian has partnered with Indiana University over the last two years to help build and manage IU's presence on LinkedIn. He has a secret love for puppies in cute Halloween costumes and asks that you don't hold the fact that he is a Purdue alum against him. Building and engaging your professional network is a MUST for HR leaders. Learn from Brian about how you can do it, and how IU is leveraging LinkedIn to recruit top talent.

### **John Whelan**

Associate Vice President for Human Resources  
Indiana University

John is speaking on the importance of professional associations and certifications in branding. On both a personal and professional level, professional organizations like CUPA-HR allow HR professionals a place to network, collaborate, access resources, and develop professionally and connect through strategic discussions. These interactions help create your personal and professional brand.