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**From:** DO\_NOT\_REPLY@allacademic.com  
**Sent:** Friday, August 17, 2018 12:25 PM  
**To:** jessweise11@gmail.com  
**Subject:** Session Scheduled Letter Notification

Dear Jessica Weise,

Your session **Sticking to the Brand: Institutional Responses and Communications**

Fri, November 16 3:15pm to 4:30pm, Tampa Marriott Waterside, Grand Salon D  
Sticking to the Brand: Institutional Responses and Communications

***Crafting the Message: The Complex Process Behind Presidential Communication in Higher Education***  
Jonathan McNaughtan, Texas Tech University; Patricia Pal, Texas Tech University;

***Institutional Responses to Events Affecting Campus Climates: Examining the Inherent Power in Language***

Crystal Garcia, Auburn University; Jessica Weise, --; Benjamin Arnberg, Auburn University; Marit Winborn, Auburn University;

***Using Organizational Identity to Study Differentiation in the Economic Make-up of Public Postsecondary Institutions***

Graham Miller, Suffolk University;

Chair: Graham Miller, [gmliller2@suffolk.edu](mailto:gmliller2@suffolk.edu), Suffolk University

Discussant: Jeffrey Sun, [jeffrey.sun@louisville.edu](mailto:jeffrey.sun@louisville.edu), University of Louisville