

Relevant Assessment in a Changing Industry

Darin Pfeifer, CMP | *Drexel University*

SESSION DESCRIPTION

The landscape of academic events is filled with tradition, shifting priorities and budget stagnation. There is more demand than ever for honest assessment of programs. Relevant assessment techniques keep academic events grounded and connected to strategy. We will explore qualitative and quantitative assessment techniques and discuss strategies for putting this assessment to work for our colleges and universities.

SPEAKER BIOS



Darin Pfeifer, CMP | *Drexel University*

Darin Pfeifer, CMP is the Executive Director for Protocol and Special Events at Drexel University in Philadelphia, Pennsylvania. Drexel is a comprehensive global research university ranked among the top 100 in the U.S. With over 24,000 students, Drexel is one of America's 15 largest private universities. In his role, Pfeifer oversees all aspects of the academic protocol program at Drexel, including academic ceremonies, board relations, operations, fundraising events, alumni relations, visits, community engagement and matters of presidential interest. Pfeifer holds a bachelors in Contemporary Media and Journalism from the University of South Dakota, a masters in Higher Education Administration from Bay Path University, and is a graduate of The Protocol School of Washington. He has worked in the event industry for over 15 years.