



# 2025 Thought Leadership and Future of The Profession Summit

## Agenda

**Date:** Saturday, September 27th, 2025  
**Time:** 1:30pm - 5:30pm (local time)  
**Location:** TTU@DFW Conference Room ABC

Time	Session Name/Description
1:30pm-2:00pm	<b>Arrival/Pre-Event Networking (Meet the CEO)</b> <b>Description:</b> as attendees arrive, TTU students will be on hand to escort them to a networking session where they can introduce themselves to Page CEO, Rochelle Ford. <b>Location:</b> Conference Room A
2:00pm-2:15pm	<b>Welcome</b> <b>Facilitator:</b> Bey-Ling Sha, Dean, College of Media & Communication, Texas Tech University; Sloane Signal, Development Manager, Page Society <b>Description:</b> Dean Sha will welcome attendees and give a brief overview of the session goals and topics we will discuss. <b>Location:</b> Conference Room BC
2:15pm-3:15pm	<b>Session/Topic:</b> Research That Matters to the Practice <b>Description:</b> This session will feature presentations from a group of educators (Page and non-Page members) who are engaging in cutting-edge research that has particular significance to the communications field. <b>Location:</b> Conference Room BC
3:15pm-3:25pm	<b>Break</b>
3:25pm-4:20pm	<b>Session/Topic:</b> AI Competencies and Frontline Hiring <b>Description:</b> This panel discussion will examine the implications of AI on frontline hiring from an HR, corporate, agency, and educator perspective, and how each views the best way to equip students/entry-level job seekers with the skills they need to enter the employment market.

	<b>Location:</b> Conference Room BC
4:20pm-4:30pm	<b>Break</b>
4:30pm-5:00pm	<p><b>Session/Topic:</b> The Accreditation Landscape</p> <p><b>Description:</b> Dr. Sha and Dr. Ford will lead a session designed to provide an overview of national, regional, and disciplinary accreditation options. There will also be a discussion about how professionals can join ACEJMC as a member of the site visiting team.</p> <p><b>Location:</b> Conference Room BC</p>
5:00pm-5:30pm	<p><b>Departure/Closing Mixer</b></p> <p><b>Location:</b> Conference Room A</p>