

Meet the Speakers

Utilizing AI Panel Discussion



**Jessica Combess, Director of Marketing and Communication,
Division of Student Affairs | University of Louisville**

Jessica Combess is the Director of Marketing and Communications for Student Affairs at the University of Louisville, where she leverages her expertise in strategic storytelling and parent programming. A committed leader within AHEPPP, she currently serves on the 2026 Awards Committee following several years of conference leadership. Jessica is also a PhD candidate at UofL, where her research focuses on how family programs can better support and engage families with limited socioeconomic resources.



**Mikele St-Germain, Director of Parent and Family Engagement |
Brown University**

Mikele St-Germain serves as Brown University's inaugural Director of Parent & Family Engagement, where she develops strategic programs to help families navigate the student journey from matriculation to graduation. Prior to this role, she spent over a decade leading Brown's Event and Conference Services, overseeing massive university milestones like Commencement and earning the 2018 Excellence Award in Leadership. She holds both an MBA and a degree in Journalism from the University of Rhode Island. A proud Rhode Island native, Mikele draws daily inspiration for her work from her personal experiences traveling with her two children.



**Brittany Naylor, Assistant Director, Transfer and Family
Experiences | Texas State University**

Dr. Brittany Naylor is the Assistant Director of Transfer and Family Experiences at Texas State University. She uses AI to help build scalable, welcoming programs that allow students and families to navigate the transition to life at Texas State. Blending experience in academic and student success roles with curiosity and creativity, she approaches AI as a tool to enhance, not replace, the human connections that matter most in higher education.

Strategies for Inclusive Communication



Peyton Haley-Stubbs, Marketing & Communications Manager | Oklahoma State University

Peyton Haley-Stubbs has worked with Oklahoma State University Accessibility Programs since July 2022. She has a master's degree in agricultural communications from OSU, as well as bachelor's degrees in agricultural communications and animal science. Her previous work experience is in marketing for agricultural publishing and engineering extension. She currently leads a team that promotes various programs through targeted marketing tactics. Her favorite job roles include creating accessible content for diverse audiences and interacting with people from all over the state.

Digital Curriculum Decoded: Two Paths to Family Engagement



Linda Krzykowski, Associate Vice Provost and Executive Director First Year Experience | University at Albany

Dr. Linda Krzykowski is the Associate Vice Provost and Executive Director of the First Year Experience at the University at Albany, where she oversees comprehensive student transition programming and Living-Learning Communities. An accomplished educator in Business Communication and Leadership, she recently developed an innovative semester-long course specifically designed to help families support their students' college journeys.

Beyond her administrative role, she is a consultant and international instructor who created the award-winning "Going Green Globally" MBA capstone. A recipient of the SUNY Chancellor's Award for Excellence, Dr. Krzykowski is a recognized leader in her field and a member of several prestigious honor societies.



Kellyn Johnson, Director for ASU Family | Arizona State University

Dr. Kellyn Johnson is the inaugural Director of ASU Family at Arizona State University, where she has spearheaded the strategic growth of family engagement initiatives since 2019. In this role, she oversees more than 100 annual events and manages communications for a massive network of over 175,000 family members, including alumni and community affiliates. Her extensive background at ASU includes leadership in student and cultural engagement, as well as chairing major university heritage celebrations. Dr. Johnson holds a Ph.D. from UC Santa Barbara and a master's from King's College London, bringing a wealth of experience in arts education and nonprofit development to her work.

Top Trends in Family Engagement for 2026



Dave Becker, CEO & Co-founder | CampusESP

Dave is the CEO and Co-founder of CampusESP, which supports family engagement for over 450 colleges and universities. He was formerly the SVP of Product Management at Ellucian (SunGard Higher Education) supporting 1,200 global customers. In his 24 years of experience in education technology, he's had the opportunity to visit and present at over 300 different colleges, campuses and conferences around the world. He's the father of twins who are sophomores in college.

Use Data to Drive your Family Engagement Strategy



Kerri Meeks-Griffin, Senior Account Executive | CampusESP

Kerri Meeks-Griffin is an Account Manager at CampusESP and a former higher education professional with over 20 years of experience. She works with colleges and universities across the country to strengthen family engagement strategies that support student success and retention.

From Feedback to Foresight: Leveraging Generative AI to Transform Family Engagement Assessment



Dr. Madison Speck, Institutional Research and Student Affairs Assessment Specialist | Carnegie Mellon University

Madison Speck, Ph.D., is an Institutional Research and Student Affairs Assessment Specialist at Carnegie Mellon University, where she translates complex data into actionable insights to enhance student and family engagement. She is a leader in the responsible integration of artificial intelligence in higher education, notably implementing Google's NotebookLM to evolve institutional reporting into dynamic, responsive insights. By combining human-centered design with interactive tools like Tableau and Power BI, Madison helps campus leaders make data-informed decisions across the full research lifecycle. She earned her Ph.D. in Higher Education from West Virginia University and holds degrees in Organizational Communication and Leadership from Juniata College.