

It's All About the People

ROXANNE REYNOLDS-LAIR, CIO, FIDM
2015 HARRT ASSOCIATE ROUNDTABLE

Slide 2

Fashion Institute of Design & Merchandising

20 creative majors
7,500 students
500 faculty
50,000 alumni

FIDM/Fashion Institute of Design & Merchandising is a co-educational, specialized, private college dedicated to educating students for the Fashion, Graphics, Interior Design, and Entertainment industries. Known as a one of the top fashion design schools, FIDM is also a leading graphic design school and digital media college.

Visit fidm.edu for more information.



FIDM on TV!

Under the Gunn

Under the Gunn, a fashion competition show from the producers of Project Runway, is filmed at FIDM Los Angeles.

Design School

FIDM is the site of "Design School" an original series on HGTV, featuring 8 FIDM Interior Design students in a FIDM SuperLab.

Project Runway

FIDM is the West Coast home of the popular TV series, "Project Runway"

The Hills

The college was also featured on the MTV series: "The Hills" with star student, Lauren Conrad.






Slide 4

“All things being equal, people want to do business with their friends. All things being not so equal, people **STILL** want to do business with their friends.”

- *Jerry Gitomer, author of Social Boom*




Slide 5



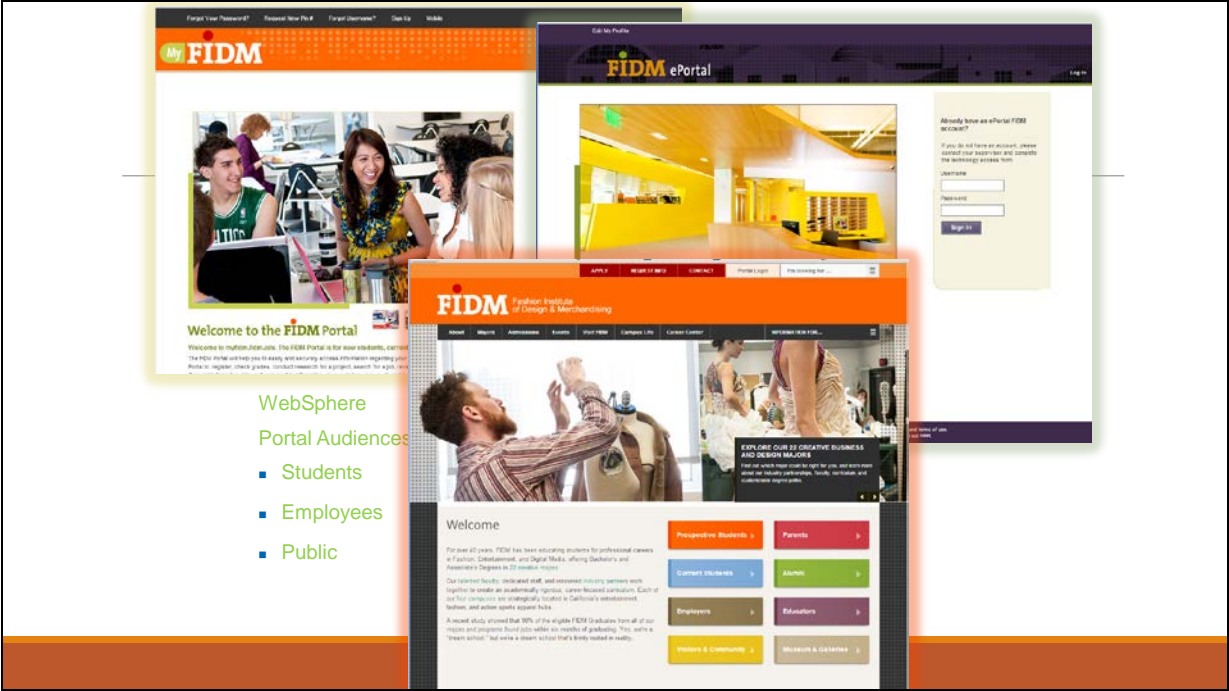
Slide 7

Be Focused. To be successful, you must keep up the content and the conversation. Make sure you are driving the right level of content on a regular basis!



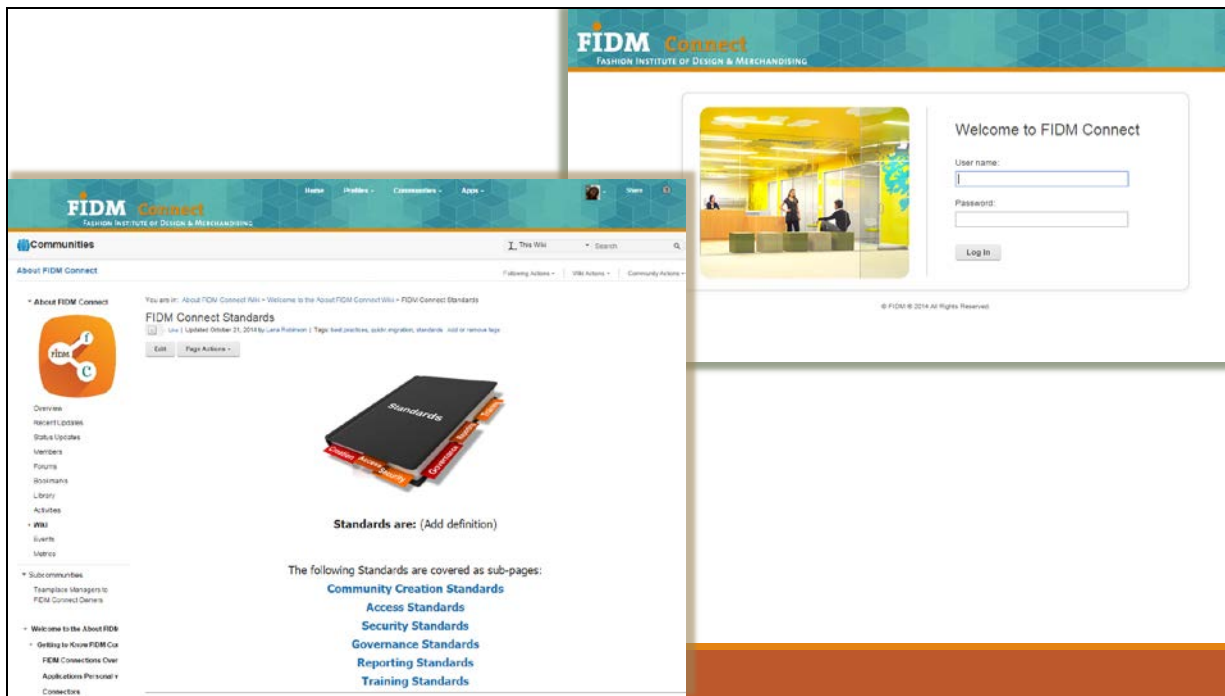
The slide features a white background with a thin horizontal line above the main text. The text is in a black, sans-serif font. To the right of the text is a magnifying glass with a silver handle and a white lens. The lens is positioned over the word 'Focus', which is written in a bold, black, sans-serif font. The magnifying glass effect makes the word appear larger and more prominent. Below the main content area is a solid orange horizontal bar.

Slide 8

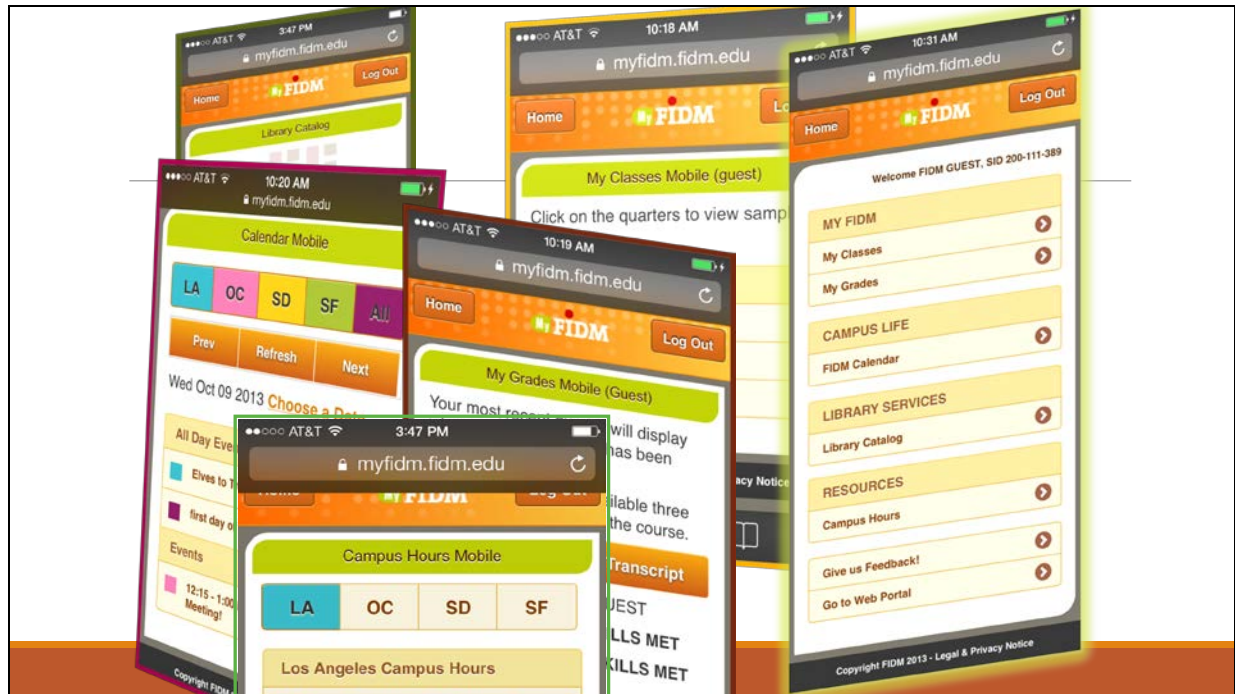


- WebSphere
Portal Audiences
- Students
 - Employees
 - Public

Slide 9



Slide 10



Listen and form relationships. Don't market!
Social is about a relationship – not a sales transactional event.
Do what you do best! Form relationships. Share expertise.



SAY WHAT YOU WILL DO...



**...DELIVER WHAT YOU
PROMISE**



Slide 13

Roxanne Reynolds-Lair		CIO at Fashion Institute of Design & Merchandising	
IBM Champion for Power Systems, 2011 - Present	Twitter: @IBMiCio	Member of the COMMON Americas Advisory Council	Member of IBM WebSphere Portal Customer Advisory Council
		Member of IBM Electronic Support Client Advisory Panel	Member of IBM Collaboration Council