Will Scott Named to UPCEA Board of Directors as Corporate Partner Representative

March 10, 2026

NEW ORLEANS, LA - March 10, 2026 -
UPCEA, the online and professional education association, has announced that Will Scott, CEO and co-founder of Search Influence, has been elected to serve on the UPCEA Board of Directors as Corporate Partner Representative for a one-year term (2026?2027). Scott will assume his role at the conclusion of the 2026 UPCEA Annual Conference in New Orleans on April 17, 2026.

As Corporate Partner Representative, Scott will help represent the interests and perspectives of UPCEA?s corporate partners while supporting the association?s broader mission to advance online and professional education. His appointment comes at a time of rapid change across higher education digital marketing, where institutions are adapting to AI-powered search, evolving enrollment behavior, and increasingly complex digital ecosystems.

"I'm excited to join the UPCEA Board of Directors. Search Influence has sponsored UPCEA research, and we've seen firsthand how their work shapes the conversation around online and professional education. I'm looking forward to exploring how AI is changing search behavior for prospective students and what that means for enrollment teams trying to reach them," said Scott.

UPCEA is the leading association for online and professional education. Its members continuously reinvent higher education and positively impact millions of lives through cutting-edge research, professional development, networking and mentorship, conferences, seminars, and stakeholder advocacy. The association brings together decision makers and influencers from education, industry, research, and policy who are committed to improving access and outcomes.

Search Influence has been a Platinum Partner of UPCEA for several years. Through this partnership, the organizations have collaborated on three major higher education digital marketing research initiatives: AI Search in Higher Education: How Prospects Search in 2025, Marketing Metrics Research Report: What Gets Measured Gets Managed, and the 2023 SEO Readiness Research Study.

These studies have provided institutional leaders with actionable insights into AI search behavior, marketing measurement, SEO readiness, and digital advertising performance. As AI-powered search tools reshape how prospective students research programs and institutions, this research is increasingly critical to strategic planning.

Scott is a recognized leader in digital marketing and is credited with coining the phrase ?barnacle SEO? in 2008. A founding faculty member of Local U, he is a contributor to widely recognized marketing publications and a frequent conference speaker.

Since launching his first website in 1994, Scott has guided teams in developing thousands of websites, publishing hundreds of thousands of directory pages, and driving millions of visits through organic search.

Search Influence is a woman-owned digital marketing agency focused on measurable return on investment, with deep expertise in higher education digital marketing. The team partners with colleges and universities to attract, engage, and convert prospective students through data-informed strategies spanning traditional SEO, AI SEO, and paid digital advertising. By integrating research, analytics, and strategic execution, Search Influence helps institutions strengthen visibility and achieve enrollment growth across competitive markets.

To learn more about Search Influence?s digital marketing services, call (504) 208-3900.

About Search Influence:

Search Influence is an AI SEO-focused higher education digital marketing agency that helps institutions drive prospects into and through the recruitment funnel with analytics-backed strategies, including organic and AI

SEO and paid digital advertising. Founded in 2006, Search Influence?s core purpose is to optimize potential. The agency collaborates with institutions nationally and in its home city of New Orleans. Clients include: Tulane University, Tufts University College, LSU Online & Continuing Ed, and Maine College of Art & Design. Search Influence experts frequently speak at higher ed and industry conferences, and the agency?s work has earned recognition from the US Search Awards, US Agency Awards, and Inc. 5000.

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For more information about Search Influence, contact the company here:Search InfluenceAngie Scott(504) 208-3900info@searchinfluence.com1423 Pine St New Orleans, LA 70118

Search Influence

Search Influence, a national SEO and digital advertising agency since 2006, delivers demonstrable ROI for clients. Specialties include SEO, Paid Advertising, and Analytics. In-house experts collaborate with clients for results. Also an informative blog.

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