

ALUMNI CAREER SERVICES: DEVELOPING AN ONLINE PROGRAMMING SERIES

May 23, 2011 :: 1:00 – 2:30 p.m. EDT

ACADEMIC · IMPRESSIONS

WEB CONFERENCE



OVERVIEW

Alumni events are a powerful first step to cultivating engagement and giving, but attendance at in-person events is leveling or falling off, creating challenges for building alumni loyalty. However, alumni still place a high value on career advice and professional development-focused events. Now is the time for you to capitalize on this interest by expanding your online offerings.

Join us online to develop a low-cost, online programming series that will engage your alumni as both participants and presenters. Along with taking a look at technological considerations, you will learn how to:

- Select the right topics to interest your alumni
- Recruit and manage the right presenters to deliver your content
- Market your programming appropriately
- Assess your programming

LEARNING OUTCOME

Identify the key components of an alumni career services webinar series that will meet your constituents' needs.

WHO SHOULD ATTEND

Alumni relations and career services professionals will learn the key components of an alumni career services webinar series that will meet the needs of their constituents.

AGENDA

- Getting started
 - Georgetown context
 - Choosing a platform for your webinars
 - Determining access
 - Staffing and funding your webinars
- Designing your series
 - Topics
 - Classic, must-have offerings
 - Responding to hot issues
 - Programming for different constituencies
 - Development timelines
- Selecting and managing faculty
 - Internal versus external faculty
 - Recruitment strategies
 - Training considerations
 - Follow-up considerations
- Marketing your webinars
 - Traditional avenues
 - Email and social media options
- Assessment and further engagement
 - Evaluating individual programs
 - Integrating engagement across your advancement shop

**Develop a
low-cost,
online career
development
education
series that will
engage your
alumni base.**



INSTRUCTORS

Bridget Bowers Holmes, Director, Alumni Career Services, Georgetown University

Bridget has spent more than 10 years assisting alumni and students in reaching their career goals. Serving in her current role since 2006, she has grown her office's reach from 300 to 6,500 alumni through the innovative use of one-on-one resources and technology to leverage the institution's broad alumni experience. Prior to arriving at Georgetown, Bridget served as a career counselor and eventual assistant director at Villanova University.

Emily White, Assistant Director, Alumni Career Services, Georgetown University

Emily utilizes her career services and human resources background in the management of the alumni career services award-winning webinar program as well as in the planning of student-alumni career-focused programming. Prior to Georgetown, She served as a chief of staff at the Advisory Board Company, aiding in the organization and facilitation of the account management internship program, managing new-hire training, and leading a team of associates.

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.



ALUMNI CAREER SERVICES: DEVELOPING AN ONLINE PROGRAMMING SERIES

May 23, 2011 :: 1:00 – 2:30 p.m. EDT

REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost.

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Postmarked on or before May 16, 2011

Single Site Connection: Alumni Career Services: Developing an Online Programming Series _____ \$350.00 USD

Additional Site Connection _____ \$195.00 USD

(After May 16, 2011, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM _____ \$175.00 USD

Can't attend the live session? Please send me a CD-ROM recording of this webcast _____ \$350.00 USD

(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ _____

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

Institution/Organization _____ Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

Sign me up for **HEI: Daily Pulse** – impactful news, trends, and practices, sent daily

Sign me up for **HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays

Sign me up for **HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx) _____

Name on Card _____

Account Number _____

Exp. Date _____ Billing Zip Code/Postal Code _____

Security Code (last 3 digits on the back of Visa and MC _____
or 4 digits on front of AmEx)

CHECK/INVOICE

My check is included and covers _____ registration(s)

Check # _____

Please invoice me

Purchase Order # _____

(PO# not required to receive invoice)

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by March 18, 2011. A \$75 processing fee will be assessed. After March 18, 2011 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

