



CONFERENCE

# **YOUNG ALUMNI: ESTABLISHING LIFELONG RELATIONSHIPS**

January 22 - 24, 2018

Atlanta, GA





*Prepare students for a lifelong connection with your institution.*

## OVERVIEW

Learn how you can develop intentional young alumni programming that seamlessly integrates your on-campus and post-graduation efforts. This event is a must if your institution wants to establish strong, lifelong relationships with its newest alumni. Join a faculty with a track record of engaging and inspiring young alumni for three days of practical content focused on:

- Cultivating a culture of philanthropy on campus
- Transitioning students to alumni
- Effective events
- Engaging through social media
- Career development
- Volunteer management
- Giving programs

You will leave this conference with a complete gap analysis assessing the current state of your young alumni programming, a toolkit of new ideas, and an action plan to move forward.

## POST-CONFERENCE WORKSHOP: STRENGTHENING THE STUDENT-TO-ALUMNI TRANSITION WITH A ROBUST STUDENT VOLUNTEER STRUCTURE

Learn about UPenn and TCU's "super" volunteer programs that train students starting as early as their first year on campus and call on them throughout their young alumni years.

## WHO SHOULD ATTEND

Advancement professionals, especially those in alumni relations and annual giving, who work with young alumni, will gain a comprehensive plan for better engaging young alumni. Teams from giving and alumni relations are encouraged to attend.

## LEARNING OUTCOME

After participating in this conference, you will be able to better engage your young alumni population.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/young-alumni-establishing-lifelong-relationships/](http://www.academicimpressions.com/young-alumni-establishing-lifelong-relationships/)



## AGENDA

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### MONDAY, JANUARY 22, 2018

8:30 - 9:00 a.m.

**Conference Registration and Continental Breakfast (included in registration fee)**

9:00 - 9:15 a.m.

**Conference Introduction and Opening Remarks**

9:15 - 10:30 a.m.

**The Student Philanthropy Model**

A successful young alumni program depends upon cultivating a spirit of philanthropy while students are still on campus. This session will walk you through our student philanthropy model and its three core components: awareness, gratitude, and giving.

10:30 - 10:45 a.m.

**Morning Break**

10:45 - 11:30 a.m.

**Generational Values Activity**

To understand how to communicate with students and alumni, you must understand how their values differ across time. In this session, you will participate in an activity that will demonstrate the living generations' values and will conclude with how messaging should adapt based on their unique values.

11:30 a.m. - 1:00 p.m.

**Student Philanthropy Programming**

Now that you understand the student philanthropy model, this session will walk through the student lifecycle, identifying where you can cultivate awareness, gratitude, and giving. You'll then examine best practices for transitioning your students to alumni through effective volunteer, event, and philanthropic opportunities.

1:00 - 2:00 p.m.

**Lunch (included in registration fee)**

2:00 - 2:30 p.m.

**Gap Analysis**

What are you already doing to cultivate awareness, gratitude, and giving? In this working session, you'll take a careful look at your current programming and gather in small groups to identify where you promote these three components. This activity will allow you to see which areas need bolstering. You'll use this analysis to ensure that your focus during this conference is directed toward the right areas for your institution.

2:30 - 3:30 p.m.

**Understanding Transition: Ensuring Engaged Students Become Engaged Young Alumni**

You've worked hard at engaging your students, providing opportunities for them to increase their involvement, and educating them on the importance of giving back. However, if you haven't considered the magnitude of the student-to-alumni transition, you will likely lose your already loyal representatives. In this session, you will gain a better understanding of the current generation and learn how to best communicate with them during this period of transition.

3:30 - 3:45 p.m.

**Afternoon Break**



## AGENDA

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### MONDAY, JANUARY 22, 2018 (CONTINUED)

3:45 - 5:15 p.m.

#### **Understanding the Wants of Young Alumni**

To better understand what young alumni want from their alma mater, you must ask the right questions. Here you will be introduced to best practices for conducting research with your recent alumni, including focus groups, surveying, and assessing your current programming in order to best design future offerings.

5:15 - 6:15 p.m.

#### **Networking Reception (included in registration fee)**

### TUESDAY, JANUARY 23, 2018

8:30 - 9:00 a.m.

#### **Continental Breakfast (included in registration fee)**

9:00 - 10:15 a.m.

#### **Managing Young Alumni Volunteers and Councils**

Young alumni often find themselves overwhelmed and overcommitted after graduation. However, capitalizing on their desire to remain connected to their alma mater after recently graduating is vital. Here, we'll focus on how to effectively manage and recruit young alumni volunteers, define clear expectations, develop dependable leaders, and adjust when things simply aren't going as planned. We will also spend time talking about young alumni council structures to help you better engage young alumni, elicit input, develop leadership, and set the tone for giving.

10:15 - 10:30 a.m.

#### **Morning Break**

10:30 a.m. - 12:30 p.m.

#### **Developing Giving Programs for Young Alumni**

Do you offer giving opportunities that are attractive to young alumni? This time will be spent helping you understand the different giving programs that can be implemented at your institution to better promote young alumni giving. The session will also include a discussion on whether your effort should gravitate toward restricted or unrestricted giving options.

12:30 - 1:30 p.m.

#### **Lunch (included in registration fee)**

1:30 - 2:30 p.m.

#### **Creating Events Targeted at Recent Alumni**

How do you move beyond happy hours and sporting events to engage young alumni? In this session, you'll examine how to design creative events that will attract young alumni. You'll consider different programming options aimed at graduates in the first five years compared to those in the first decade. You'll also explore examples of successful events for these different life stages. The session will conclude by looking at the relationship between these events and the institution and exploring ways to measure their effectiveness.

2:30 - 2:45 p.m.

#### **Afternoon Break**



## AGENDA

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### TUESDAY, JANUARY 23, 2018 (CONTINUED)

2:45 - 4:15 p.m.

#### **Strategic Social Media for Young Alumni**

While engaging alumni through social media has become a norm, there are still many challenges involving strategic communication, coordinating content, partnering with colleagues, and ensuring your content resonates with your audience. During this session, our faculty will address these challenges and help you identify platforms for your young alumni strategy by focusing on how you'd like to communicate to meet your goals.

4:15 - 4:30 p.m.

#### **Day 2 Questions and Answers**

### WEDNESDAY, JANUARY 24, 2018

8:30 - 9:00 a.m.

#### **Continental Breakfast (included in registration fee)**

9:00 - 9:45 a.m.

#### **Career Development Services**

Career services tops the list of services alumni want from their alma mater. We will use this session to explore several ways to meet this need, including: creating effective on-campus partnerships, highlighting successful programs and services, and investigating new models and structures for career development. You will leave this session with ideas and tactics on how to meet the career needs of your recent alumni without major resource investment.

9:45 - 10:00 a.m.

#### **Morning Break**

10:00 - 11:00 a.m.

#### **Gaining Buy-In across Campus for Young Alumni Initiatives**

Young alumni are the next generation of leaders and will be a source of support for your institution in years to come, so putting resources toward cultivating them will pay dividends. How do you make this case for long-term return during a time when many shops are focused on short-term gains? This session will help you make the case for a comprehensive young alumni program, build a reasonable budget while you are gaining buy-in, and recruit cross-campus allies to your cause.

11:00 - 11:30 a.m.

#### **Putting It All Together**

In this session, you will revisit the core components needed to build a lifelong relationship with your recent alumni. Then, using your findings from the gap analysis session, you will create an initial plan for additional programming you want to implement, or changes you'd like to make, at your institution.

11:30 a.m. - 12:00 p.m.

#### **Open Forum with Faculty, Identifying Key Takeaways, Closing Q&A, and Evaluation**



## AGENDA

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WEDNESDAY, JANUARY 24, 2018 (CONTINUED)

### **Post-Conference Workshop: Strengthening the Student-to-Alumni Transition with a Robust Student Volunteer Structure**

12:00 - 1:00 p.m.

**Lunch for Post-Conference Attendees (included in workshop fee)**

1:00 - 4:00 p.m.

#### **Post-Conference Workshop: Strengthening the Student to Alumni Transition with A Robust Student Volunteer Structure**

Join us to learn about UPenn and TCU's "super" volunteer programs that train students starting as early as their first year on campus and call on them throughout their young alumni years. Through these alumni ambassador programs, highly trained students are given significant leadership and solicitation training and used for planning events, admissions panels, social media ambassadors, etc. Our faculty will explain how to integrate such a program into your efforts, and leverage existing campus leadership and governance programs—expanding on your transition efforts and strengthening your volunteer program.



## INSTRUCTORS

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**Elise M. Betz, Executive Director, Alumni Relations, University of Pennsylvania**

Elise began her tenure at Penn as an associate director of The Penn Fund and currently manages a majority of the institution's alumni relations efforts, including communications, alumni education, the multicultural alliance, and alumni travel. She also founded and manages "Penn Traditions: Building Our Community," a comprehensive student advancement program. Elise's work in this area helped increase senior gift participation from 18% in 2001 to over 68% in 2008 and earned her a 2006 UPenn Model of Excellence Award. She presents at advancement conferences across the country and has consulted with numerous institutions interested in starting student advancement programs.

**Harmonie Farrow, Director of Loyalty Giving Programs, Texas Christian University**

Harmonie joined the Office of Loyalty Giving at TCU in 2010 as the director of student and young alumni programs. In her current role, she oversees phonathon, student and young alumni philanthropy and digital philanthropy efforts. While at TCU, Harmonie developed and implemented the University's first online day of giving, TCU Gives Day, and the Count Me In! student philanthropy program, a 2014 CASE gold award winner for both Annual Giving Programs and Best Practices in Fundraising. Harmonie presents nationally and internationally at conferences about student and young alumni engagement, especially as it pertains to philanthropic giving, volunteer management, gaining institutional buy-in and maximizing budgets. Prior to joining TCU, Harmonie served as a donor relations officer at Cornell University.

**Dave Steadman, Executive Director, Annual Giving & Alumni Relations, St. Albans School**

Dave joined the Alumni & Development Office at St. Albans School in Washington, DC, in 2010. As Executive Director, he sets the strategy and manages the operations for the School's Annual Giving (AG) and Alumni Relations programs. Working with a team of talented development professionals and volunteers, Dave's work focuses on two primary objectives: sustainably growing the School's \$2.3+ million AG effort, and supporting new and existing programs to encourage active alumni involvement in the life of the School.

Prior to St. Albans, he worked in the Communications & Development Office at Hamilton College (his alma mater), managing the regional event and senior gift programs before going on to serve as the College's first Director of Young Alumni Giving. The young alumni position provided an opportunity to experiment with a variety of strategies to increase the engagement and generosity of recent graduates, the results of which increased the philanthropic support of recent graduates by nearly 20% over 3 years. In addition to his work at St. Albans, Dave frequently presents at professional development conferences. He received a B.A. in Music and English from Hamilton College.





OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		<b>Intimate, workshop-style event with personalized attention</b>
Many concurrent sessions; forcing choice		<b>One focused learning track</b>
Uneven sessions and less outcome-focused, driven by an open call for proposals		<b>Needs-driven</b> and meticulously planned with practical outcomes <ul style="list-style-type: none"> <li>Action plans and next steps to use upon returning to campus</li> <li>Carefully-vetted expert instructors that are also practitioners in the field</li> </ul>
Lecture-based		<b>Learner-centric</b> and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to <b>truly connect with colleagues</b> in the same position at other institutions
Some slide presentations posted online after the event		<b>200+ page workbooks</b> with references, worksheets, articles, templates, exercises, and planning documents

**96%**  
of past attendees would recommend an AI conference to a colleague

**250+**  
and growing of AI member institutions (AI Pro)

**15,000+**  
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe





## LOCATION

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January 22 - 24, 2018 :: Atlanta, GA

### HOTEL

Hyatt Regency Atlanta  
265 Peachtree Street, NE  
Atlanta, GA 30303

To reserve your room, please call 404-577-1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

### ROOM RATE

The rate is \$185 for single or double occupancy, plus applicable tax.

### ROOM BLOCK DATES

A room block has been reserved for the nights of January 21, 22 and 23, 2018.

### RATE AVAILABLE UNTIL

Make your reservations prior to January 5, 2018. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

### ADDITIONAL INFORMATION

Hyatt Regency Atlanta is a landmark destination located in the heart of downtown Atlanta.

### TRANSPORTATION

The hotel is approximately 10 miles from Hartsfield-Jackson Atlanta International Airport and 3 miles from Amtrak.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING (CIRCLE ONE)

**Your registration fee includes:** Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Monday, breakfast and lunch on Tuesday, breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

### Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

BEST VALUE	CONFERENCE	WORKSHOP	WITH AI PRO MEMBERSHIP
Conference + Post-Conference Workshop	Conference only	Post-Conference Workshop only	Get \$100 OFF With Qualifying AI Pro Memberships
\$1,795	\$1,495	\$395	<a href="#">Learn More</a>
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### EARLY BIRD PRICING

Postmarked on or before January 5, 2018. For registrations postmarked after January 5, 2018, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## CONFERENCE REGISTRATION INFORMATION

Print Name | Job Title

Institution/Organization

What name do you prefer on your name badge? | Address

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

Telephone | Email

**IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.**

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

## ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

## EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



**PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259**

## PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

## CREDIT CARD



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

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

**AMOUNT TO CHARGE:** \_\_\_\_\_

## CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_

Please invoice me, Purchase Order # \_\_\_\_\_ (PO # not required to receive invoice)

## HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

**DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.

**WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.

**DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: \_\_\_\_\_

Learn more or sign up to receive Higher Ed Impact at: [www.academicimpressions.com/news-sign-up](http://www.academicimpressions.com/news-sign-up)

*\*Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



## CANCELLATION AND REFUND POLICIES



### SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

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### CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

### ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

### ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

### RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.