

STRATEGIES TO IMPROVE UNDERREPRESENTED ALUMNI ENGAGEMENT

April 29 - May 1, 2019 | Orlando, FL



Build a better strategy to represent and engage your diverse alumni.

Student demographics in higher education are shifting rapidly; as these students become alumni, is your institution positioned well to engage underrepresented populations in a meaningful way?

Join us for a conference to learn how to develop and implement diverse alumni engagement programming, while overcoming challenges with data and internal staff training. Our expert instructors will focus on how to reach, communicate with, and engage diverse alumni populations intentionally and effectively. You will identify your next key steps and develop an action plan to implement on your campus immediately.

ASSESS YOURSELF

As part of your registration, prior to the conference, you will participate in the Intercultural Development Inventory (IDI). The IDI is an online psychometric instrument based on the Developmental Model of Intercultural Sensitivity (DMIS). The IDI is useful for personal development and self-awareness, audience analysis, examining topics salient to the training program, organizational assessment and development, and data-based intercultural training. This tool will be your foundation for understanding the nuances and complexities of cultural sensitivity and its importance in alumni programming.

PRE-CONFERENCE WORKSHOP: RECRUITING A DIVERSE STAFF

An essential element of developing your alumni engagement for diverse audiences is ensuring your staff is representative of your alumni body. We encourage those in positions of hiring and staffing influence to join us to learn how to:

- Maximize job postings
- Reduce unconscious bias in the hiring process
- Find creative solutions towards attracting diverse staff

WHO SHOULD ATTEND

Alumni relations professionals and those in advancement leadership looking to diversify their alumni engagement efforts are encouraged to attend. The content will be also applicable to annual giving professionals and diversity and inclusion officers.

AGENDA

Day 1

Pre-Conference Registration and Continental Breakfast (included in workshop registration fee)

8:30 - 9:00 a.m.

Pre-Conference Workshop: Recruiting a Diverse Staff

9:00 - 11:45 a.m.

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Lunch (included in pre-conference workshop registration fee)

11:45 a.m. - 12:30 p.m.

Conference Registration

12:00 - 12:30 p.m.

Welcome and Introductions

12:30 - 1:00 p.m.

Understanding Intercultural Competency and Unconscious Bias

1:00 - 3:30 p.m.

Using your completed Intercultural Development Inventory (IDI), you will participate in an activity to help uncover the key barrier to inclusive programming – intercultural competency – and will learn the tools to talk about diversity within your shop. This tool will be your foundation for understanding the nuances and complexities of cultural sensitivity and its importance in alumni programming.

Afternoon Break

3:30 - 3:45 p.m.

Establishing a Needs Assessment Strategy

3:45 - 4:30 p.m.

This session will help you think in a strategic way about understanding your diverse alumni and their needs. We will discuss diversity-related data you might already have at your disposal and strategies that can be used to assess alumni needs.

Demographic Data Integrity

4:30 - 5:15 p.m.

Our instructors will help you focus on strategies that can improve your existing demographic data on alumni identity and affiliations, leveraging both outreach and partnerships across campus for existing data sources.

Networking Reception (included in registration fee)

5:15 - 6:15 p.m.

AGENDA

Day 2

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Listening Tours and Surveys

9:00 - 10:00 a.m.

Here, we will look at case studies and their strategies that our faculty have experienced first hand that will help you to assess your diverse alumni needs and engagement preferences.

Morning Break

10:00 - 10:15 a.m.

Identities Exercise

10:15 - 10:45 a.m.

This time is an opportunity for you to work together on strategies to improve your diverse alumni data.

Giving Cultures

10:45 a.m. - 12:00 p.m.

We will discuss how philanthropic cultures might differ across different alumni affinities, including generational differences, women's philanthropy, and others.

Lunch (included in conference registration fee)

12:00 - 1:00 p.m.

Affinity Groups

1:00 - 2:15 p.m.

This session features a discussion of all things affinity programming:

- How can we build up our affinity groups from the ground up?
- How best can we support them, and what does that look like?
- How can we leverage them to organize events and promote university messages and news?

Afternoon Break

2:15 - 2:30 p.m.

Designing Intentional Diverse Alumni Programming

2:30 - 3:45 p.m.

It is important to understand how you can translate the needs of your diverse alumni into intentional programming options and plans.

Identifying and Developing Volunteer Leadership

3:45 - 4:45 p.m.

Here we will dive into the issue that makes or breaks most of your programming – volunteer leadership.

AGENDA

End of Day Q & A

4:45 - 5:00 p.m.

Day 3

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Diverse Alumni Communications: Crafting the Message

9:00 - 10:00 a.m.

Diverse alumni communications are key to ensuring all other aspects of diverse alumni programming. Defining messaging and segmenting communications will be the focus of this hour.

Morning Break

10:00 - 10:15 a.m.

Defining and Measuring Success

10:15 - 11:00 a.m.

In this last learning session of the conference, we will talk about what success might look like, such as how you can measure and report diverse alumni engagement.

Break-out Session: Problem Solving with Like Institutions

11:00 - 11:30 a.m.

Conference Wrap Up, Q&A, and Evaluation

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

INSTRUCTORS

Elise Betz

Executive Director, Alumni Relations, University of Pennsylvania

Elise began her tenure at Penn with the annual 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," Penn's own comprehensive student advancement program, the first of its kind in the country. Elise's work in this area helped increase senior gift participation from 18% in 2001 to over 72% in 2011 and earned her a Penn Models of Excellence Award. She presents at advancement conferences across the country and has consulted with numerous institutions interested in starting student advancement programs around the world.

Kat Walsh

Director of DEI Initiatives & Student Engagement, University of Michigan

As part of the University of Michigan's five year initiative for creating a more vibrant campus, Ms. Walsh heads department-wide efforts toward implementing policies aimed at diversifying and creating more equitable opportunities for OUD staff, donors, and volunteers. Ms. Walsh also leads student philanthropy initiatives on the University of Michigan campus. This involves developing a culture of giving among Michigan students through outreach, education, and fundraising initiatives. As director of student engagement, Ms. Walsh designed and oversees the award-winning program designer for the Development Summer Internship Program (D-SIP) aimed at creating a pipeline of young, diverse talent into the fundraising profession. D-SIP introduces college students to fundraising as a career path through work placement in a fundraising office across the U-M campus, coursework for credit, and a rigorous professional development component. This program won the 2010 Detroit Crain's Nonprofit Employer of the Year award for the state of Michigan and CASE's 2008 Grand Gold and Gold Circle of Excellence awards for fundraising and collaborative programs respectively.

Durice White Galloway

Interim Associate Dean, Development & Alumni Relations; Director, Alumni Engagement, Duke University

Prior to joining Duke, Durice spent eight years working for Elon University in alumni engagement and major giving. Bringing passion and enthusiasm into her roles, Durice has extensive experience in advancement with special recognition and work in alumni engagement, annual and major giving, and donor relations with a focus on efforts around diversity and inclusion.

Durice is a three-time Council for the Advancement and Support of Education (CASE) Stellar Speaker recipient and a CASE District III Platinum Category Best Practices in Fundraising Grand Award Recipient. Her most treasured awards, however, are the Elon University Phoenix Rising Award (equivalent to a new staff member of the year award) and the Elon University African & African American Studies Staff Member of the Year Award.

ACADEMIC IMPRESSIONS STAFF

Whitney Egstad

Program Manager, Academic Impressions

Whitney Egstad believes the key to optimizing organizations is to cultivate and empower lifelong learners. Her mission is to do just that. For twelve years, she has designed learning experiences for diverse groups of professionals and students. As program manager, she performs market research and collaborates with subject matter experts to develop impactful professional learning programs for leaders in higher ed. In addition to directing program operations, she serves as an instructional design consultant for AI's online courses and tool kits. A pedagogue at heart, Whitney absorbs emergent research in neuroeducation, universal design, DEI, eLearning, and memory. She applies this research, as well as program data and feedback, in the development and revision of her programs.

LOCATION

April 29 - May 1, 2019 | Orlando, FL

Hotel:

Marriott Orlando World Center
8701 World Center Drive
Orlando, FL 32821
407.239.4200

Room rate:

\$185 + tax

Room block dates:

The nights of April 29 - May 1, 2019.

Room block cutoff date:

March 28, 2019.

Reserve Your Room: Please call 407.239.4200 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:
9 out of 10 participants recommend our trainings to colleagues