

INTENTIONAL AND STRATEGIC MANAGEMENT OF ALUMNI VOLUNTEERS

November 18-20, 2019 | Baltimore, MD



Learn how to effectively manage volunteers through their full life cycles.

Alumni volunteers are immensely valuable to institutions in both their service and their giving power; they tend to give ten times more than non-volunteers. Their generous contributions of both time and treasure are often indispensable to institutions.

However crucial their efforts are in advancement shops, managing volunteers also poses a number of unique challenges. First of all, it can be incredibly difficult to manage people who are not officially employed by the institution and have their own motivations. Secondly, it's an ambitious undertaking to align volunteer efforts with the mission of the institution and also create a cohesive experience across different types of volunteers in order to ensure everyone is working towards a shared goal.

Our brand new, two-day conference is the first and only training designed specifically for volunteer managers in higher education. Comprehensive and practical, the curriculum's focus will be teaching you how to manage volunteers through their full life cycles. Our expert faculty will:

- Provide the best strategies for recruiting and onboarding volunteer talent
- Prepare you to navigate difficult conversations and manage group dynamics
- Teach you how to leverage technology to make your daily work more efficient

Packed with templates, exercises, and role plays, this hands-on conference will prepare you to return to your campus with a comprehensive toolkit, a strategy, and a new level of intention.

WHO SHOULD ATTEND

This program is specifically designed for alumni relations professionals who manage volunteers for alumni boards, regional chapters and clubs, or other volunteer programs. Though our content will be applicable to managers of all types of volunteers, we will not be diving specifically into any one particular volunteer group.

Bring your team to unlock additional discounts!

AGENDA

Day 1 | November 18, 2019

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

12:30 - 1:00 p.m.

Opening Comments and Introductions

1:00 - 1:30 p.m.

Intentional Volunteer Management

1:30 - 2:30 p.m.

In this foundational session, we will talk about the key ingredients for an intentional volunteer management framework. We'll discuss how to work with stakeholders and partners to develop a vision for volunteer engagement that aligns with both the mission of the institution and the passions of your volunteers.

Afternoon Break

2:30 - 2:45 p.m.

Strategies for Lifetime Involvement

2:45 - 3:45 p.m.

Now that we've addressed the key considerations for an intentional volunteer management program, we'll get tactical. Our faculty will introduce a competency-based model for volunteers that encourages lifelong engagement. This session will address how to identify the core competencies your institution can offer volunteers and how to inspire them to acquire each competency over a lifetime of engagement.

Recruiting and Vetting Volunteers

3:45 - 5:00 p.m.

How do you take your needs and shape them into a recruitment strategy? We will focus on strategies to recruit and vet alumni volunteers for boards, regional chapters, and one-off volunteer opportunities.

Networking Reception (included in conference registration)

5:00 - 6:00 p.m.

AGENDA

Day 2 | November 19, 2019

Continental Breakfast (included in conference registration)

8:30 - 9:00 a.m.

Evaluating Risk in Volunteer Management

9:00 - 10:00 a.m.

Volunteer programs are subject to many risks and sources of potential liability, such as sexual harassment. Planning ahead to mitigate risk ensures protection of people, property, and reputation. We will provide practical tools and resources to recognize and effectively manage risks within your volunteer program.

Morning Break

10:00 - 10:15 a.m.

Onboarding Volunteers and Setting Expectations

10:15 - 11:30 a.m.

We'll demonstrate how to identify the story and impact your institution wants to have and how to communicate expectations for all volunteers to match that impact.

Lunch (included in conference registration)

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

Volunteers as Champions of Change

12:30 - 1:30 p.m.

Often our volunteers are resistant to change. We'll teach you how to engage your volunteers as partners to guide your alumni through challenging times and share tactics on how to empower volunteers to be champions of change.

Difficult Conversations (includes afternoon break)

1:30 - 3:00 p.m.

How do we talk to volunteers who are not following through? How do we communicate changes in policies? How do we let someone go? Join our expert faculty to role play various tough conversations you may need to have with volunteers. Practice these conversations and prepare yourself to effectively communicate unfortunate news.

Managing Group Dynamics

3:00 - 4:00 p.m.

What happens when individual interests and group dynamics get in the way of fulfilling your organization's needs? We'll prepare you with guiding questions to move your group in the right direction.

Volunteer Appreciation and Recognition

4:00 - 5:00 p.m.

How can we meaningfully recognize the work of our volunteers — even on a tight budget? Join us for a panel discussion on recognition. Peers and faculty will discuss creative ways to show appreciation for the work of your volunteer force.

AGENDA

Day 3 | November 20, 2019

Continental Breakfast (included in conference registration)

8:30 - 9:00 a.m.

Leveraging Technology for Volunteer Management

9:00 - 10:00 a.m.

No matter the scale of your program, you'll learn how to leverage various technologies to efficiently manage volunteers. From a Google Sheet to a robust portal, we'll share what works and help you make the most of digital tools.

Morning Break

10:00 - 10:15 a.m.

Gathering Data, Establishing Key Metrics, and Demonstrating the Value of Volunteers to Leadership

10:15 - 11:15 a.m.

This session covers what data points people should gather and track as well as ways alumni relations can convey the value of volunteering to their leadership.

Final Q & A and Evaluations

11:15 - 11:45 a.m.

INSTRUCTORS

Laura Denbow

Senior Director, Office of Volunteer Programs, Cornell University

Laura H. Denbow has over twenty-five years of higher education experience in the fields of career services and alumni relations. For the past eight years, she has served as senior director of the Office of Volunteer Programs, Alumni Affairs and Development, at Cornell University. In her role, Laura oversees the creation, development, and implementation of a university-wide strategy for providing meaningful volunteer engagement opportunities to alumni, parents, and friends over a lifetime. Prior to Cornell, Laura worked for twelve years at Bucknell University, moving from the role of director at the Career Development Center to the role of executive director of Alumni Relations and Career Services. She began her career in the field of career services at Georgetown University where she held a variety of roles over seven years. Laura received her master's in counselor education from the Curry School of Education at the University of Virginia and her bachelor's in business administration from James Madison University.

Sarah Indewey, MPA, CVRM, CVA

Associate Director, Alumni & Volunteer Relations, Queen's University

Sarah is an experienced leader in the field of higher education administration, holding a Master in Public Administration with a focus on Government-University relations. In addition to contributing to overall alumni relations organizational strategy and capacity, Sarah's focus is on developing, implementing, evaluating, and overseeing volunteer strategies, policies, and guidelines, including volunteer-led philanthropic initiatives. Queen's University is committed to excellence and leadership in volunteerism with the goal of developing an informed, involved, and invested stakeholder body.

Sarah's areas of research and education include: project management; risk assessment and planning for risk in volunteer engagement programming; framework planning and institutional readiness for volunteer engagement; volunteer professional development and volunteer pipeline progression; working with student volunteers; Board partnership and setting strategic direction; and volunteer stewardship and recognition.

As a Certified Volunteer Resource Manager, and internationally Certified in Volunteer Administration, Sarah has a long history of engaging volunteers to collaboratively work towards contributions to support institutional priorities.

Shannon Jaeger

Director of Volunteer Engagement, Lehigh University

Shannon oversees volunteer infrastructure and management for the current campaign for Lehigh as well as faculty engagement and college affinity. She is also responsible for providing volunteer engagement consultative guidance and support for all programs which engage alumni across the university. Her overall areas of focus include mobilization of volunteer groups and leveraging volunteer structures to achieve engagement and development goals.

Prior to her career in higher education, Shannon created a nonprofit service for unemployed automotive industry workers and veterans, cementing her interest in the impact of effective volunteerism on community organization and development. Shannon has also worked in the public relations field, specializing in crisis communications, constituent/consumer engagement, brand management, and board development for clients in both the public and private sector. She received her bachelor's degree in Organizational Communication with a concentration in Public Communication Management, Society, and Advocacy from Ohio University in Athens, Ohio.

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

November 18-20, 2019 | Baltimore, MD

Hotel:

Hyatt Regency Baltimore
300 Light St.
Baltimore, MD 21202
410-528-1234

Room rate:

\$179 + tax

Room block dates:

The nights of November 17, 18, and 19, 2019.

Room block cutoff date:

October 28, 2019.

Reserve Your Room: Please call 410-528-1234 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