

DEVELOPING A STRATEGY FOR ALUMNI CAREER SERVICES

December 9 - 10, 2019 | Baltimore, MD



Create a comprehensive plan to establish or improve your career services efforts for alumni.

OVERVIEW

When it comes to alum needs, access to career services and professional development opportunities are consistently at the top of their list. However, establishing a career services effort within alumni relations requires a unique skillset, including being able to understand the balance between online and in-person events, manage vendor relationships, and ensure smooth collaboration with campus partners.

Join us for a highly practical and intensive training to learn how to:

- Build a comprehensive alumni career services strategy
- Learn emerging best practices
- Decide on which formats fit your content and budgetary needs
- Forge valuable partnerships across campus
- Generate new ideas and find inspiration in other institutions' examples

During this course, you will work with like institutions to create your action plan and identify priorities for when you return to campus. You will have the time and space to share your most successful events and tactics and to learn from the achievements of your peers from other institutions.

WHO SHOULD ATTEND

This program was designed for:

- **Alumni relations professionals** who are growing or improving their alumni career services
- Those in **career services** charged with increasing alumni outreach

The content of this conference will equally benefit those who are just starting out their initiative, as well as those who are looking to improve their existing efforts.

BRING YOUR TEAM AND SAVE!

Save over 15% when you register three or more colleagues.

AGENDA

Day One

Registration and Continental Breakfast (included in registration fee)

8:30 – 9:00 a.m.

Intro and Opening Remarks

9:00 – 9:30 a.m.

Building a Strategic Plan for Alumni Career Services

9:30 – 10:30 a.m.

Whether you are building a career services program or are looking for ways to improve your current offerings, stronger programming will begin with a clear and actionable plan. Learn how to use strategic thinking and strategy screens to establish your priorities in alumni career services, identify future opportunities, and do away with work that no longer makes sense to do.

Morning Break

10:30 – 10:45 a.m.

Developing Comprehensive Programming

10:45 a.m. – 12:15 p.m.

Our faculty will address how to balance online and face-to-face programming and ensure you're offering an intentional blend of skills-based services and professional development. Our faculty will also cover how to budget for each area.

Lunch (included in registration fee)

12:15 – 1:15 p.m.

Offerings for Each Career Stage

1:15 – 2:45 p.m.

We will address how to meet the needs of your alumni across each career stage and transition. The session will also include an overview of market trends and generational characteristics and themes.

Afternoon Break

2:45 – 3:00 p.m.

AGENDA

Day One (CONTINUED)

Connecting Your Alumni: Developing Professional Affinity Groups, Corporate Networks, and Mentorships

3:00 – 4:15 p.m.

Part of our work is to create meaningful connections among our alumni. We will address how to develop and maintain professional affinity groups and corporate networks. Our faculty will also lead a group discussion on mentorships and share best practices.

Gallery of Successful Events Across the Industry

4:15 – 5:15 p.m.

In this session, attendees will have the opportunity to share their most successful events and tactics with the group and learn from the achievements of other institutions. Academic Impressions will reach out before the conference to collect examples from attendees.

Networking Reception (included in registration fee)

5:15 – 6:15 p.m.

Day Two

Continental Breakfast (included in registration fee)

8:00 – 8:30 a.m.

Leveraging Internal and External Partnerships

8:30 – 9:30 a.m.

The quality and relevance of our programs can depend on the partnerships we build within and outside of the institution. You will learn how to leverage the expertise within your community by identifying volunteers and forming mutually beneficial partnerships across the institution. Our faculty will also address how to forge and maintain corporate partnerships and work with outside vendors.

Morning Break

9:30 – 9:45 a.m.

How to Leverage Alumni Data to Improve Events

9:45 – 10:45 a.m.

You will learn how to use alumni data and surveys to get to know your alumni, provide relevant content, and make informed decisions for your events and programs.

AGENDA

Day Two (CONTINUED)

Action Planning with Like Institutions

10:45 – 11:45 a.m.

Work with like institutions to create your action plan and identify priorities for when you return to campus.

Final Q&A and Evaluations

11:45 a.m. – 12:15 p.m.

INSTRUCTORS

Colleen DelVecchio

Director for Alumnae Engagement, Smith College

As Director for Alumnae Engagement, Colleen DelVecchio focuses on strategically engaging alumnae with the college through professional development, volunteerism, advancing women's leadership, and connecting with current Smith students. Colleen is also the owner of Colleen DelVecchio Coaching, a coaching and consulting business focused on helping business increase women's leadership and move towards a strength-based management model. She has worked with Converse, PFM, BankESB, multiple chambers of commerce, independent private schools, large state universities and many small businesses.

With over 20 years of experience in organizational change, strategic management, career counseling, women's leadership, training, and staff development, she uses a strengths-based leadership model to guide her work. Her background includes extensive development of curricula for in-person and e-learning experiences around strategic thinking, career choice, board development, volunteer management, public speaking, and developing innovative alumni programming. Colleen has provided technical assistance to non-profits nationwide on organizational change and start-up program development. She has also taught public speaking at UMass Amherst and volunteer & board management at Bay Path University.

Colleen has a B.A. in psychology from Boston University, a M.A. in nonprofit management from Bay Path University and is a Gallup Certified Strengths Coach.

INSTRUCTORS

Lauren Villanueva

Assistant Vice President of Alumni Engagement, Drexel University

In her current role, Lauren Villanueva serves as the executive director of the Alumni Board of Governors and provides strategic direction to alumni relations programming and volunteer management initiatives. Lauren and her team focus on the development and delivery of programs that increase alumni engagement and participation in the context of the university's current \$750 million campaign, The Future Is a Place We Make. These offerings include career and professional development programming, shared interest/affinity groups recent graduate/student programming and signature events such as Alumni Weekend, Homecoming, and the Drexel InSites regional event series.

In 2008, Lauren developed and implemented the Alumni Career Services program at Drexel, to provide networking opportunities and professional development support to Drexel graduates. During the last 11 years, the program has continued to grow and offers in-person/online workshops, professional affinity groups and corporate network programming, many of which are led by a network of volunteers and campus partners.

Earlier in her career, Lauren served as the director of alumni and parent relations at the University of the Arts in Philadelphia, working with the development team to build support for the annual fund, expand alumni programming and volunteer opportunities, and provide meaningful ways for parents of current students to be involved in the life of the university. She has also held advancement focused roles at University of Pennsylvania and Temple University. Lauren has spoken at various conferences, including for CASE and the Alumni Career Services Network, on topics related to volunteer management, campus partnerships, and career development programs.

Lauren holds a bachelor's degree in communications (2004) and a master's degree in higher education (2009) from Drexel. She has also served as an adjunct instructor for masters' level programs at Drexel in these disciplines.

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

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Hotel:

Hyatt Regency Baltimore

300 Light St.

Baltimore, MD 21202

410-528-1234

Room rate:

\$211 + tax

Room block dates:

The nights of December 8 and 9, 2019.

Room block cutoff date:

November 17, 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