

REGIONAL ALUMNI CHAPTERS: A MODERN AND COMPREHENSIVE APPROACH

June 23 – 25, 2020 | Chicago, IL



Learn proven strategies to boost engagement with your regional alumni chapters.

OVERVIEW

As the landscape of alumni chapters is rapidly shifting across the board, traditional programming is increasingly falling out of favor for more inclusive programming, while the strategic assessment of the health of a current chapter or the viability of a new one is more important than ever.

Join us for this practical program to learn how to increase engagement of your alumni and volunteers throughout your regional chapter network. Our experts will share strategies for evaluating the health of an existing chapter and assessing the viability of developing a new chapter in an unfamiliar market or city.

In addition, we will dive deep into the following considerations to help you build a cohesive alumni chapter approach:

- Considering different chapter structures
- Managing chapter volunteers
- Communicating with chapters
- Developing innovative programming ideas
- Building a culture of giving within chapters
- Using metrics to assess chapter data
- Evaluating new markets

Thanks to a working session and consultation with our expert speakers, you will identify and plan what initiative you would like to take back to and implement on your campus.

POST-CONFERENCE WORKSHOP

Engaging Affinity Groups within Your Chapter Program

Affinity groups – whether in-person or online – can often operate independently of regional alumni chapters. During this workshop, you will learn how your alumni affinity groups can work in tandem with your existing chapter structure to achieve greater synergy and raise more funds.

You will learn how to:

- Develop affinity group programming that coincides with the alumni chapter engagement strategy
- Solicit affinity groups for fundraising using your alumni chapter solicitation resources

You will leave this workshop better able to effectively incorporate affinity group interests into your alumni chapter programming and solicitation.

WHO SHOULD ATTEND

This program is specifically designed for **alumni relations or volunteer management professionals** who manage or oversee their regional chapter programming and engagement.

BRING YOUR TEAM AND SAVE!

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

AGENDA

Day 1

Conference Registration

12:30 – 1:00 p.m.

Conference Opening and Introductions

1:00 – 1:30 p.m.

Understanding Alumni Chapter Structures

1:30 – 2:30 p.m.

Alumni chapters vary in structure from institution to institution. From tiered systems that categorize chapters based on the number of alumni within a geographic area to systems with no tiers that treat all chapters as equal, there are several types of structures an institution can implement. In this opening session, we will cover the landscape of the different types of chapter structures while comparing and contrasting the qualities of each.

Break

2:30 – 2:45 p.m.

Identifying Gaps at Your Institution

2:45 – 3:30 p.m.

What are you already doing in your alumni chapter development and management? In this working session, you'll take a careful look at your current system of alumni chapters before gathering in small groups to identify which areas need bolstering. You'll use this activity to ensure that your focus during this conference is directed toward the right areas for your institution.

Volunteer Management

3:30 – 5:00 p.m.

Finding volunteer leaders who can carry the chapter when institutional staff aren't locally present is a cornerstone of a successful alumni chapter. Our experts will help you manage your chapter volunteers, including recruitment, training, building capacity and trust, and understanding when change might be needed. We will also cover volunteer structures, including whether you should use a chapter board or a framework less formal.

Networking Reception (included in registration fee)

5:00 – 6:00 p.m.

This informal reception is your chance to decompress, have some refreshments on us, and expand your network of connections. Our programs are intentionally designed for smaller groups, so this is a great time to catch-up with attendees and speakers whom you may not have connected with yet.

AGENDA

Day 2

Continental Breakfast

8:30 – 9:00 a.m.

Communicating with Your Chapters

9:00 – 10:30 a.m.

Effectively communicating with your alumni chapter members and volunteers is an essential element to chapter development and sustainability. We will focus on analyzing best practices for alumni chapter communication strategies while also introducing and exploring the concept of individualized communication plans.

Break

10:30 – 10:45 a.m.

Increasing Engagement Through Innovative Programming

10:45 a.m. – 12:15 p.m.

Game day events and happy hours have seen declines in attendance for many institutions. Taking their place are digital book clubs, family-friendly outings, alumni-led and career-focused digital conversations, as well as corporate sponsored events. To boost alumni engagement in a modern context, an institution must ensure their programming is both inclusive and unique to the interests of the alumni chapter.

Lunch

12:15 – 1:15 p.m.

Incorporating Fundraising into Your Alumni Chapter

1:15 – 2:45 p.m.

One sign of a healthy alumni chapter is the amount of funding it raises for itself and the institution. In this session, you will better understand how to partner with your development colleagues in order to incorporate the culture of giving within your chapters and identify each chapter's giving strength.

Break

2:45 – 3:00 p.m.

AGENDA

Day 2 (CONTINUED)

Chapter Assessment

3:00 – 4:00 p.m.

Developing a holistic perspective on the health of an alumni chapter is crucial to understanding the unique challenges and the strategic approach required for that chapter. This can be done by leveraging your existing data models into tools that help you conduct chapter assessment. Our experts will showcase what data is best to track, as well as examples of tools your data can help build.

Panel Discussion: Alumni Chapter Platforms

4:00 – 5:00 p.m.

Our speaker panel will discuss the results from the attendee survey on what platforms institutions are currently using or considering in their communication efforts with chapter volunteers and members. A discussion on the pros and cons of each platform will allow you to better choose which one suits your institution best.

Day 3

Continental Breakfast

8:30 – 9:00 a.m.

Expanding into New Markets

9:00 – 10:00 a.m.

Evaluating the viability of establishing a new chapter or growing an existing one is an important approach to strategically apply resources where they're needed the most. We'll explore the factors an institution should take into consideration when making this decision.

Break

10:00 – 10:15 a.m.

Identifying and Implementing Your Next Steps

10:15 – 11:30 a.m.

Our experts will walk you through next steps to take when you return to campus, help you narrow down your top priorities, and identify key stakeholders.

Closing/Q&A

11:30 a.m. – 12:00 p.m.

AGENDA

Post-Conference Workshop

Lunch (Post-Conference Attendees)

12:00 – 1:00 p.m.

Post-Conference Workshop: Engaging Affinity Groups within Your Chapter Program

1:00 – 3:45 p.m.

Affinity groups – whether in-person or online – can often operate independently of regional alumni chapters. During this workshop, you will learn how your alumni affinity groups can work in tandem with your existing chapter structure to achieve greater synergy and raise more funds.

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Q&A and Evaluations

3:45 – 4:00 p.m.

INSTRUCTORS

Angela Frizzo Lillethun

Director of Volunteer Management and Regional Relations, University of Wisconsin-Madison

Bio coming soon.

Nancy Aronson

Clinical Assistant Professor, Philadelphia College of Osteopathic Medicine

Nancy has been bringing practical, collaborative methods to organizations and communities facing complex issues since 1980. Nancy has extensive experience in designing and facilitating large group, task-focused, strategic meetings. She has applied this expertise to cases related to strategic planning, organization redesign, critical cross-boundary meetings, and leadership development.

Nancy is clinical assistant professor in the Organization Development Leadership Program at Philadelphia College of Osteopathic Medicine where she teaches courses on Appreciative Inquiry, Systems Literacy and Leader as Meeting Designer and Facilitator. She designed and facilitates a multi-day Leadership Institute for Friends Services for the Aging and the Penn Foundation.

Nancy received her PhD in Applied Learning Theory from Temple University.

ACADEMIC IMPRESSIONS STAFF

Nick Pettet

Program Manager, Academic Impressions

Nick Pettet is a Program Manager Academic Impressions in Annual Giving, Alumni Relations, and Advancement Services. Prior to joining, Nick served in AmeriCorps as an instructor in adult literacy, worked at the American Council on Education in institutional research, and most recently, he held the position of Assistant Director of Professional Certificate Programs at Georgetown University.

Nick is a first generation college graduate, having first earned his Associate's degree from Rogue Community College, where he began to discover his love for learning. He went on to earn his Bachelor's from University of Oregon, and his Master's from George Washington University.

LOCATION

June 23 – 25, 2020 | Chicago, IL

Hotel:

Royal Sonesta Chicago Riverfront

71 E. Wacker Dr.

Chicago, IL 60601

312-346-7100

Room rate:

\$229 + tax

Room block dates:

The nights of June 22, 23, and 24, 2020.

Room block cutoff date:

May 31, 2020.

Reserve Your Room: Please call 312-346-7100 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