

ALUMNI RELATIONS



Track Session I
Sunday, February 27
9:30-10:45 a.m.

On Track for the Triple Crown: ABC's of Measuring Results

Bring a stronger business focus to your alumni program by strategically creating, evaluating, and communicating the return on investment to your institution. Learn how to leverage corporate business practices such as the Balanced Scorecard to measure the tangible and intangible returns of your alumni program and to ensure that your activities align with and augment your school's strategic priorities.

Session participants will learn about a new model of performance measurement, the Alumni Business Cycle Scorecard (ABCs), authored by Pommasha Noel-Bentley. The ABCs framework has gained recognition as a way to create and evaluate strategy-focused alumni programs.

Pommasha Noel-Bentley, Director of Alumni and Development, Southern Alberta Institute of Technology

Track Session II
Sunday, February 27
1:45-3 p.m.

The Student-Alumni Partnership: A Daily Double

Join our panel of seasoned alumni professionals, alumni, and students for a lively discussion of how to engage students in the life of campus and in activities that facilitate networking and mentorship. A stronger connection while attending school fosters enthusiasm for an ongoing connection with the alma mater.

Tracy Salmon, Acting Associate Director, Alumni Affairs, University of Alberta

Kristy Mayer, Program Supervisor, Alumni Office, University of Idaho

Matt Henman, Student, University of Idaho

Track Session III
Sunday, February 27
3:30-4:45 p.m.

The Wow Factor: Finish Way Out in Front

In events, the message is everything. You have a single opportunity to grab your audience's attention and deliver the goods. How will your audience perceive your message? Will it be well received or fall flat? Does it need to be high energy? Highly visual? Or intimate and inspiring? Are there space limitations or opportunities? This session will guide you through effective methods for developing, designing, and delivering your message. Balancing dynamic events with creativity and practical application can lead to magical results. Topics include storytelling, brainstorming, creative collaboration, and innovations.

Ryan Haanstra, Event Sales Manager, Disney Event Productions

Track Session IV
Monday, February 28
10:15-11:30 a.m.

The Philanthropic Triple Crown: Staying in the Winner's Circle With Top Performing Alumni Donors

The best way to predict where your institution will get its next big gift is to look among the donors who provided your last gift—big or small. Most alumni donors don't start big. They give small donations—often consistently and over a long period of time. If these modest displays of ongoing commitment pass unnoticed, a donor may never raise the level of giving. But, if an initial gesture is properly acknowledged, and if the donor is convinced that their investment has been well-handled—that they have made a difference to the university and the world—they may be willing, even eager, to raise the stakes.

Martha Piper will discuss the importance of nurturing alumni connections and will offer several case studies of donors who showed their appreciation for the careful handling of early gifts with increasing and sometimes surprising gestures.

Martha Piper, President, University of British Columbia

Track Session V
Monday, February 28
1:15-2:30 p.m.

Top Challenges in Your Alumni Portfolio: Reaching the Winner's Circle

This interactive session will provide the opportunity for conference attendees with alumni programming responsibilities to bring their best ideas forward in addressing key alumni challenges. Small group discussions will encourage maximum participation, and we'll benefit from each other's experiences.

Facilitator: Tim O'Malley, Vice President for University Relations, Pacific University