

ALUMNI RELATIONS

Track Session I

EVOLVING CAMPUS CONNECTIONS: BUILDING PARTNERSHIPS FOR THE FUTURE

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

How important are internal campus relationships? As we work to build long-term relationships with our alumni, we must also use those same tools to build long-term internal relationships with faculty, staff, and departments throughout our institutions. Join us as we examine the challenges of gaining the allegiance of alumni without institutional solidarity and share insight into building internal relationships to secure a more stable and supportive future.

Speaker: Marie Earl, Associate Vice President, University of British Columbia / Executive Director, UBC Alumni Association

Track Session II

CREATING AN UNDERGRADUATE STUDENT ADVANCEMENT PROGRAM

Thursday, February 23, 1:45 – 3:00 p.m.

Get an insider's view into how the University of Pennsylvania developed "Penn Traditions: Building Our Community," an undergraduate advancement program aimed at keeping young alumni engaged and connected after graduation. Learn how Penn created greater student understanding and awareness of the institution's mission, history and traditions, the importance of partnering to finance higher education, and the role of alumni and students within the university community.

Speaker: Elise M. Betz, Director, Penn Alumni and Penn Traditions, University of Pennsylvania

Track Session III

TIES THAT BIND: ENGAGING ALUMNI THROUGH EVENTS

Thursday, February 23, 3:30 – 4:45 p.m.

Join colleagues from the University of Oregon as they share their vision for building successful events. Learn new ways to strengthen the bond between alumni and their alma mater, inspire graduates to action, prompt alumni to return to campus or attend your out-of-town events. Listen in as these U of O experts share tips on the future of driving membership through events, and winning ways to market events.

Speakers: Tom Klotter, Director of Marketing/Membership, University of Oregon; Ronnel Curry, Director of Alumni Programs, University of Oregon

Track Session IV

PUTTING SKILLS TO WORK: MAXIMIZING DEVELOPMENT & ALUMNI RELATIONSHIPS

Friday, February 24, 9:45 – 11:00 a.m.

Learn how to maintain separate departmental missions while working together to engender support from alumni and friends at this presentation. Our two dynamic speakers will examine different structures of relationships between these offices, as well as what is required in staff support and resources to build strong cohesive teams. Both speakers have experience with this issue in multiple institutions.

Speakers: Connie Kravas, Vice President for Development and Alumni Relations, University of Washington; Brian Hess, Director of Alumni Relations, Pacific University

Track Session V

TRENDS AND NEWS IN ALUMNI RELATIONS: A PANEL DISCUSSION

Friday, February 24, 1:15 – 2:30 p.m.

Curious about new and emerging trends in alumni relations? Sit in with a seasoned panel of alumni professionals from different-sized institutions that are ready to answer those questions. This session will cover a wide variety of alumni-related topics where you get to help guide the conversation.

Moderator: Justin Felker, Director of Development for the Intercollegiate College of Nursing, Washington State University • Panelists: Tim Helmke, Associate Director of Alumni Relations, University of Idaho; Cheri Cole, Director of Alumni Relations, Clark College; Pommasha Noel-Bentley, Director of Alumni Relations, Southern Alberta Institute of Technology