



COUNCIL FOR RESOURCE DEVELOPMENT 2009

Community College Alumni Development Workshop

Building Bridges

Sunday, July 19—Tuesday, July 21

A G E N D A

Sunday, July 19
Noon— 5:00 pm
Ballroom Foyer

Registration

Sunday, July 19
3:00 pm
Ballroom East
Opening Keynote Address

Yes, We Do! The Community College Case for Philanthropic Support
Community colleges enjoy the highest public regard in their history in today's "new normal." There is no better time to make the case for support and position your institutions for success.

Dr. Jack Scott, Chancellor, California Community College System

Sunday, July 19
3:45 pm
Grand Terrace

Opening Reception

Sunday, July 19
5:00 pm

Beach Blanket Babylon Musical Review
Taxi to 678 Green St.
Prior ticket purchase required

Sunday, July 19

Dinner on your own

Monday, July 20

Monday, July 20
7:00 am—Noon
Ballroom Foyer

Registration

Monday, July 20
7:30 am—8:30 am
Farallon

Continental Breakfast

Monday, July 20
8:30am - 10:00am
Ballroom East
Opening Plenary Session

eMarketing Strategy Overhaul: It's Time to Refurbish Your Internet Marketing plan...We'll Show You How.

It's 2009. The recession has played an interesting role on marketing in the continuing education market, with budget cuts rampant across the industry. All the while, social media and internet marketing has grown at an astounding rate, and it's crucial that we integrate strong web tactics into our plans. Join Brad Kleinman for this exciting plenary session where he'll cover the gamut of eMarketing and Social Media techniques that you can use to grow your organization. So buckle up your seatbelts. It's going to be a fast ride.

Brad Kleinman, Chief eMarketing Officer for WorkSmart - eMarketing

Monday, July 20
10:00 am
Outside Merced A/B

Break

Monday, July 20
10:15am - 11:30am
Ballroom East
Track: Established Programs
AND
Alumni Development 101

Social Networking: Connect, Engage, Support

This session will introduce social networking Web 2.0 tools and strategies for reaching alumni and other constituents such as donors, prominent community members and faculty / staff. We'll discuss how you can connect with alumni that are currently on Facebook, MySpace, Classmates.com, LinkedIn and other internet social websites, and how to engage them in your alumni and college activities. Finally, we'll present successful steps to move alumni from connecting, to engaging, to supporting your College. Don't miss this online, live internet demonstration on the power of social working for alumni development.

Richard H. Morley, CFRE, CSPG, Executive Director, Mt San Antonio College Foundation, CA; Susan Stewart-Kelly, Director of Sales, Alumni and Development, Harris Connect, Inc.

Monday, July 20
10:15am - 11:30am
Merced A/B
Track: New & Emerging Programs

Entrepreneurial Alumni Associations: Using Entrepreneurial Principles to Establish a Robust Alumni Association

Community college alumni associations must compete for the attention and allegiance of their members. Following graduation, many enter a four-year university while others re-enter their busy lives. This session will discuss ways to recognize and leverage tools available to reach alumni and keep them connected with their two-year alma mater. In this session you will discuss specific examples of what the Salt Lake Community College Alumni Association is doing to be entrepreneurial.

Matt Bunker, Alumni Coordinator, Salt Lake Community College, UT

Monday, July 20
11:40 am—12:15 pm
Outside Merced A/B

Networking

Visit our exhibitors and our literature exchange table.

Monday, July 20
12:15—1:30 pm

Hosted in part by



Lunch with Joe Lumarda: Philanthropy During the Storm: An Examination of Donor's Needs, Wants and Expectations in a Time of Great Change.

Joe will examine the demography and psychology of donors in light of the unsettling economic environment. How has this time potentially changed the way donors view their assets, their future and their philanthropic dreams? What may have changed and what will stay the same? how will we need to change in order to meet their needs? Joe will examine personal and global trends that affect our world and our work.

Joseph M. Lumarda, Senior Vice President and Investment Counselor, Capital Guardian Trust Company's Personal Investment Management.

Monday, July 20
1:45–3:00 pm
Ballroom East
Track: Established Programs

Facebook, 1-2-3

With than 150 million active users Facebook is one of the largest social networking sites on the internet and has taken the concept of Web 2.0 to a new level. Today, more than half of Facebook users are outside of college and the fastest growing demographic is those 30 years old and older. Are you and your College prepared to take advantage of the opportunities that Facebook and other Web 2.0 concepts allow? This session will give a hands-on, interactive overview of Facebook and give you the tools necessary to implement a Facebook strategy on your campus.

Erik W. Williams, Alumni Relations & Annual Giving Coordinator, Virginia Western Community College Educational Foundation, VA

Monday, July 20
1:45–3:00 pm
Merced A/B
Track: New & Emerging Programs
AND
Alumni Development 101

Institutional Loyalty - Creating the Magic

According to research, approximately 80 percent of donors are motivated to give consistently to the college because of "institutional loyalty." Targeted board development and systematic training sessions should be designed to ensure that every player on your team can articulate your institution's "magic" message. An active foundation or alumni board should be disseminating this message to current and new donors. The "magic" training model will be discussed. Attendees will identify specific donor beliefs; examine institutional leadership attributes and values; evaluate positive attitudes of board members; and participate in a board training model.

Woody Powell, Director, Planned Giving and Major Gifts, The Community College of Baltimore County, MD

Monday, July 20
3:00 pm
Outside Merced A/B

Break

Monday, July 20
3:15–4:30 pm
Ballroom East
Track: Integrated
AND
Alumni Development 101

Turn Your Distinguished Alumni Event into a Friend and Fund Raiser

One way to reach out to Alumni is to solicit nominations for an Alumni Award. The Long Beach City College Alumni Association started their Hall of Fame in 1972. We have turned this event from purely a friend raiser into a fund raiser. Attendees will learn the basics of starting an Alumni Recognition Event and how to use this event to platform into raising significant donations from successful alumni.

Dr. Ginny Baxter, Executive Director, Long Beach City College Foundation and Advisor for Alumni Affairs

Monday, July 20
3:15–4:30 pm
Merced A/B
Track: New & Emerging Programs

Alumni Study: Determining the Deepest Level of Understanding of our Alumni

Kirkwood Community College provides degreed certificates, skills training, career services, and continuing education. Kirkwood provides continued support and services to students, alumni, community members and organizations from contributions; however, recognizes the need to more fully engage these groups to bolster its offerings, from an educational and financial standpoint. To assist, Kirkwood commissioned Epley Research & Consulting to contact alumni to learn how to keep alumni actively engaged, understand their experience, and learn about the level of communication and involvement alumni want to have with Kirkwood to help determine how the college can best meet alumni's needs and encourage future participation.

Jody Donaldson, Scholarship & Alumni Director, Kirkwood Community College, IA

Monday, July 20
4:45–5:45 pm
Ballroom East
Track: Integrated

Alumni Development Best Practices Forum

Ever wanted to find out how other colleges and your colleagues approach a certain topic, event, or engagement strategy? In this moderated forum, participants will field questions submitted from the audience with an open floor for answers and responses. This was one of the most popular sessions at last year's workshop!

Monday, July 20
6:30 pm

Dinner on your own

A signup sheet will be available at the Registration table for those who wish to join other conference attendees for dinner. Don't miss this great networking opportunity! The group will meet in the lobby at 6:15 pm.

Tuesday, July 21

Tuesday, July 21
7:30–8:30 am
Farallon Room

Continental Breakfast

Tuesday, July 21
8:30–9:45 pm
Ballroom East
Track: Established Programs

A Collaborative Effort: California's System-Wide Approach to Alumni Development

California's Community Colleges have recently undertaken an exciting collaborative effort to reach out to their alumni across the state of California. This session will discuss the path that California has taken with their CCC Alumni Network program and their state-wide alumni initiative.

Shiloh London, Executive Director, Network for California Community College Foundations; Susan Stewart-Kelley, Director of Sales, Alumni and Development Team, Harris Connect, Inc.

Tuesday, July 21
8:30–9:45 pm
Merced A/B
Track: : New & Emerging Programs

How a 4-Year Alumni Program Can Be Adapted into a 2-Year College Alumni Program

Alumni programs are becoming increasingly necessary in the community college. If you don't have an alumni program established, you're behind the eight ball. Learn how using programs from a four-year college can be adapted to the community college setting. It isn't as difficult as you think, but you need to have patience, creativity and learn to think like an alum.

Stephanie Melvin, Director of Marketing & Development, Council for Resource Development, Washington, DC

Tuesday, July 21
9:45 am
Outside Merced A/B

Break

Tuesday, July 21
10:00—Noon
Ballroom East
Track: Advanced Programs

Ready, Set, Social Network!

Social networks and blogs are now the 4th most popular online activity ahead of personal email and these member communities are visited by 67% of the global online population according to a Nielson report. Are you and your college prepared for the changing face of interaction, advertising, engagement, and even recruiting that these social networking will bring? During the session we will explore in depth the changing aspects of social networking sites such as Facebook, MySpace, Twitter, LinkedIn, and others and utilize a hands-on learning experience that will have participants prepared to launch a networking strategy for the alumni association, foundation, or college. In addition, participants will gain a working knowledge of various social networking sites and see examples of how to integrate these sites into their existing marketing. This is a hands-on working session so be sure to bring your best ideas!

Erik W. Williams, Alumni Relations & Annual Giving Coordinator, Virginia Western Community College, Roanoke, VA

Open Mic: Audience Interaction with our Panel of Experts in Alumni Development

Not able to make it to that one presentation you really wanted to attend? Here is your opportunity to ask any final questions of our presenters and fellow workshop attendees.

Lunch on your own

Tuesday, July 21
Noon—1:15 pm

Tuesday, July 21
1:30—3:30 pm
San Francisco A
Technology Demonstration

Data Mining and Targeting Donors

We'll take someone's database (with sensitive information removed) and walk through the essentials of using technology, data mining, wealth scoring and other techniques to understand how we can create personal dossiers on major donors to understand not only their donor intent, but also their propensity and capacity to make major gifts. This will be a "hands on" live technology demonstration that you can replicate with your database when you get back to your workplace.

Tuesday, July 21
1:30—3:30 pm
San Francisco C
Technology Demonstration

Social Networking: Melding Alumni and Donors.

Take a journey into the new internet tools of Web 2.0 to learn about some of the most successful efforts to harness the power of the internet for alumni and donor development, cultivation and solicitation that were used so successfully in the 2008 Presidential Elections.