

Community College Alumni Development Workshop

Building Bridges

July 19 - 21 • Grand Hyatt San Francisco • Union Square

Community college alumni are a significant source of critical support to our institutions via financial resources, advocacy, recruitment and even as re-enrolling students! This year's workshop will feature two tracks, one for those new to alumni development and one for those with established programs.

Workshop Sessions

OPENING KEYNOTE ADDRESS AND RECEPTION

Yes We Do! The Community College Case for Support
Dr. Jack Scott, Chancellor, California Community College System

OPENING PLENARY SESSION

eMarketing Strategy Overhaul: it's time to refurbish your internet marketing plan...we'll show you how.

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. Buckle up your seatbelts. It's going to be a fast ride.

Topics covered:

- Overhaul your website!
- Keep in touch with email marketing
- Hands-on social networking playtime (LinkedIn, Facebook, and Twitter)
- Calendarizing your efforts
- Measuring your ROI
- Systems and accountability

Learning Outcomes:

- A firm understanding of eMarketing and social media and how it can be used at your institution!
- A plan for how you will use at least two eMarketing techniques after you leave the workshop!
- How to calendarize your efforts and quantify results
- An accountability system to keep you on a never-ending path of relative success!

Presenter: Brad Kleinman, Chief eMarketing Officer for WorkSmart – eMarketing.

AGENDA

SUNDAY, JULY 19

3:00 pm – 4:30 pm: **Opening Keynote Address**

5:00 pm: **Beach Blanket Babylon Musical Revue**
(optional; tickets required)

MONDAY, JULY 20

8:00 am – 5:00 pm: **General and Breakout Sessions**

TUESDAY, JULY 21

8:00 am – Noon: **General and Breakout Sessions**

1:30 pm – 3:30 pm: **Technology Demonstration**

BREAKOUT TRACK: ESTABLISHED ALUMNI PROGRAMS

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

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.

Learning Outcomes:

- Gain insight into the benefits of a system-wide alumni engagement strategy
- Gain best practices in alumni engagement including web based and direct mail marketing

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

BREAKOUT TRACK: ESTABLISHED ALUMNI 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.

Learning Outcomes:

- Learn the definition of Social or Public Sector Entrepreneurialism
- Learn how to deal with bureaucratic red tape
- Determine the institution's needs, wants, and weeds

- Examine your own institutional resources to leverage your resources

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

BREAKOUT TRACK: ESTABLISHED ALUMNI PROGRAMS

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.

Learning Objectives:

- Determine ROI for social networking investments based on measurable data for alumni development: how to sell the investment to management
- Choose software partners based on your specific needs, goals and budget
- Identify key drivers for sustaining alumni engagement on your website
- Connect and engage alumni and turn them into donors

Presenters: 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.

BREAKOUT TRACK: NEW AND EMERGING/ESTABLISHED ALUMNI 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.

Learning Outcomes:

- Discuss various ways to connect with alumni
- Create revenue streams
- Offer benefits to alumni
- Devise communication strategies

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

BREAKOUT TRACK: NEW & EMERGING ALUMNI 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.

Learning Outcomes:

- Understand the root of alumni; how they think, act & perceive their community college experience now that they are alumni.
- Realize how alumni want to be contacted and engaged with the college.
- Discover how various departments within the college impact the future relationship with alumni.
- Learn how alumni can be developed during the time that they are a student.
- Share Kirkwood's strategic plan for engaging alumni with the college, as an outcome of the study

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

BREAKOUT TRACK: NEW & EMERGING ALUMNI 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.

Learning Outcomes:

- Participants will understand the importance of Facebook to their online alumni engagement strategy
- Understand the difference between personal pages, groups, and fan pages and determine which is most appropriate to their situation
- See a step-by-step process in how to create your own Facebook page

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

BREAKOUT TRACK: NEW & EMERGING ALUMNI PROGRAMS

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.

Learning Objectives:

- Be able to articulate your institution to your foundation and alumni boards to increase institutional loyalty
- Learn best practices to create institutional loyalty

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

BREAKOUT TRACK: NEW & EMERGING ALUMNI PROGRAMS

Interpersonal Communication: Osmosis Is Not the Most Effective Method

No one is a “born communicator.” However, most of us came into the world with some innate ability to speak and understand others – we get by. But, as we evolve in our chosen careers, we find we have to sharpen those abilities, as well as acquire new ones that have to be assimilated into our respective roles. Communication skills have to be continually developed throughout our lifetime – this won’t happen through osmosis!

This session offers some interesting insights, based on current research, in this ever-changing field. Participants will be given the opportunity to participate in interactive exercises designed to sharpen their abilities in interpersonal communication.

Learning Outcomes:

- Participants will discuss the necessary tools to communicate more effectively with everyone
- Participants in this session will be introduced to communication skills of courtesy, diplomacy, “thinking-on-your-feet”
- Participants will gain more confidence in their effective use of communication skills

Presenter: Madelaine Landry, Executive Director LSUE Foundation, Coordinator of LSUE Alumni Affairs and Institutional Development, Louisiana State University at Eunice, LA

BREAKOUT TRACK: NEW & EMERGING ALUMNI PROGRAMS

Turn Your Distinguished Alumni Event into a Donor Recognition Affair

Do you have a Distinguished Alumni event that needs some pizzazz? Are you considering beginning a Distinguished Alumni program but don’t know how to start? During this session we will talk about beginning a Distinguished Alumni program or taking a faltering Distinguished Alumni Program and turning it into a Donor Recognition Affair.

Learning Objectives:

- The attendees will learn the basics of starting a Distinguished Alumni Event.
- The attendees will learn how to use the Distinguished Alumni Event as the key component of a Donor Recognition Affair

Presenter: Michelle Jamieson, CFRE, Director of Alumni Programs and Annual Campaigns, Butler County Community College, PA

SPECIAL EVENT

Beach Blanket Babylon Musical Revue

Steve Silver’s Beach Blanket Babylon, the nation’s longest running musical revue, is packed with hilarious spoofs of pop culture, spectacular costumes, outrageously gigantic hats, and one show-stopping number after another. Over 12,000 performances have been seen by more than 5 million people in the festive, nightclub atmosphere of its 389 seat home at Club Fugazi, in the heart of San Francisco’s North Beach district. For more information see www.beachblanketbabylon.com

This is an optional event. Cost: \$48 per ticket

REGISTRATION INFORMATION

Registration Information

Register online for the CRD 2009 Alumni Development Workshop. Please visit the CRD website, http://www.crdnet.org/pubs/Alumni_Development.cfm, for more information about this workshop and to follow links to registration.

Registration Fees

\$525 per participant at Early Bird price (*Early Bird pricing ends June 5, 2009*)

\$570 per participant after June 5, 2009

\$48 Beach Blanket Babylon Musical Review

Hotel Reservations

Grand Hyatt San Francisco

345 Stockton Street

San Francisco, CA 94108

415.398.1234

www.grandsanfrancisco.hyatt.com

Room rate: \$189

Mention CRD Summer Events for this rate.

Reservation deadline: June 27, 2009

Reservation telephone: 415.398.1234 or 800.233.1234

Transportation

San Francisco is served by both the San Francisco Airport and the Oakland Airport. The hotel website has shuttle

information and driving directions from both airports. www.grandsanfrancisco.hyatt.com

San Francisco, CA

Cool fog. Hot restaurants. Neighborhoods to explore.

Cultures to experience. Always more to discover...

Only in San Francisco. For tourist information see

www.onlyinsanfrancisco.com.

Cancellation/Refund Policy:

CRD incurs expenses based on registration. Submission of registration constitutes a commitment to attend. Your college will be responsible for the registration fees whether you are able to attend the workshop or not. Only those cancellations and/or refund requests submitted in writing on or before June 5, 2009 will be considered. Refunds will be processed, less an administrative fee of \$75, after the conference has been concluded.

Council for Resource Development

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