



WORKSHOP AGENDA

Friday, May 5, 2017

9:00 a.m. - 12 p.m.

Alumni Center Founders Room

- 8:30 a.m. Registration & Networking Breakfast
- 9:00 a.m. Welcome & Keynote Introduction
Ayanna McConnell
- 9:05 a.m. The New Rules of Engagement: Building the Next Generation of Alumni Leaders and Volunteers
John Tannous, Director of Research Delivery, Education Advisory Board
- State of the Union for Alumni Engagement
 - Rule #1: Make it Easy to Say Yes
 - Rule #2: Meet Them Where They Are
 - Rule #3: Embrace the “Me” Factor
- 10:40 a.m. Refreshment & email break
- 10:50 a.m. Resume presentation:
- Rule #4: Broker Smarter Matches
 - Rule #5: Cultivate Campus Allies
 - Closing Discussion and Q&A
- 11:45 p.m. *ARC News to Know*
Census Update
Homecoming 2017 Update
Bicentennial Check-In
Unit Updates