



ICAA 2011 Winter Workshop Friday, January 20, 2011

Denison University

“Enhancing Our Outreach Efforts”

9:00 am - 9:45 am <i>1st Floor Foyer</i>	Registration & Continental Breakfast (All rooms located in Burton Morgan Building)		
9:45 am - 10:45 am <i>1st Floor Lecture Hall</i>	<p><i>Welcome & Panel Discussion “Connecting with Constituents - A panel discussion”</i> <i>Representatives from an ICAA institution and central Ohio non-profits will share how they interact with their constituents including the use of phone outreach, websites, social media, events and volunteers.</i></p> <p><i>Current Participants:</i> <i>Steve Crawford (Director of Alumni Relations, Denison University - ICAA institution)</i> <i>Meggie Feran (Income Development Representative, American Cancer Society, Columbus)</i> <i>Mayme Norman (Director of Philanthropy and Annual Giving, Columbus Zoo and Aquarium)</i> <i>Jeremy Riga (Web Manager, COSI)</i></p>		
10:45 am - 11:00 am <i>1st Floor Foyer</i>	Beverage Break		
11:00 am - 11:45 am <i>1st Floor Lecture Hall</i>	<p><i>General Session “Rock’s Amazine Race - A collaboration between advancement offices”</i> <i>Presented by Cheri Theisen, Associate Director and Project Manager, Office of Marketing and Communication, Ohio Wesleyan University</i> <i>Cheri will detail how Ohio Wesleyan created a strategic campaign including events, social media, emails, and direct mail to engage alumni and students and to raise awareness and participation for the college.</i></p>		
11:45 am - 1:00 pm <i>3rd Fl, Welsh Hills Room</i>	Lunch Roundtables		
1:00 pm - 1:50 pm <i>Breakout Rooms</i>	Burton Morgan 5 th Floor <i>1st Floor Lecture Hall</i>	Burton Morgan 1 st Floor <i>Location TBA</i>	Burton Morgan <i>5th Floor Conference Room 523</i>
	<p>Email & Direct Mail Communications <i>Our goal is to produce messages that resonate with our constituents so they remain engaged and supportive of our institutions. Learn what has worked for others and share your own experiences. Feel free to bring samples!</i></p>	<p>Mobile Trends <i>Discuss ideas on how to integrate your communication and giving efforts through smartphones, cell phones and other mobile devices</i></p> <ul style="list-style-type: none"> - Give by cell - QR codes - Foursquare - Social media - Videos 	<p>Event Management <i>How are we attracting our constituents to events? What types of invites are we sending out? Phone, paper, e-vites, other? Do we follow up with them afterwards? Whether we are organizing an intimate donor reception, regional alumni gathering or an all-campus affair, it is crucial to consider the strategy for our events from start to finish. Share thoughts about new events you are creating or perhaps an old one that you want to reinvent. Engage colleagues for their perspectives.</i></p>
1:50 pm - 2:00 pm <i>1st Floor Foyer</i>	Beverage Break		
2:00 - 2:45 pm <i>1st Floor Lecture Hall</i>	<p>Final Session - Open Discussion (all participants) <i>“What are we doing in the future for our constituents?” This final session will be facilitated to encourage workshop participants to share new programs or resources they are utilizing to connect with alumni, parents, faculty, staff and students.</i></p>		