



HARVARD ALUMNI ASSOCIATION
NORTH AMERICAN REGIONAL VOLUNTEER CONFERENCE

November 4-6, 2011
THE CHARLES F. KNIGHT EXECUTIVE EDUCATION & CONFERENCE CENTER
ST. LOUIS, MISSOURI

FRIDAY, NOVEMBER 4

6:00 – 9:00 PM **WELCOME DINNER – O'DONNELL ROOM**
Knight Center at Washington University
Opening dinner with Harvard Club of St. Louis and local alumni.
Diane Mathis, *Professor of Microbiology and Immunobiology at Harvard Medical School*, will provide remarks.

SATURDAY, NOVEMBER 5 - FULL DAY BUSINESS MEETING AT KNIGHT CENTER

8:30 – 8:45 AM	WELCOME & OPENING REMARKS
8:45 – 9:30 AM	INTRODUCTION ICEBREAKER: WHAT'S YOUR STORY? Club leaders will choose one of the following questions to answer: What is the nature of YOUR club (size, functions, # of activities, officer rotation)?; What motivated YOU to get involved or even decide to get involved in your Harvard Club?; In what ways are YOU building your club?
9:30 – 10:15 AM	HAA NUTS AND BOLTS – STAFF PRESENTATION HAA will share information on HAA staff, services, and support; highlight successful programs from 2011; provide an outlook for 2012; update Clubs on Harvard's 375 th celebrations, and discuss social media efforts from Cambridge.
10:15 – 10:30 AM	BREAK
10:30 – 11:15 AM	ROUND TABLE SHARING OF KEY SUCCESS OR CHALLENGE Each participating Club will provide a brief (5-7 minute) overview of a recent or key success or challenge in order to compare processes and strategies to create programs and initiatives or to overcome obstacles.
11:15 – 12:15 PM	TECH TOOLS TO ENHANCE MARKETING AND MEMBERSHIP Participating Clubs and the HAA will discuss some of the tools out there to help connect to new members, communicate effectively with different audiences, and make administrative challenges a bit easier.
12:15 PM – 2:00 PM	WORKING LUNCH – INFORMAL EVENT TOPIC DISCUSSION IN SMALL GROUPS In small groups during lunch, participants will share ideas on upcoming events or event ideas volunteers have presented for implementation in the future. What are the types of events that continue to be successful each year? What events draw in new

members and new segments of the community? Each group will share a brief overview of their lunchtime discussion to the larger audience.

SATURDAY, NOVEMBER 5 - CONTINUED

2:15 – 3:15PM

ADMISSIONS PROGRAMMING

A discussion regarding the important work of interviewing, how it can be used to develop alumni communities, and how interviewers can build strong connections between students and the Club.

3:30 – 4:30 PM

DEVELOPING A SUSTAINABLE CLUB

A moderated discussion on how Clubs move beyond organizing a community and focus on volunteer and member engagement, recent graduate participation, and sponsorship opportunities/considerations.

4:30 PM

CLOSING REMARKS

7:30 – 10:00 PM

CLOSING DINNER – TBD

SUNDAY, NOVEMBER 6

MORNING DEPARTURES FOR EARLY FLIGHTS

OPTIONAL SIGHTSEEING: ST LOUIS TOUR

9:00 AM

Locations close/walking distance from Knight Center
St Louis Art Museum
St. Louis Zoo
St. Louis Gateway Arch
Museum of Westward Expansion
Botanical Gardens

12:30 – 2:00 PM

Lunch

AFTERNOON DEPARTURES FOR LATE FLIGHTS