

CAE-O

LE CONSEIL CANADIEN POUR
L'AVANCEMENT DE L'ÉDUCATION



THE CANADIAN COUNCIL FOR
THE ADVANCEMENT OF EDUCATION

FALL WORKSHOP 2009 PROGRAM

BUILDING BRIDGES ACROSS ADVANCEMENT / FRIDAY, NOVEMBER 13, 2009

8 - 9:15 A.M. / COLONY BALLROOM
REGISTRATION AND BUFFET BREAKFAST

9:15 - 9:30 A.M. / COLONY BALLROOM
WELCOME AND OPENING REMARKS
Lindsay Tarvit, University of Toronto / Julie Zahab, Ryerson University

9:30 - 10:15 A.M. / COLONY BALLROOM
OPENING PLENARY - VOYAGES OF DISCOVERY
Lorna Somers, Campaign Director & Director of Development
Vice-President, McMaster University Foundation, McMaster University

Marcel Proust wrote: "The real voyage of discovery is not seeking new landscapes but in having new eyes."

We each have within us, the ability to be pioneers and leaders within our organization and within our profession. It is no small feat, however, to be a catalyst for change and to map an ambitious course of action for our programs when the environment around us is in a greater state of flux than ever before. It takes a new way of thinking about what we do, how we do it and how we can best serve our many constituencies. Taking a page from the great explorers of past and future, join Lorna on a Voyage of Discovery that will encourage us to see the opportunities around us with new eyes and inspire us to position ourselves and our institutions for success!

10:15 - 10:30 A.M. **REFRESHMENT BREAK**

continued on reverse

10:30 A.M. - 12 NOON - MORNING BREAK-OUT SESSIONS

CAMPAIGN COMMUNICATIONS / ST. LAWRENCE

Corey Long, External Relations Officer, Seneca College

Navigating the uncertain waters of campaign communications at the college level...without a compass

This presentation will discuss best practices and case studies in preparing and distributing communications material for first-time fundraising campaigns at the college level. Topics discussed will include: drafting correspondence; media use; coordinating design and mailing; volunteers participation; cost analysis; researching demographics; interdepartmental collaboration and evaluation procedures.

SOCIAL NETWORKING / ARMOURY SUITE

Ryan Davies, Manager, Marketing and Communications, Carleton University

Whither Web 2.0?

For years the Carleton Café provided a virtual place for Carleton University graduates to stay in touch. But today social networking has matured, and graduates of all ages are using Facebook, Twitter and other networking channels to find each other. Where does that leave the Café and other private networks that universities have invested in and depended on? Discuss the opportunities inherent in this challenge, and hear about the next steps for the Carleton Café.

DONORS IN THE NEXT GENERATION / LOMBARD SUITE

Lisa Woodcock, Associate Director, Annual Fund, University of Guelph

Lori Moulden, Alumni Officer, McMaster University

Meet the Millennial Donors

Gen X? Gen Y? Millennials? Join Lisa and Lori as they explore: who they are, what they are into and what their characteristics are. What attracts them? What pushes them away? Where are they spending their hard-earned dollars? Attend this session and walk away with a better understanding of new standards and tried and tested best practice examples; you'll be ready to start creating or improving your student and young alumni donor program.

12 NOON - 1 P.M. / COLONY BALLROOM LUNCH

Remarks by Macarena Sierra, President of CCAE-O Board, University of Toronto

Presentation of the Outstanding Volunteer Award to Christina Fox, University of Western Ontario

1:15 - 2:45 P.M. - AFTERNOON BREAK-OUT SESSIONS

THE FUTURE OF ALUMNI PUBLICATIONS / LOMBARD SUITE

David Scott, Editor, Alumni Publications, University of Western Ontario

This presentation will focus on the Western Alumni Gazette's decision, in March 2009, to cut down the mailings significantly of two out of three issues of the magazine. Topics covered will include the planning, rollout and reaction of this decision, along with an overview of the introduction of an electronic version of the magazine available to alumni via email.

DATABASE MANAGEMENT / ST. LAWRENCE

Colleen Slater, Manager of Consulting Services, RESolutionsTECH Inc.

Brian Soucie, Development Manager, Cambrian College Foundation, Cambrian College

Keeping track of our alumni, donors and friends can be a constant struggle. How can our industry leverage databases to make the most of the resources we have? Who is coming out ahead in database systems management in the education sector?

ALUMNI LIFECYCLE / ARMOURY SUITE

Ben Seewald, Alumni Officer, Students, Queen's University

As our alumni travel through their own lifecycle, how can we as Advancement professionals remain topical and continue a lifelong relationship with them?

2:45 - 3 P.M. REFRESHMENT BREAK

3 - 4 P.M. - WRAP-UP SESSION

ROUND-TABLE DISCUSSIONS / COLONY BALLROOM

Join us for this end-of-day session featuring round-table discussions with advancement colleagues and presenters in the areas of: Advancement Services, Alumni Relations, Development, and Marketing and Communications. New professionals, bring your questions with you on how best to advance the programs and projects within your portfolio. Experienced professionals, bring your stories of success to share with the group. Everyone will learn something new at this interactive wrap-up session!