

2014 Yale Global Alumni Leadership Forum

at the Agnietenkapel of the University of Amsterdam
produced by the Yale Global Alumni Leadership Exchange (YaleGALE)
sponsored by YaleGALE, the University of Amsterdam, and the United States Embassy

May 12, 2014

Morning Sessions

9:00: Registration

9:30: Welcome

9:35: Overview of Alumni relations at Yale University

9:45: Presentation – Friend-raising versus Fundraising: *the three “T”s (time, talent, and treasure) including when you ask for time and talent, the strengths and weaknesses of empowering volunteers*

10:15: First breakout sessions on best practices:

Breakout sessions (you can attend any session; you can attend sessions from all tracks)
Track 1: Volunteer-run alumni organizations and volunteer-run alumni events
Track 2: Alumni volunteers organizing and managing other alumni volunteers
Track 3: Alumni volunteers sustaining and cultivating a culture of giving.

- Volunteer Led Organizations: Advantages and Challenges (Regional Associations case study) (TRACK 1)
Topic: “Regional Associations and Networks, Large and Small” – How do you tailor (and delegate) regional programming to the size and reach of the regional association? What can the large regional associations learn from the small ones?
- Volunteer engagement (TRACK 2)
Topic: “Cultivating the Alumni Connection – Developing a Group of Volunteers” – How do you get young alumni to start participating? How do you get new participation among older alumni? How do you keep the regulars coming back?
- The Role of Volunteers in Giving Back (Student Internships and Alumni-Student Programs case study) (TRACK 3)
Topic: “Student Internships and Alumni-Student Programs” – What are the components of a summer student intern program? What is the alumni involvement? How do you get employer buy-in? How does this train students to give back?

11:00: Coffee Break

11:15: Second breakout sessions on best practices:

- Reunions and Homecomings (TRACK 1)
Topic: “Event Management: Planning Successful Reunions and Events” – What are the steps in creating an event that alumni will want to attend? What are appropriate venues and price points? How do you divide responsibilities between professional staff and volunteers?

- Leadership cultivation (*TRACK 2*)
Topic: "Motivating Volunteers to be Effective Leaders" – How do you recruit and motivate alumni to volunteer their time to create and run successful alumni organizations? How do you keep alumni involved for the long term?
- Travel programs that promote service (*TRACK 3*)
Topic: "Globalizing the Call to Service" – How do you initiate a service abroad program? How do you involve alumni in its operation and administration? What are the benefits to the University? How do you bring the "call to service" back home?

12:00: Summary of morning sessions

12:30: Lunch

Afternoon Sessions

13:45: The Big Debate: "Do the Internet & Social Media render Alumni Associations obsolete."
Advocates of both sides go at it, followed by a general discussion.

14:30: Presentation – Developing a Culture of Giving – and then managing it

15:00: Coffee Break

15:15: Third breakout sessions on best practices:

- Regional associations abroad (*TRACK 1*)
Topic: "Far From Home: Organizing Regional Associations Abroad" – What are the particular problems facing regional alumni associations located in countries different than the home of their university? What are the hidden strengths? How do you capitalize on those strengths?
- Affinity groups (*TRACK 2*)
Topic: "Organizing Alumni Activities around Shared Interests or Identity" – How do you create alumni networks based on common interests such as law, journalism, finance, or entertainment? How do you find alumni with common interests and get them together?
- Service in the home country and abroad (*TRACK 3*)
Topic: "Day of Service around the World" – How do you create an event that instills alumni solidarity while nurturing the "call to service"? How do your alumni abroad use that program as a way to connect with the local communities?

16:00: Summary of afternoon sessions

16:15: Final summation

16:30: Conclusion and adjournment followed by Networking Opportunity with drinks