### 2016 Volunteer Leaders Conference

**“It Takes a Nova Nation”**

Friday, October 21, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 am &amp; 8:00 am</td>
<td>Shuttle Departure from Hotel to Campus</td>
<td>Residence Inn Philadelphia Conshohocken</td>
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<tr>
<td>7:30 am – 2:00 pm</td>
<td>VLC Check-In/Registration</td>
<td>Table outside of the Villanova Room, Connelly Center</td>
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<tr>
<td>7:30 – 8:30 am</td>
<td>Continental Breakfast &amp; Networking</td>
<td>Foyer outside of the Villanova Room, Connelly Center</td>
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<tr>
<td>8:30 – 8:35 am</td>
<td>Welcome &amp; Details of the Day</td>
<td>Villanova Room, Connelly Center</td>
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<td>8:35 – 8:50 am</td>
<td>State of the Alumni Association</td>
<td>Terry Delaney, VUAA Board President</td>
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<td>8:50 – 9:00 am</td>
<td>Once a Wildcat, Always a Wildcat!</td>
<td>Jay Wright, Head Coach of Villanova Men’s Basketball</td>
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<td>9:00 – 9:10 am</td>
<td>Networking to Reunion Volunteers Plenary Session/Workshop Session #1</td>
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<tr>
<td>9:10 – 11:20 am</td>
<td>Reunion Volunteers Plenary Session</td>
<td>West Lounge, Dougherty Hall</td>
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<td>Reunion is one of the most lively and memorable events at Villanova University. Join other reunion volunteers to learn about volunteer resources, class giving and attendance goals, weekend activities and more. As a reunion volunteer, you have demonstrated your passion for the University. Come learn what it takes to share that energy with your friends and classmates leading up to Reunion 2017!</td>
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<tr>
<td>9:10 – 10:10 am</td>
<td>Workshop Session #1</td>
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<tr>
<td>1A -</td>
<td>VUAA Past Board Member Council Meeting (invite only)</td>
<td>Devon Room, Connelly Center 2nd Floor</td>
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<td>1B - Leadership, Motivation and Inspiring a Shared Vision</td>
<td>Radnor Room, Connelly Center 2nd Floor</td>
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<td>Presenter: Chris Lindberg ’14 MBA, Ennea International &amp; EMBA Alumni Association</td>
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<td>Join us for an interactive discussion regarding what motivates people, how to lead them, and how to inspire a shared vision. Through the discussion we’ll invoke systems thinking principals, psychology and neuroscience into the mix. Bring your challenges to the table and we’ll work on solving them in real time.</td>
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1C - Engaging Future Alumni Leaders  
*Cinema, Connelly Center 1st Floor*  
*Presenters: JJ Brown, Director, Office of Student Involvement & Student Panel*  
Managing over 250 active student organizations on campus, the Office of Student Involvement is helping develop the alumni volunteer leaders of tomorrow. Join a discussion with current student leaders, who will share their leadership experiences on campus and engage in conversation about pursuing volunteer roles post-graduation.

1D - Introducing Emma: Club Email Marketing 101 (Club Volunteers only)  
*St. David’s Room, Connelly Center 1st Floor*  
*Presenter: Susan McDonnell, Director, University Advancement Communication*  
Learn how to communicate directly with your constituents and market your events through our new email marketing tool, Emma. This session will discuss the benefits of the tool, provide an overview of the Emma platform (including how to build and send an email), and will review email marketing best practices. One representative from each Regional Club must attend either Workshop Session 1 or 2.

1E - Thinking Strategically as We Move Ahead  
*Haverford Room, Connelly Center 2nd Floor*  
*Presenter: Jim Trainer, Associate Vice President and Executive Director, Office of Planning & Institutional Research*  
Villanova is an institution on the move. The University has made great strides over recent decades and has become a national leader in many regards. Our contemporary accomplishments are the result of careful strategic thinking, planning, and implementation. In this session, we will examine some of the strategic planning tools and techniques Villanova leaders have employed over the years and discuss how we might incorporate these practices into our work leading the various alumni organizations we are called to serve.

10:10 – 10:20 am  
Networking to Workshop Session #2

10:20 – 11:20 am  
Workshop Session #2

2A – Teams that Work: From Forming to Performing  
*Haverford Room, Connelly Center 2nd Floor*  
*Presenter: Sheryl Bowen, Associate Professor, Department of Communication*  
Well-functioning teams should meet the needs of the organization, the task, and the members involved. Forming and managing effective teams requires the assessment of what will work best in each case. This interactive session will present several alternatives and recommendations.

2B - Introducing Emma: Club Email Marketing 101 (Club Volunteers only)  
*Repeat Workshop Session #1*  
*St. David’s Room, Connelly Center 1st Floor*  
*Presenter: Susan McDonnell, Director, University Advancement Communication*  
One representative from each Regional Club must attend either Workshop Session 1 or 2.

2C - Event Planning from A-Z  
*Radnor Room, Connelly Center 1st Floor*  
*Presenters: Katie Morris, Senior Risk Management Analyst and Kathy Welsch, Senior Director, Special Events, University Advancement*  
From small gatherings to large events, there are many aspects of planning and executing fun and engaging events. Learn about the steps necessary and risk management best practices for planning successful events that engage Villanova alumni, parents and friends.
2D - The Villanova Brand: Working Together for VU  
*Cinema, Connelly Center 1st Floor*  
Presenters: Liz Walsh, Associate Vice President, University Communication and Christine Coleman, Assistant Vice President, University Initiatives  
Get a behind-the-scenes look at the “Ignite Change. Go Nova” brand platform and messaging. Learn how you as an alumni volunteer can help preserve, promote and protect Villanova’s brand and reputation.

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<td>11:20 – 11:30 am</td>
<td>Networking to Senior Leadership Panel</td>
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| 11:30 am – 12:30 pm | Senior Leadership Panel: Leveraging the Value of Villanova  
*Villanova Room, Connelly Center*  
Moderator: George Kolb, Associate Vice President of Alumni Relations  
- Ann Diebold, Vice President of University Communication  
- Mark Jackson, Director of Athletics  
- Terry Nance, Associate Vice Provost for Diversity and Inclusion, Chief Diversity Officer  
- Mike O’Neill, Senior Vice President for University Advancement  
- Ken Valosky, Executive Vice President |
| 12:30 – 12:45 pm | Invocation and Lunch Pick Up               |
| 12:45 – 1:30 pm  | Lunch Program  
- Rev. Peter M. Donohue, OSA, University President’s Address  
- VUAA Volunteer Awards Presentation |
| 1:30 – 2:15 pm   | Keynote Speaker  
Patrick G. Maggitti, Provost |
| 2:15 – 2:50 pm   | Bookstore Break                            |
| 2:50 – 3:50 pm   | Workshop Session #3                       |

3A - Leadership, Motivation and Inspiring a Shared Vision  
*Repeat Workshop Session #1*  
*Idea Accelerator, Falvey Memorial Library*  
*Presenter: Chris Lindberg ’14 MBA, Ennea International & EMBA Alumni Association*  

3B - Promoting Diversity, Engaging Alumni  
*Bryn Mawr Room, Connelly Center 2nd Floor*  
*Presenter: Brighid Dwyer, Director, Program on Intergroup Relations*  
Diversity includes: race, gender, religion, ability, sexual orientation, veteran status, and many other categories. In this interactive session you will learn about the work of the new VUAA Diversity and Inclusion Task Force, the importance of diversity and inclusion in alumni relations, and how to engage more diverse populations of Villanovans at your events.

3C - What’s Next for Volunteer Fundraising  
*Cinema, Connelly Center 1st Floor*  
*Presenter: Marci Paton, Director, Annual Fund*  
As Villanova’s first-ever national Day of Giving is on the horizon for 2017, building an energized and informed volunteer base is a crucial step. Join our discussion on strategies for reaching your goals in support of scholarships, reunion giving, and other affinity programs as part of the University’s fundraising initiatives. We will cover the tools and resources available to you as we pursue our alumni participation goals and increased support for our shared fundraising priorities.
3D - Giving Your Social Media a Boost
Haverford Room, Connelly Center 2nd Floor
Presenter: Emily Hughes '12, Loup Digital & SMART Cat (Marketing Strategy)
How are you listening to your constituents, responding to them, and giving them reasons to keep coming back? As the social media universe continues to expand, learn strategies for posting interesting content on each of your social media channels that will boost engagement and serve as an active marketing platform for your organization.

3:50 – 4:00 pm  Networking to Homecoming Student & Alumni Networking Reception

4:00 – 5:00 pm  Homecoming Student & Alumni Networking Event
East Lounge, Dougherty Hall
As Villanova alumni, you have the power to make a meaningful impact on the lives of our current students. Join us as an alumni leader representing your current region and industry and share your Villanova story, connect with and educate current Villanova students in this intimate networking reception on campus for Homecoming weekend!
Sponsored by the Villanova University Alumni Association and Career Center.

5:00 – 5:10 pm  Networking to Thank You Reception

5:10 – 6:30 pm  Volunteer Leaders Thank You Reception
Driscoll Hall Atrium
Thank you to our volunteer leaders and all that you do for Villanova! In recognition of your accomplishments, join us for beer, wine and light hors d’oeuvres as we celebrate the end of another successful VLC.

5:45 pm & 6:45 pm  Shuttle Pickup from Campus to Hotel
Pick up in front of Driscoll Hall

For a complete list of Homecoming weekend events, visit alumni.villanova.edu/homecoming.