Ivy+ Alumni Relations Conference

June 22–24, 2016
Harvard University
Cambridge, Massachusetts

WELCOME

Registration and Hospitality
Stop by the HAA’s Alumni Welcome Center at 124 Mount Auburn Street, 6th floor to pick up registration information, nametags, final schedules, and souvenirs.

Conference Schedule
This at-a-glance schedule provides session and location information. For more details, please consult the conference website: http://alumni.harvard.edu/ivy-plus.

Wireless Access
In campus buildings and many surrounding areas, you can access the Harvard Guest Network at no charge. Harvard is also an Eduroam partner, which provides secure access when visiting another participating institution. See http://huit.harvard.edu/services/wired-wireless-networks for more information.

Ivy+ Social
Please share news of the conference with your networks! #IvyPlus; Facebook.com/IvyPlusAR/
Event Details | Day 1

Wednesday, June 22, 2016

9:00–11:00 a.m. | Registration and Hospitality
Harvard Alumni Association, 124 Mount Auburn Street, Cambridge
Stop by the HAA’s Alumni Welcome Center to pick up registration information, nametags, final schedules, and souvenirs. Cold beverages, snacks, and browsing tables of materials of your Ivy Plus peers will be available in the HAA’s Alumni Welcome Center. Check out Harvard University’s campus map for building locations.

11:00–11:50 a.m. | Optional Activities
Harvard Innovation Lab (i-lab) Tour, Batten Hall, 125 Western Avenue, Allston
Visit this unique collaboration and education space designed to foster entrepreneurship and innovation across Harvard. Launched in November 2011, the i-lab is designed to help students grow their ventures at any stage of development and covers a wide range of disciplines.
Student-led Tour of Harvard College, 30 Dunster Street, Cambridge
Get the feel of everyday life at Harvard College during this tour of Harvard’s buildings, history, and student experience.
Harvard Art Museums Tour, 32 Quincy Street, Cambridge
Take a tour of the new Harvard Art Museums—three extraordinary museums united under one glass roof. Explore the galleries, with works of art from the ancient world to the present, including paintings, sculptures, ceramics, drawings, and photographs from the Americas, Europe, North Africa, the Mediterranean, and Asia.

11:30 a.m.—1:30 p.m. | Registration
Harvard Yard, Sever Quad Tent
Pick up registration information, nametags, final schedules, and souvenirs. Check out Harvard University’s campus map for building locations.

Noon–1:15 p.m. | Welcome Lunch
Harvard Yard, Sever Quad Tent
Join us over lunch to connect with colleagues and celebrate our Ivy Plus community.

1:30–2:45 p.m. | Opening Plenary: Data-Decision Making and Impact
Paine Music Hall, 3 Oxford Street, Cambridge
In this interactive session, Professor Jennifer Lerner will challenge and inform the way we utilize data to make decisions. Tamara Elliott Rogers AB ’74, vice president for alumni affairs and development at Harvard University, will provide welcoming remarks. This plenary will feature:

- Jennifer S. Lerner, Professor of Public Policy and Management, Harvard Kennedy School; Co-founder, Harvard Decision Science Laboratory; Faculty Co-Director, Harvard Graduate Commons Program

1:30–5:00 p.m. | Registration and Hospitality
Harvard Alumni Association, 124 Mount Auburn Street, Cambridge
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peers will be available in the HAA’s Alumni Welcome Center. Check out Harvard University’s campus map for building locations.

3:00–4:15 p.m. | Functional Groups Session I

- **Alumni Education and Faculty Relations**: Building a continuum for event programming: Pre/post-event content, evaluating success, growing the tail; 124 Mount Auburn Street, Suite 100, Room 106
  Co-facilitators:
  - Heather Gain, Harvard
  - Melissa Gresh, MIT

- **Boards and Leadership Pipelines**: Volunteer pathways—recruiting, retaining, and off-boarding volunteers; 124 Mount Auburn Street, 4th Floor, Room 414
  Co-facilitators:
  - Ken Catandella, Columbia
  - Christine Tempesta, MIT

- **Classes and Reunions**: Lifecycle programming and multi-class events; 124 Mount Auburn Street, 4th Floor, Room 478
  Co-facilitators:
  - Paula Deblois, Brown
  - Erin Kistler, Harvard

- **Clubs and Regional Programs**: Setting expectations, evaluating effectiveness, and addressing challenges within Clubs; Paine Music Hall, Classroom 9
  Co-facilitators:
  - Tara Davies, Penn
  - Jen Flynn, Harvard
  - Mark Hoffman, Dartmouth

- **Communications and Marketing**: Data analysis and decision making, predictive modeling, and the emergence of custom audience tools; 124 Mount Auburn Street, 5th Floor, Room 514
  Co-facilitators:
  - Kellie Celia, Harvard
  - Kenny Chen, Columbia
  - Jeremy Ware, Stanford

- **SIGs and Affinity Groups**: From start-up to next generation—the onboarding and approval process for SIGs, tools to support and scaffold SIGs, and moving to the next generation of SIG leadership; 124 Mount Auburn Street, 6th Floor, Room 610
  Co-facilitators:
  - Lauren Brodsky, Harvard
  - Mindy Marks, Yale

3:00–5:00 p.m. | Executive Directors Meeting
Harvard Divinity School, Andover Hall, Technical Instruction Room, 45 Francis Avenue, Cambridge
4:30–5:30 p.m. | Career Discussions
Harvard Alumni Association, 124 Mount Auburn Street, Cambridge

- **Managing Staff Through Complex Volunteer Management Issues;** 5th Floor, Room 514
  Co-facilitators:
  - Rachel Lamson, Harvard
  - Elise Betz, Penn

- **Growing Your Role and Building Your Toolbox;** 6th Floor, Room 603B
  Co-facilitators:
  - Nory Babbit, Yale
  - Victoria Gonin, Dartmouth

- **Motivating and Developing Junior Staff;** 4th Floor, Room 478
  Co-facilitators:
  - Anne Cushing, Harvard
  - Ryan Ford, Harvard

6:30–8:30 p.m. | Opening Dinner
Harvard Museum of Natural History, 26 Oxford Street, Cambridge
Join us for our opening dinner at Harvard's Museum of Natural History for a rare glimpse of the exotic and a fresh look at the familiar as we dine amidst rare minerals, great mammals, and one of the museum’s most famous treasures, the internationally acclaimed Ware Collection of Blaschka Glass Models of Plants, the “Glass Flowers.”

9:00 p.m. | After-Hours Informal Networking
Nubar, Sheraton Commander Hotel, 16 Garden Street, Cambridge
Event Details | Day 2

Thursday, June 23, 2016

6:30–7:15 a.m. | Morning Run Along the Charles River
Meet at John Harvard Statue, Harvard Yard

7:00–8:15 a.m. | Breakfast
Harvard Law School, Wasserstein Hall, Milstein West AB, 1585 Massachusetts Avenue, Cambridge

8:00 a.m.–5:00 p.m. | Registration
Harvard Law School, Wasserstein Hall, Milstein West AB, 1585 Massachusetts Avenue, Cambridge
Pick up registration information, nametags, final schedules, and souvenirs. Check out Harvard University’s campus map for building locations.

8:30–9:30 a.m. | Breakout Session by Topic
Harvard Law School, Wasserstein Hall, Milstein West AB, 1585 Massachusetts Avenue, Cambridge
- **Embracing Technology**: How you and your volunteers get the most out of your tools; Wasserstein Conference Center, Room 1015
  Co-facilitators:
  - Jack Cashman, Harvard
  - Christine Tempesta, MIT

- **Creating Space for Innovation**: When to let go of programs, volunteers, or organizations in order to do new things; Wasserstein Conference Center, Room 1019
  Co-facilitators:
  - Martha Beattie, Dartmouth
  - Philip Lovejoy, Harvard

- **Core Competencies for Volunteers**; Wasserstein Conference Center, Room 1023
  Co-facilitators:
  - Hoopes Wampler, Penn
  - Lauren Wojtkun, MIT

- **Managing Risk in a Global Environment**; Wasserstein Conference Center, Room 2004
  Facilitator:
  - Treaty Bartley, Harvard

- **Partnering with Graduate Schools to Deepen Alumni Engagement**; Wasserstein Conference Center, Room 2009
  Co-facilitators:
  - Jennifer Caputo, Princeton
  - Jim Smith, Harvard

- **Alumni & Admissions: Stewardship, Coordination, and Communication**; Wasserstein Conference Center, Room 3019
  Co-facilitators:
  - Michelle Chikaonda, Penn
  - Meg Lysy, Dartmouth
9:45–10:45 a.m. | Campus Climate Plenary: Institutions at the Intersections: Making Diversity, Inclusion, and Equity Real
Harvard Law School, Wasserstein Hall, Milstein West AB, 1585 Massachusetts Avenue, Cambridge
Harvard professors and senior administrators explore the complex issues facing our campuses today and provide concrete strategies for addressing alumni, student, and volunteer concerns. This panel will feature:

- Lisa M. Coleman, Chief Diversity Officer and Special Assistant to the President
- Evelyn Hammonds, PhD ’93, Barbara Gutmann Rosenkrantz Professor of the History of Science, and Professor of African and African American Studies
- Karen Jackson-Weaver, EdM ’95, Senior Associate Dean for Degree Programs and Student Affairs
- Timothy P. McCarthy, AB ’93, Lecturer on History and Literature, Adjunct Lecturer in Public Policy, and Director of the Sexuality, Gender, and Human Rights Program at the Carr Center for Human Rights Policy

11:00 a.m.–12:15 p.m. | Functional Groups Session II
Harvard Law School, Wasserstein Hall, Milstein West AB, 1585 Massachusetts Avenue, Cambridge

- **Alumni Education and Faculty Relations:** Making alumni feel welcome: How content, marketing, location, and speakers impact audience diversity; Wasserstein Conference Center, Room 1015
  Co-facilitators:
  - Chris Serwacki, Harvard
  - Danielle Sparks, Dartmouth

- **Boards and Leadership Pipelines:** Building a diverse leadership pipeline; Wasserstein Conference Center, Room 1019
  Co-facilitators:
  - Kate Freed, Harvard
  - Judy Heller, Stanford

- **Classes and Reunions:** Ensuring reunions and class events are welcoming to all alumni and that class/reunion leadership is reflective of diversity within the class; Wasserstein Conference Center, Room 1023
  Co-facilitators:
  - Sienna Leis, Harvard
  - Mary Ward, MIT

- **Clubs and Regional Programs:** Ensuring Club leadership is reflective of diversity within the alumni community and events are welcoming to all audiences; Wasserstein Conference Center, Room 2004
  Co-facilitators:
  - Joslyn Evans, Harvard
  - Livia Wong McCarthy, Princeton

- **Communications and Marketing:** How can we recognize diversity and be inclusive in our marketing in a respectful way? Wasserstein Conference Center, Room 2009
  Co-facilitators:
  - Diane McDonald, Harvard
  - Tricia McKeon, Dartmouth
- **SIGs and Affinity Groups**: SIG reunion events to build inclusion; Wasserstein Conference Center, Room 3019
  Co-facilitators:
  - Ryan Ford, Harvard
  - Henry Kwan, Yale
  - Derikka Mobley, Dartmouth

12:30–1:45 p.m. | Lunch
Harvard Law School, Wasserstein Hall, Milstein West AB, 1585 Massachusetts Avenue, Cambridge

2:00–3:00 p.m. | Breakout Session by Topic
Harvard Law School, Wasserstein Hall, Milstein West AB, 1585 Massachusetts Avenue, Cambridge
- **Student and Young Alumni Engagement**: Measuring success with young alumni programming; Wasserstein Conference Center, Room 1015
  Co-facilitators:
  - Teri Baier, Cornell
  - Leanne Gaffney, Harvard

- **Volunteer Identification, Stewardship, and Sunsetting**: Wasserstein Conference Center, Room 1019
  Co-facilitators:
  - Mickey Dobbs, Yale
  - Meg Ramsden, Dartmouth

- **Digital Content and Marketing Strategies**: Wasserstein Conference Center, Room 1023
  Co-facilitators:
  - Anne Cushing, Harvard
  - Pedro Gonzalez, Stanford

- **Effective Regional Programs**: Wasserstein Conference Center, Room 2004
  Co-facilitators:
  - Heather Gain, Harvard
  - Lisa Miranda, Brown

- **Volunteer Recognition**: Wasserstein Conference Center, Room 2009
  Co-facilitators:
  - Jennifer Julier, Yale
  - Diane McDonald, Harvard

- **New Frontiers of Alumni Travel**: Service trips, bespoke travel, and ways to enhance and extend the alumni experience; Wasserstein Conference Center, Room 3019
  Co-facilitators:
  - Kathy Edersheim, Yale
  - Suzanna Lansing, Harvard
  - Brett Thomson, Stanford
3:15–4:15 p.m. | Breakout Session by Topic
Harvard Law School, Wasserstein Hall, Milstein West AB, 1585 Massachusetts Avenue, Cambridge

- **Moving from Events to Digital:** What role does digital play in events? Wasserstein Conference Center, Room 1015
  Co-facilitators:
  - Magdalena Bartishevich, Cornell
  - Amanda King, Harvard

- **Building Mutually Beneficial Relationships with Fundraising Colleagues:** Wasserstein Conference Center, Room 1019
  Co-facilitators:
  - Sari Aske, Harvard
  - Jenny Chavira, Yale

- **Navigating Difficult Conversations:** Persuasion, mediation, and negotiation; Wasserstein Conference Center, Room 1023
  Co-facilitators:
  - Robert Dimmick, MIT
  - Jen Flynn, Harvard

- **Career Networking and Professional Programming:** Wasserstein Conference Center, Room 2004
  Co-facilitators:
  - Dan Parish, Dartmouth
  - Ellen Stahl, MIT

- **The Future of Online Communities:** Wasserstein Conference Center, Room 3019
  Co-facilitators:
  - Rachel Ely, Columbia
  - Jon Horowitz, Princeton

- **Training Staff to Maximize the Strength of Volunteers:** Wasserstein Conference Center, Room 2009
  Co-facilitators:
  - Kristen DeAmicis, Harvard
  - Lisbeth Willis, Penn

- **Broad-based Engagement Strategies and Engaging the Unengaged:** Wasserstein Conference Center, Room 4059
  Co-facilitators:
  - Allison Dolan-Wilson, MIT
  - Abigail Forget, Columbia

4:30–5:30 p.m. | Optional Activities

- **Harvard Museum of Comparative Zoology,** 28 Oxford Street, Cambridge
  Go behind the scenes of the Harvard Museum of Natural History to discover its 21-million specimens in 10 research collections at the Harvard Museum of Comparative Zoology, which houses one of the world’s richest and most varied resources for studying the diversity of life.

- **Student-led Tour of Harvard College,** 30 Dunster Street, Cambridge
  Get the feel of everyday life at Harvard College during this tour of Harvard’s buildings, history, and student experience.
Explore the oldest and one of the largest institutional academic archives in the nation and see a special exhibit highlighting Harvard’s connections to its Ivy Plus peers. The Harvard University Archives’ collections comprise over 51,000 feet of University records and related historical materials, and provide access to a comprehensive record of more than 375 years of life at Harvard.

6:30—8:30 p.m. | Dinner
Harvard Yard, Sever Quad Tent

9:00 p.m. | After-Hours Informal Networking
Legal Seafood Patio, 20 University Road, Cambridge
Event Details | Day 3

Friday, June 24, 2016

7:00–8:15 a.m. | Breakfast
Center for Government and International Studies, South Concourse, 1730 Cambridge Street, Cambridge

8:00 a.m.–1:00 p.m. | Registration and Hospitality
Harvard Alumni Association, 124 Mount Auburn Street, Cambridge
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8:30–9:30 a.m. | Closing Plenary: Leadership and Adaptive Change
Center for Government and International Studies, Tsai Auditorium, 1730 Cambridge Street, Cambridge
Harvard Kennedy School Professor Ronald Heifetz delves into the practice of adaptive leadership, exploring tools and tactics for changing your organizations and the world. This panel will feature:

- Ronald Heifetz, King Hussein bin Talal Senior Lecturer in Public Leadership; Founding Director, Center for Public Leadership, Harvard Kennedy School

9:30–11:00 a.m. | Executive Director Meeting
Harvard Graduate School of Design, Gund Hall, HILT Room 522, 48 Quincy Street, Cambridge

9:45–11:00 a.m. | Functional Groups Session III
Harvard Graduate School of Design, Gund Hall, 48 Quincy Street, Cambridge

- **Alumni Education and Faculty Relations:** Creative ways of providing content—winning tactics for content delivery, innovations on stage, and MOOCs; Gund Hall, Portico 121
  Co-facilitators:
  o May-Ling Gonzales, Stanford
  o Joe McGonegal, MIT

- **Boards and Leadership Pipelines:** Core competencies of volunteers and the value add that we are providing; Gund Hall, Room 505
  Co-facilitators:
  o Nancy Abrams Dreier, Cornell
  o Catherine Holmes, Cornell

- **Classes and Reunions:** Building understanding of your alumni base and translating that for effective volunteer communications and management; Gund Hall, Portico 123
  Co-facilitators:
  o Mibs Sutherland Mara, Princeton
  o Kailey Walsh, Harvard
• **Clubs and Regional Programs:** Onboarding and training leaders and communicating effectively with volunteers; Gund Hall, Gropius 08  
  Co-facilitators:  
  o Nory Babbit, Yale  
  o Kim Hunter, MIT  
  o Chandra Mohammed, Harvard

• **Communications and Marketing:** Salesforce opportunities and digital strategy of alumni relations technologies; Gund Hall, Room 510  
  Co-facilitators:  
  o Kellie Celia, Harvard  
  o Keith Hannon, Cornell

• **SIGs and Affinity Groups:** Scaling growth without staff/resources, giving volunteers ownership, and identifying strategic priorities; Gund Hall, Portico 122  
  Co-facilitators:  
  o Lauren Brodsky, Harvard  
  o James Jordan, Stanford

11:15 a.m.—12:15 p.m. | Executive Director Panel  
Harvard Graduate School of Design, Piper Auditorium, Gund Hall, 48 Quincy Street, Cambridge  
Hear the wisdom and expertise of our leaders as they address topics ranging from the future of alumni relations to crisis communications, and much more, with Q&A to follow.

12:30 p.m. | Grab and Go Lunch  
Cambridge Queen’s Head Pub, Memorial Hall, 45 Quincy Street, Cambridge  
Join us for a quick lunch as we conclude our time together and pass the baton to Stanford.