



2023 Club Leader Workshop, June 2-3, Alumni Center

Friday, June 2, 2023	
3:00 pm	Registration Begins - Ingalls Mall Entrance (doors facing Bell Tower)
4:00 pm	Welcome - Ayanna McConnell, Acting AAUM CEO/President Workshop Overview and Housekeeping - Burnsie
4:15 pm	Topic 1 - Name, Image, and Likeness (NIL) for U-M Club Leaders , Burnsie, Mike Strader (Flint), Alyssa Burns (Sarasota)
5:00 pm	Cocktail Party at Alumni Center with Heavy Appetizers
	Ice Breakers - Club Leader Bingo
7:00 pm	DChepart - Free Evening for Volunteer Gathering at Local Spots

Saturday, June 3, 2023	
7:30 am - 8:30 am	Continental Breakfast and Registration - at the Alumni Center
8:30 am - 9:30 am	Keynote Speaker - The Influence of Culture on Volunteer Behavior Marcus Collins (virtual), Ross Marketing Professor and Chief Strategy Officer at Wieden+Kennedy New York
9:30 am - 10:00 am	Topic 2 - Club Leader 101: Finance and Business Basics , Angila Chapman AAUM, CFO
10:00 am - 10:45 am	Topic 3 - State of Alumni Engagement , Kelly Jossart, AAUM Dir. of Engagement
10:45 am - 11:00 am	Break (15 min)
11:00 am - 11:45 am	Topic 4 - Engaging Young Alumni , Moderator Kelly Jossart (Director of Global Engagement), Club Leader Panel: Riley Vaught (Tampa), Michael Roberto (Seattle), and Aaquil Rowe (NYC)
11:45 am - 12:15 pm	Topic 5 - LEAD Scholars Program Fundraising , Panel: Lily, Sarah and Jamarus of AAUM Development Team + Club Volunteers in LEAD Markets
12:15 pm - 1:15 pm	Lunch - Zingermans at Alumni Center
1:15 pm - 1:45 pm	Topic 6 - Funding Model & The Tiered System , Carlos/Kelly/Burnsie, AAUM Global Engagement
1:45 pm - 2:30 pm	Topic 7 - Social Media Best Practices , Sean Yuille, AAUM Manager of Social Media
2:30 pm - 2:45 pm	Break (15 min)

2:45 pm - 3:00 pm	Meditation and Centering Exercises (optional), Laurie DeBruin, Lansing Club President
3:00 pm - 3:45 pm	Topic 8 - Strategic Planning for Alumni Clubs and Groups , Moderator: Burnsie (Assc Director of Global Engagement), Club Leader Panel: Aaquil Rowe (NYC & LGBTQ), Amy Hurst (Ann Arbor), Matthew Wenzel (Richmond)
3:45 pm - 4:45 pm	Topic 9 - Rose, Bud Thorn & WINFY Exercises - Club Leader Breakout Session
4:45 pm - 5:15 pm	Topic 10 - Volunteer Recruitment , Moderator: Burnsie, Club Leader Panel: Laurie DeBruin (Lansing), Laurie Altman (Austin), Larry Altman (Austin)
5:15 pm - 5:45 pm	Workshop Takeaways
5:45 pm	Group Photo
6:00 pm	Departure
6:45 pm - 9:00 pm	Group Dinner (optional) - Strolling Dinner at Pretzel Bell

Sunday, June 4, 2023	
8:00 - 11:00 am	Check out of Dorms/Depart (Breakfast on your own)