# GLS 2018 BOSTON

## PROGRAM

Graduway
Leaders
Summit

Joseph B. Martin Conference Center
Harvard Medical School
15-16 October 2018

Graduway

# Graduway Leaders Summit

## Upcoming Events

Graduway exclusively hosts the Graduway Leaders Summit as a gathering of leaders and executives in the alumni relations world.

Delegates attend to listen to the industry's thought leaders, share best practice, develop professionally and network extensively.

**GLS Oxford**
St. Catherine's College

13-14 November 2018

**GLS Los Angeles**
Carnesale Commons, UCLA

2-3 April 2019

To register and for more details go to: **www.graduway.com**

For transparency, Graduway is not affiliated with any of the universities mentioned above, nor is the Graduway Leaders Summit a university program or activity.

**Chris Marshall**
President
Graduway, North America

# Dear Delegates

I am thrilled to be hosting here in the beautiful city of Boston. We have an exciting program ranging from best practices and current trends to looking at the future of our industry. It is bound to be a great opportunity to learn and grow together.

As always, we make time for recognizing excellence amongst our community, catching up on long-standing friendships and developing new ones. We of course have ample time to share new developments and upgrades to the Graduway platform.

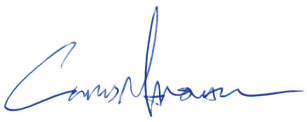
Personally, having met hundreds of alumni engagement professionals, I realize how entrepreneurial our industry is and how much we can all learn from each other.

Through the course of the coming days, I will serve as your host, speaker and panelist but, equally importantly, I hope to learn from each and every one of you! Not one GLS goes by that I don't learn something new from our talented delegates and speakers.

Excited to share this time with you!

Regards,

Chris



# General Information

## VENUE

Joseph B. Martin Conference Center at Harvard Medical School
77 Avenue Louis Pasteur, Boston, MA 02115, USA

## REGISTRATION

A registration desk will operate in the lobby of the conference center on **Monday, October 15th & Tuesday, October 16th from 9:00 am**

## PROGRAM

**Monday, October 15th**
Sessions begin at 10:00 am in the Amphitheater. Light refreshments will be served in the lobby from 9:00 am.

**Tuesday, October 16th**
Sessions begin at 9:45 am in the Amphitheater. A light buffet breakfast will be served in the lobby from 9:00 am.

## GLS GENIUS BAR

The Graduway "GLS Genius Bar" is located in the lobby and will be open throughout the summit. Existing clients can meet members of the Customer Success Team and delegates who are new to Graduway are invited to view a product demo with one of our Account Executives. If you didn't reserve a meeting prior to GLS, you can schedule a slot at the registration desk.

## INTERNET ACCESS

There is complimentary internet access in the conference center. Connect to the network HMS Public. No password is required.

## NETWORKING BREAKS & LUNCHES

Tea, coffee and light refreshments will be available during the networking breaks. Buffet lunches will be served in the lobby as per the times in the program.

## GRADUWAY LEADERS COMMUNITY

If you've not already signed up to our exclusive Graduway Leaders Community networking platform, you can do so at: **https://graduwayleaderscommunity.com**

Connect and network with fellow delegates during and after GLS. You can post your own GLS pictures on the feed as well as start discussions and add comments. We'll be awarding prizes throughout the summit.

## GRADUWAY 2018 AWARDS

An awards ceremony will be held on Tuesday, October 16th to recognize the achievements of Graduway clients using and promoting their platforms.

## SWAG SWAP CORNER

Show off your best promotional merchandise at the Swag Swap Corner. Bring along and display one of your favorite giveaways then, at the Tuesday afternoon coffee break, take your pick from one of your co-delegates swag items.
**Happy sharing!**

## SOCIAL EVENTS

**Monday, October 15th**
**4:00 pm - 5:00 pm / Drinks Reception**
A get-together reception, to renew acquaintances and meet other alumni and career services professionals, will take place in the lobby.

**Tuesday, October 16th**
**4:15 pm - 5:15 pm / Farewell Reception**
We invite delegates to gather for a farewell reception in the lobby to enjoy drinks, canapés and conversation with colleagues and friends.

# Speakers

**Andy Ceperley**
Principal
Andrew T. Ceperley Coaching & Consulting LLC

**Daniel Cohen**
CEO
Graduway

**Danica Dawson**
Director, Career Initiatives
UCLA Alumni Affairs

**Susan deMuth**
Executive Director of Alumni Relations
Johns Hopkins University

**Tom Dowd**
Executive Director, Career Center
Muhlenberg College

**Sevonne Eliyahu**
VP Account Management
Graduway

**Denise Farrar**
Active Member at Union of International Associations
CISV International

**Bill Fowler**
Senior Vice President
Scholarship Program at Daniels Fund

**Sean Frisbee**
President/CEO
West Virginia University Alumni Association

**Kerry Gotham**
Director of Alumni Engagement
The College at Brockport

**Brandon Haburjak**
Director of Alumni & Donor Relations
Central Catholic High School

**Reesa Hinks**
Account Manager, North America
Graduway

**Jane Hopkins**
Executive Vice President & President-Elect
Coca-Cola Scholars Foundation

**Simon Jones**
Director of Development
The Manchester Grammar School

# Speakers

**Kaleb Kaschalk**
Alumni Manager
St. Edward High School

**Jennifer Kelly Campbell**
Associate Vice President Alumni and Government Relations
SUNY College of Optometry

**Qiana Lawery**
Director of Digital Alumni Engagement
Northwestern University - Kellogg School of Management

**Chris Marshall**
President
Graduway North America

**Janya Mekelburg**
Director of Alumni and Donor Relations
Loma Linda University Health

**Anne Ness**
Director of Alumni Relations
C. T. Bauer College of Business

**Jennifer Neubauer**
President
University of Illinois Alumni Association

**Sandy Nguyen**
Director, Career Connections
UCLA Alumni Association

**Jennifer O'Flannery Anderson**
Vice President for Advancement and Community Relations
Nova Southeastern University

**Sonal Pande**
Assistant Dean of Alumni Relations and Fundraising
NYU School of Professional Studies

**Elizabeth Janis Perl**
Alumni Engagement and Development Director
University of California Education Abroad Program (UCEAP)

**Alan Ryea**
Vice President for Alumni Relations
University of Vermont

**Michael Schurder**
VP Product
Graduway

**Dixie Stanforth**
Senior Lecturer
University of Texas at Austin

# Speakers

**Sarah Steed**
Online Alumni Engagement and Marketing Strategist
University of Toronto Engineering

**George Thurlow**
Assistant Vice Chancellor
University of California, Santa Barbara

**Gretchen Van Valen**
Associate Director for Engagement and Constituent Relations
Ithaca College

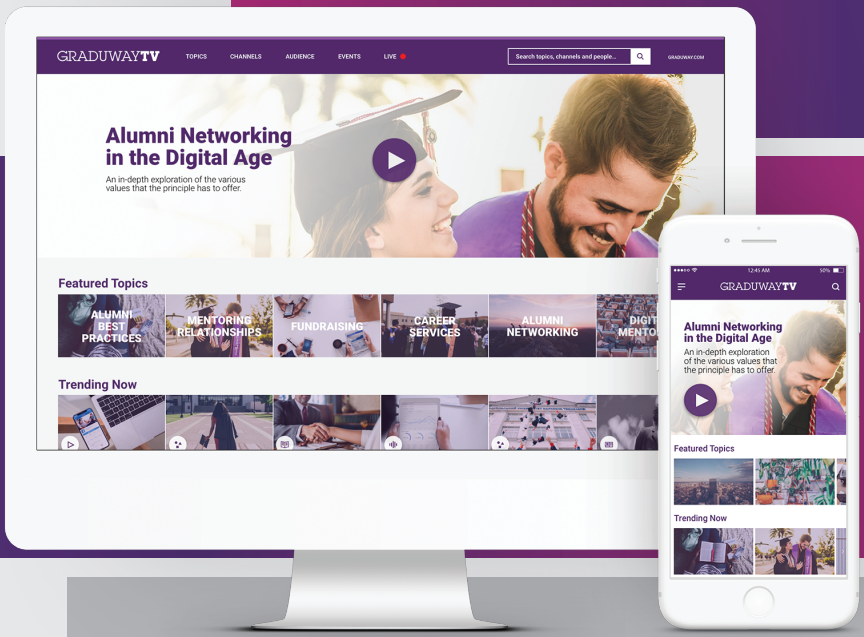
**Amy Weinberg**
Alumni Relations Manager
Brentwood College School

**Matthew Winston**
Senior Associate Vice President for Alumni Relations
Virginia Tech

**COMING SOON**

# *Sharing. Learning. Empowering.*

# GRADUWAY**TV**



# Agenda

## DAY 1 AGENDA

MONDAY, OCTOBER 15th, 2018

| | |
|---|---|
| 9:00 am - 5:00 pm | **Registration & Genius Bar** |
| 10:00 am - 10:45 am | **Words of Wisdom on Alumni Engagement**<br>**Chris Marshall**<br>Graduway |
| 10:45 am - 11:45 am | **Question Time Panel**<br>**Chris Marshall (Chair)**<br>Graduway<br>**Sonal Pande**<br>NYU School of Professional Studies<br>**Dixie Stanforth**<br>University of Texas at Austin<br>**Qiana Lawery**<br>Northwestern University - Kellogg School of Management<br>**Andy Ceperley**<br>Andrew T. Ceperley Coaching & Consulting LLC |
| 11:45 am - 1:00 pm | **Networking Lunch** |
| 1:00 pm - 2:00 pm | **Case Studies: Alumni Relations & Career Services Best Practices**<br>**Danica Dawson & Sandy Nguyen**<br>UCLA<br>*Engaging the Bruin Network*<br>**Simon Jones**<br>The Manchester Grammar School<br>*Give them what they want … and get what you need* |
| 2:00 pm - 3:00 pm | **Networking Break** |

| | |
|---|---|
| 3:00 pm - 4:00 pm | **Higher Education Workshop: Best Practice & Product Ideas**<br>**Chris Marshall (Chair)**<br>Graduway<br>**Janya Mekelburg**<br>Loma Linda University Health<br>**Elizabeth Janis Perl**<br>University of California Education Abroad Program (UCEAP)<br>**Gretchen Van Valen**<br>Ithaca College |
| 3:00 pm - 4:00 pm | **Professional Schools Workshop: Best Practice & Product Ideas**<br>**Daniel Cohen (Chair)**<br>Graduway<br>**Jennifer Kelly Campbell**<br>SUNY College of Optometry<br>**Anne Ness**<br>C.T. Bauer College of Business<br>**Sarah Steed**<br>University of Toronto Engineering |
| 3:00 pm - 4:00 pm | **K-12 Workshop: Best Practice & Product Ideas**<br>**Reesa Hinks (Chair)**<br>Graduway<br>**Simon Jones**<br>The Manchester Grammar School<br>**Kaleb Kaschalk**<br>St. Edward High School<br>**Amy Weinberg**<br>Brentwood College School |
| 3:00 pm - 4:00 pm | **Non-Profits Workshop: Best Practice & Product Ideas**<br>**Sevonne Eliyahu (Chair)**<br>Graduway<br>**Jane Hale Hopkins**<br>Coca Cola Scholars Foundation<br>**Denise Farrar**<br>CISV International<br>**Bill Fowler**<br>Scholarship Program at Daniels Fund |
| 4:00 pm - 5:00 pm | **Drinks Reception** |

## DAY 2 AGENDA

TUESDAY, OCTOBER 16th, 2018

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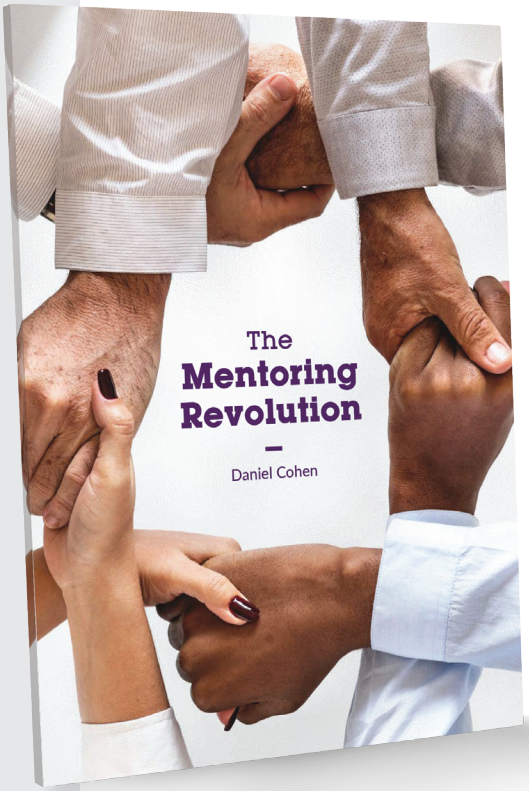
|---|---|
| 9:00 am - 9:45 am | **Registration & Genius Bar** |
| 9:45 am - 10:00 am | **Introduction**<br>**Daniel Cohen**<br>Graduway CEO and Founder |
| 10:00 am - 11:00 am | **Fireside Chat: Future Of Alumni Relations**<br>**Chris Marshall**<br>President, Graduway North America<br>**Susan deMuth**<br>Johns Hopkins University<br>**Jennifer Neubauer**<br>University of Illinois Alumni Association<br>**Matthew Winston**<br>Virginia Tech |
| 11:00 am - 12:00 pm | **Networking Break** |
| 12:00 pm - 1:00 pm | **Graduway's Next Generation Alumni Network**<br>**Michael Schurder**<br>Graduway |
| 1:00 pm - 1:15 pm | **Graduway Awards Ceremony**<br>**Presented by Sevonne Eliyahu**<br>Graduway |
| 1:15 pm - 2:30 pm | **Networking Lunch** |
| 2:30 pm - 3:30 pm | **Case Studies: Alumni Relations & Career Services Best Practices**<br>**Alan Ryea**<br>University of Vermont<br>*New Faces and New Places – Opening Doors with UVM Connect*<br>**Brandon Haburjak**<br>Central Catholic High School<br>*Central Catholic Alumni Connect: The Centerpiece of our Alumni Engagement Strategy*<br>**Tom Dowd**<br>Muhlenberg College<br>*Targeted Networking: Show, Don't Just Tell* |

| | |
|---|---|
| 3:30 pm - 4:15 pm | **The Alumni Debate**<br>**Chris Marshall (Chair)**<br>Graduway<br>**Sean Frisbee**<br>West Virginia University Alumni Association<br>**Jane Hopkins**<br>Coca-Cola Scholars Foundation<br>**Kerry Gotham**<br>The College at Brockport<br>**Jennifer O'Flannery Anderson**<br>Nova Southeastern University<br>**George Thurlow**<br>University of California, Santa Barbara |
| 4:15 pm - 5:15 pm | **Farewell Drinks Reception** |

# *The age of mentoring has arrived*




## The Mentoring Revolution

**By Daniel Cohen**

Gone are the days when mentoring was the luxury of just the few. Today, mentoring has become the necessity of the many. There is a ‘Revolution’ taking place both in the demand and supply of mentoring. ‘The Mentoring Revolution’ seeks to understand this challenge and suggests practical steps to scaling mentoring.

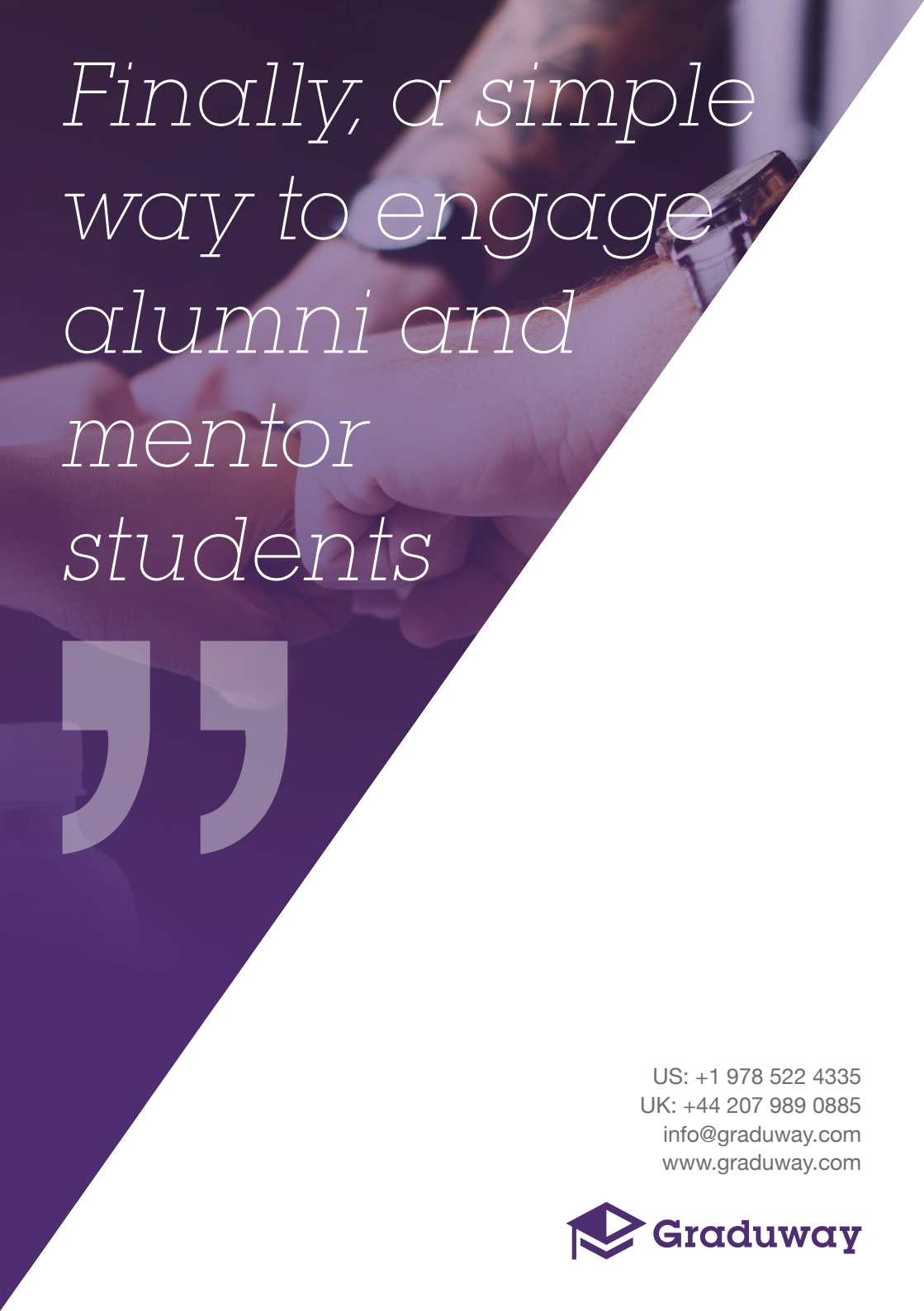
Complimentary copies available for Graduway clients and prospects.
Email: marketing@graduway.com

# Notes

# Attendees include

- ACE Scholarships
- American School of Guatemala
- Andrew T. Ceperley Coaching & Consulting
- Bellarmine University
- Belmont Abbey College
- Belmont Hill School
- Bishop Hendricken High School
- Bishopswood
- Boston Area Rape Crisis Center
- Boston College
- Boston University
- Bottom Line
- Brentwood College School
- Bridgewater College
- Bristol Community College
- Brunswick School
- Calvert School
- Canadian Olympic Committee
- Cardinal Hayes High School
- Central Catholic High School
- Cerritos College
- CISV International Alumni Association
- Claremont McKenna College
- Clarion University
- Coca-Cola Scholars Foundation
- College of Staten Island, The City University of New York
- Columbia International University
- Commonwealth School
- CU Boulder College of Music
- Daniels Fund
- Dawson School
- Dexter Southfield
- East Carolina University
- East Side House Settlement
- ECPI University
- ECU
- Emmanuel College
- Emory University
- FAU College of Business, Executive Education
- Fenwick High School
- Fundación de la Universidad del Valle
- Geisel School of Medicine at Dartmouth
- GIBS
- Grace Point Camp & Retreat Center
- Holderness School
- Holy Cross High School
- Hult International Business School
- Incarnation Center
- Indiana University Alumni Association
- Ithaca College
- Johns Hopkins University
- Johnson & Wales University
- King School
- Kolbe Cathedral Academy
- Lawrence Academy
- LIM College
- Lincoln School
- Lincoln University
- Loma Linda University Health
- LSU Alumni Association
- ManyMentors
- Marlboro College
- MCPHS University
- Monroe College
- Moravian Academy
- Mountbatten Program
- Muhlenberg College
- New England Conservatory
- New York University
- Northampton Community College
- Nova Southeastern University
- Nurse-Family Partnership National Service Office
- NYU School of Professional Studies
- Oakland Catholic High School
- Oregon Episcopal School
- Psi Chi, the Internationalz Honor Society in Psychology
- Reaching Out MBA
- Riverview School
- Rocky Hill School
- Saginaw Valley State University
- Saint Ignatius High School
- San Francisco Conservatory of Music

- Schmidt College of Medicine, Florida Atlantic University
- Siena Heights University
- Simmons University
- SMU Lyle School of Engineering
- Society for Science & the Public
- St. Edward High School
- St. Luke's School
- St. Stephen's and St. Agnes School
- Stanford Graduate School of Business
- SUNY College of Optometry
- Texas Academy of Math and Science at UNT
- Thacher School
- Thayer Academy
- The College at Brockport
- The Fessenden School
- The Fletcher School at Tufts University
- The Gilbert School
- The Manchester Grammar School
- The Terry Foundation
- The University of Texas @ Austin
- The Woodstock Academy
- Triangle Education Foundation
- Tulane University
- U.S. Naval War College
- UC Berkeley College of Environmental Design
- UC San Diego
- UC Santa Barbara
- UCEAP
- UCLA Alumni
- UConn Foundation
- UH Bauer College of Business
- UMass Lowell
- Uncommon Schools
- Universidad del Turabo - SUAGM
- University of Arizona
- University of California San Diego
- University of California, Berkeley
- University of California, San Francisco
- University of Colorado Executive Programs
- University of Connecticut
- University of Hartford
- University of Pretoria
- University of Toronto, Engineering
- University of Vermont Alumni Association
- Virginia Military Institute Alumni Association, Inc.
- Virginia Tech
- Wagner College
- Warwick Academy
- Waynflete School
- Wellesley College Alumnae Association
- West Virginia University Alumni Association
- West Virginia Wesleyan College
- Western New England University
- Woodstock Academy
- Worcester Academy
- World Learning / SIT
- WPI
- WU Executive Academy
- Yale School of Management
- Yes to Life Coaching
- Zeta Tau Alpha Fraternity



# *Finally, a simple way to engage alumni and mentor students*

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