Friday 1 May 2015

© Plaza Hotel, 230 Plaza Park, Las Vegas, NM 87701 ©

6:00– 7:00 ................. Welcome cocktails, Plaza Hotel

7:00– 9:00 .................. Session 1: Strategic Overview.......................... Mark Dollhopf ’77
Introductions
Dinner
Why have a Yale Club?

Saturday 2 May 2015

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8:00 – 8:30 ................. Continental breakfast

8:30 – 8:45 ................. Welcome................................................................. Mark Dollhopf ’77

8:45 – 9:45 ................ Session 2: Recruitment & Motivation (45 min.) .......... Mark Dollhopf ’77
Why don’t people want to get involved?
Changing alumni into stakeholders
Thanking our volunteers

9:45 – 10:45 ................ Session 3: Structure & Governance (60 min.)........ Bob Bonds ’71
Best practices in Yale Club organization
Key officers; AYA Delegates
Who can be a “member” and how?
Term limits and succession planning
Registering as a 501(c)3 nonprofit: why and how
Dues and other revenue streams

10:45 – 11:00 ............... Coffee break (15 minutes)

Continued overleaf
11:00 – 12:00 ........................ Session 4: Activities & Collaboration (60 min.) .................. Diane Morrissey
Types of activities: what works, what doesn’t
Best practices in event planning
Local partnerships

12:00 – 12:30 ........................ Session 5: Yale Day of Service (30 min.) ............................ Alisa Masterson

12:30 – 1:30 ............................ Lunch (60 min.)

1:30 – 2:30 ............................. Session 6: Communications (60 min.) ......................... John Boak ’70, Bob Bonds ’71
Websites · Newsletters · Social Media
Best practices
Telephoning · Surveys
Other resources

2:30 – 3:30 ............................. Session 7: AYA Resources (60 min.) .............................. Nory Babbitt
Club Leaders’ Toolbox
Alumni Services
AYA-Redpath Speakers Program
AYA Book Award
Yale Club name rosters
Strategic-planning workshops
Leadership and Ivy Plus forums

3:30 – 3:45 ............................. Session 8: What have we learned? .............................. Mark Dollhopf ’77

4:15 – 5:00 ............................ Depart for Belden Ranch in various vehicles

5:00 – 8:00 ............................ Dinner hosted by Joe Staley ‘59

Cars will depart from the Ranch at the conclusion of the dinner to return to the Plaza Hotel