



SOCIAL MEDIA REFERENCE

KEYNOTE SPEAKERS:

“I Thought I Was a People Person Until I Started Working With People”

Presented by
Lisa Smartt @lisa_smartt

“Purpose Matters”

Presented by
Tenaya Wallace @tenayaspeaks

PRESENTERS:

Professional Networks: Launching New Programs and Lessons Learned

Presented by
Jillian Cole, Colgate University @colgateuniv
Bridget Holmes, Georgetown University @georgetown

Looking Back to Move Forward: Helping Alumni Clear Roadblocks on their Path to Success

Presented by
Elizabeth Wallencheck, University of North Carolina Kenan-Flagler Business School @UNCKFAlumni

Using Automation and Artificial Intelligence to Successfully Serve Large Alumni Communities

Presented by
Cathy Francois @RezumeForward_University of Maryland University College

Career Comedy Workshop: Comic Relief for the Compassion-Crushed Career Counselor

Presented by
Margie Cherry @coachmargie Lafayette College @LafCol

When Yours and Mine Become Our (Alumni): Partnering for Alumni Engagement and Career Development Initiatives

Presented by
Yvette Martinez and Colin Von Liebttag, Rutgers University @RutgersU



Amplify Engagement: Leverage Volunteer-Led Events in Series Programs to “WOW” Alumni (and Your Boss)

Presented by

Jeff Murphy @oyeahjeffmurphy, Boston University @BU_Tweets,
Sarah Rawls, Emory University @EmoryUniversity

Finding the Line to Success: Implementation of Service Delivery Strategies, Metrics, and Resource Optimization

Presented by

Cheryl Bonner, Penn State University @penn_state
Taryn Kutujian @TarynSJCNY St. Joseph's College @SJCNY

Building Student & Alumni Networks: Mentor Programs & Role-Based Professional Circles

Presented by

Reesa Greenwald @greenwre Seton Hall University @SetonHall
Macrae Hammond @Craycraeyhamm Longwood University @longwoodu

“We’ve Got Your Back!”—Transforming Career Services for a Multi-Generational Alumni Population

Presented by

Erin Erwin
Emili Bennett @emilisperling Indiana University @IUAA