



2018

LEADERSHIP CONFERENCE

November 9-10
University of Maryland

TERPS ONLY MOVE FORWARD

The Alumni Association implemented several new strategic initiatives in FY18 and early FY19 to expand our impact and inspire more alumni to join, volunteer, advocate and give to the University. Check out some of the exciting new programs below.



Nationwide

The Alumni Association renewed its partnership with Nationwide to continue bringing alumni great discounts on their auto, recreational and life insurance. We've also added new products to the portfolio to include commercial and pet health insurance.



Terp Deals

The new and improved Terp Deals member benefits program re-launched on October 6, 2018. Alumni Association members have access to thousands of discounts and perks nationwide and a mobile app that allows members to access deals at the palm of their hands.

Terps Card

Launched in May, you can now show your Terp Pride with the Terps Card. Networks are eligible to get up to \$50 cash with each card opened using their promo code.



Welcome to our annual Leadership Conference! We are so glad you could join us to hear from excellent speakers, take part in fun activities and mingle with your fellow leaders. We hope you will take this time to make new connections, ask questions and learn something new—whether you are new to volunteering with the university or a seasoned veteran. The connections that you make here may lead to a radical new idea or help you develop a long-standing one.

During these two days, we will look back and celebrate our successes and look forward to plan even bigger wins. With an alumni network that is always growing and evolving, we thank you for all that you do to engage Terps around the globe. Together, we support a network of Terps more than 369,000 strong. Now—let's get brainstorming!

Go Terps!



Amy Eichhorst

Amy Eichhorst

Executive Director
University of Maryland Alumni Association

The Directory provides alumni and Alumni Association members the ability to search and connect with fellow Terps. Users can also select which communications they receive and update their personal information.

Directory



Made possible by an in-kind donation from Chapel Valley Landscape company, The Reeve Reading Garden was installed in October 2018 so students, alumni, parents, faculty/staff and guests have a beautiful place to relax when traveling to campus and the Riggs Alumni Center.

The Reeve Reading Garden



Engagement Continuum



The Alumni Association will implement specific strategies to move alumni from engaged to alumni to join, volunteer, advocate and give to the University of Maryland. This will be the first large-scale effort by the Alumni Association to use alumni engagement data to inform membership and volunteer acquisition strategy.

The Alumni Association is taking a leadership role with planning and executing 16 upcoming events for the Fearless Ideas: The Campaign for Maryland. These events will be hosted by President Loh, and feature faculty, student and alumni speakers who inspire Terp pride with their Fearless Ideas.

High Impact Events



STUDENT ACHIEVEMENTS

Terp Bounds

Through our continued partnership with Undergraduate Admissions, we hosted **6 Terp Bounds** in key markets aiming to convert admitted students to Terps.



Ft. Lauderdale, Fla.



Chicago, Ill.



Stamford, Conn.



Los Angeles, Calif.



New York, N.Y.



Philadelphia, Pa.

\$42,000 in scholarships awarded to nearly 20 students.

COMMUNICATIONS

Social Media

f Facebook: Grew followers to 16,657 in FY18. Goal for FY19 is 17,500.

i Instagram: Grew followers to 1,082 (nearly 50% increase from FY17). Goal for FY19 is 2,000.

in LinkedIn: Grew followers to 33,500. Goal for FY19 is 34,500.

Through the Terp Love for Life campaign, we engaged more than 4,600 users and gathered more than 40 stories from alumni couples.

Homecoming 2017

Facebook reach: 59,974
Instagram Reach: 14,437
Homecoming Ads garnered approx. 300 link clicks to our tailgate registration

2 National Awards



SALC received district-level and national recognition awarded by the Council for Advancement and Support of Education Affiliated Student Advancement Programs (CASE ASAP).

- Student Leader of the Year: **Marion Irvin**
- Outstanding Emerging Organization: **SALC**

M Book Relaunch



First published in 1916, our new version of the M Book, aims to educate on the university's history and

traditions by inspiring Maryland pride through an interactive bucket list, fun alumni cartoons, and a true guide to the student experience at Maryland.

SCHEDULE

Friday, Nov. 9

Samuel Riggs IV Alumni Center

2 - 3 p.m. | Check-in and Headshots

3 - 4:30 p.m. | Opening: How to be an Idea-Generating Machine

4:45 - 5:30 p.m. | Tour of Cole Field House

5:45 p.m. - 6:15 p.m. | Facilitated Speed Networking

6:30 - 8:30 p.m. | Dinner and Awards

9 p.m. | Optional: After-Party at The Hotel

Saturday, Nov. 10

A. James Clark Hall

8:30 - 9:30 a.m. | Hot Breakfast

9:45 - 10:30 a.m. | Breakout Session 1

10:45 - 11:30 a.m. | Breakout Session 2

11:45 a.m. - 1 p.m. | Lunch

1:15 - 2 p.m. | Breakout Session 3

2:15 - 3 p.m. | Breakout Session 4

3:15 - 4:15 p.m. | Closing: Leading and Motivating Volunteer Organizations

4:15 - 5 p.m. | Happy Hour and Dessert Reception

Top 5 Webinars

1. Preparing Your Online Presence for Your Job Search
2. Leveraging Your Smith Alumni Network
3. The Art of Presence
4. How the Internet of Things (IoT) is Transforming Industry
5. Ten Things I Wish I Knew About Retirement

Terrapins Connect

Alumni: 2,223
Students: 1,634
Messages sent: 960

SHOUTOUT TO OUR VOLUNTEERS



The iSchool: A Night at the Haitian Embassy

Nearly 100 guests were welcomed and enlightened by a speech delivered from his Excellency, Ambassador Paul Altidor on library and information resources in Haiti. Additionally, the iSchool's Dean, Dr. Keith A. Marzullo, brought the audience up-to-date with the iSchool's progress and future growth plans.



Women of the Clark School Brunch

Annual partnership between the Engineering Alumni Network and the Women in Engineering Student Advisory Board. The event features an alumnae panel discussion moderated by alumnae and student leaders followed by small table talks for 8-10 women.

Atlanta Alumni Network hosted 98 Terps and their families during their 19th annual Crab Feast, making it one of the largest sandwiches for Martha's Table students to network and make hosted 33 alumni and current New York Terps Alumni Network hosted the 5 Boro Bike Tour with over 20 riders representing alumni, partners, friends and future Terps! More than \$4,500 were raised which went towards a student scholarship.

Other Notable Events

CIVICUS Alumni Network hosted 33 alumni and current students to network and make sandwiches for Martha's Table in Washington DC, during Terp Service Month.

Shuttle Information:
The Alumni Association is providing a shuttle for conference-goers at the following times:

Friday, Nov. 9
1 - 2:45 p.m. | From The Hotel to Riggs Alumni Center
7:30 - 9:15 p.m. | From Riggs Alumni Center to The Hotel

Saturday, Nov. 10
7 - 8: 45 a.m. | From The Hotel to Clark Hall
4:30 - 5:45 p.m. | From Clark Hall to The Hotel

If you are staying at The Hotel at the University of Maryland, you can also request shuttle service within a 3-mile radius by contacting the bell desk.

Friday Parking Information:

To park on campus on Friday, Nov. 9, you may use the closest garage to the Riggs Alumni Center is Stadium Drive garage. Your parking code is **85516357**.

How to use a Validation Code:

1. Press Start on the Machine
2. Press 2 to redeem the validation code.
3. Enter your space number. Press OK.
4. Enter Validation Code. Press OK.
5. Take your receipt.

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Welcome and thank you to our

NEW volunteer leaders who started service in the 2017-2018 year!



New Boards!

in Baltimore, Howard and Montgomery County as well as the new Terp Entrepreneur Network!

EVENT HIGHLIGHTS

26,000

alumni, students, parents, and friends were engaged through in-person and online programs.



Advocacy Day

The Alumni Association held its first ever Terp Advocacy Day in March 2018. We brought together 40 alumni and students to advocate to nearly 50 Maryland state representatives on some of the university's most important issues.



Maryland in Manhattan

The Alumni Association hosted its 8th annual Maryland in Manhattan at the Edison Ballroom near Times Square in New York City. Five alumni were honored for professional achievement and their commitment to the Terp alumni network.



EnTERPreurs in the City

The Alumni Association hosted a new series called EnTERPreurs in the City in New York, Washington, DC, San Francisco, and Prince George's County. Each event featured several Terp startups and business leaders to share tips and advice with fellow entrepreneurs.



Information Disruptors

The Alumni Association, in collaboration with our schools and colleges, presented a TED-style event featuring UMD alumni sharing insights on the opportunities and consequences of the information age. Over 125 Terps attended this event in Tysons Corner, Va.

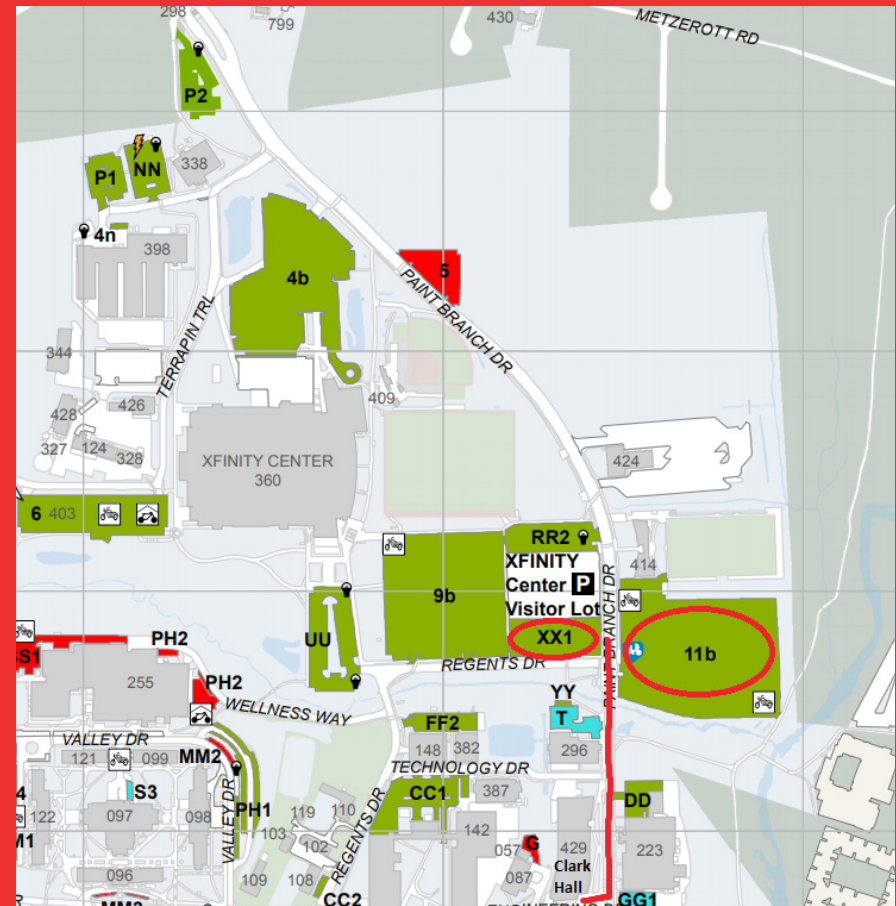
Other Memorable Events

- Light City Terps Reception
Baltimore, Md.
- Fearless Conversations: Women in Tech
San Francisco, Calif.
- Fearless Conversations: Terps in Entertainment
Los Angeles, Calif.
- Seattle Terps @ Starbucks HQ
Seattle, Wash.

Members-Only Summer Tour

Unique and exclusive experiences for members in
Philadelphia, San Diego and Atlanta

Saturday Parking Information:



On Saturday, you may park in lots XX1 or 11b, located near the Xfinity Center on Paint Branch Drive. These lots are free on weekends and are located just a short walk from Clark Hall (see map for details).

MEET THE AEO TEAM



Angela Dimopoulos '07
Senior Director of Alumni Engagement and Outreach
I have worked at the Alumni Association since I was a student intern.



Cara Folk
Director of Regional Programming - Southeast
I've worked out with Richard Simmons five times.



Leena Donaldson
Event Coordinator
I briefly considered a career in radio after working at my college radio station!



Steve Glickman '11, '12
Director of Regional Programming - Northeast
I had a beer with Obama.



Andrew Griffin '11
Director of Alumni Advocacy
I was a baby model for Oshkosh.



Daryl Lee Hale
Volunteer and Marketing Coordinator
My favorite place to travel on vacation is Japan.



Chris Johnson
Director of Campus Relations
I love to travel and have on my bucket list to visit all seven continents. I've been to five so far.

STATE OF THE ASSOCIATION

Thanks to your help, the Alumni Association reached new heights in the 2017 - 2018 fiscal year. Record-breaking attendance at events, double-digit growth in alumni volunteerism, and more scholarships awarded to more students than ever before, all made this a year to remember for the Terp alumni community. We appreciate all of your work to help make it happen, and couldn't be more proud about where we're headed.

Thank You!

PLENARY SESSIONS



Opening Plenary: **How to be an Idea-Generating Machine**

Speaker: Dean Chang, Associate Vice President,
Academy of Innovation and Entrepreneurship

Session Description:

In this mini-workshop, participants will get a chance to flex their innovation muscles by:

- Generating wild ideas // how to conduct team brainstorms that harness everyone's strengths and other methods for wild idea generation
- Re-framing a problem in an unexpected way // how to take a problem and dig deeper in order to uncover a new angle of attack

Speaker Bio:

Dean Chang is committed to helping students and researchers cultivate the innovator and entrepreneurial mindset inside of them. Reporting to the President and Provost, he is tasked with engaging every student in all 12 colleges in innovation. He is also a lead PI and instructor in the NSF I-Corps Node program.



Closing Plenary: **Leading and Motivating Volunteer Organizations**

Speaker: Chris McGoff | Founder, The Clearing

Session Description:

Every leader has seen the result of unproductive behaviors within a group, but is often unable to effectively recognize, anticipate and manage them. This can be the downfall of any group—but if recognized and mastered, the right behaviors can become a driving force for leaders to implement strategy and turn any cultural or leadership problem into limitless possibility. Through an engaging, interactive discussion, Chris delves into the importance of integrity, enrollment and self-care as critical tools for shaping and sustaining a peak performance culture.

Speaker Bio:

Chris McGoff is the co-founder of The Clearing, Inc., a Washington, D.C.-based management consulting firm. His client list includes many U.S. Federal Government agencies, IBM, AARP, Consol Energy, Benesch, Coffman Engineers, Harris, Lazard, the American Petroleum Institute, SalientCRGT, DuPont, the United Nations, and Boeing. He is a regular contributor to Inc.com and a TedX speaker on the topic of Quad4: Realm of Your Highest Impact and Highest Risk. He also teaches as an adjunct professor at the University of Maryland, School of Public Policy.



Aubrey McLaughlin MBA '16

Director of Alumni Professional Networks

Fun fact: I auditioned for the "Bachelor" series...a very long time ago.



Lauren Norris '11, '16

Director of Student & Recent Graduate Programming

Fun fact: I lived as the House Mom for Alpha Chi Omega Sorority for four years after college.



Natalie Ross

Director of Alumni Events and Programs

Fun fact: I have been to six of the seven continents.



Shakira Smiler

Director of Affinity Outreach and Engagement

Fun fact: My favorite thing to do for fun is play "The Sims" (yes, people still play that game!)



Dimas Syuardi '17

Alumni Engagement and Outreach Coordinator

Fun fact: I was in the audience for "The Price is Right."



Jeff Williams

Associate Executive Director, Alumni Outreach and Engagement

Fun fact: I was born on Halloween and my family still debates if I was a trick or a treat.

It's time to meet your Alumni Association Outreach and Engagement Staff! Get more than **ten signatures** from team members and bring to Daryl Lee Hale, volunteer and marketing coordinator, to win a prize!

BREAKOUT SESSIONS

1. AlumniID & Email Marketing

Speakers:
Daryl Lee Hale | Volunteer and Marketing Coordinator, UMD Alumni Association
Dimas Syuardi | Alumni Engagement and Outreach Coordinator, UMD Alumni Association

Session Description:
Join us as we demystify the process of sending out events and email content via the Alumni Association channels. We will discuss how to ensure ample time for promoting your event, who receives event invitations and how to get people subscribed to your newsletter.

2. Stories of Success with Alumni Boards

Speakers:
Vinny Patel | New York Alumni Network
Maureen Lorenzetti | Public Policy Alumni Network
Greg Adelsberger | Boston Alumni Network

Moderator:
Steve Glickman | Director of Alumni Engagement, Northeast, UMD Alumni Association

Session Description:
What is going on with other boards? How do boards operate in other regions and colleges? Hear how other boards deal with recruitment, leadership transition, retention, decision making and consensus building.

3. Incorporating Membership

Speakers:
Tamara Martin | Director of Membership, UMD Alumni Association
Taylor Jimeson | Assistant Director of Membership Marketing

Session Description:
Learn some tips for promoting Alumni Association membership—no matter where your network is located. You'll gain strategies for responding to "why should I join?" for transactional members and transformational members.

7. Tips for Managing a Board

Speakers:
Susan Schaefer | Resource Partners, LLC
Steve Glickman | Director of Alumni Engagement, Northeast, UMD Alumni Association

Session Description:
Hear best practices on topics including recruitment, leadership transition and retention, strategies for making board participation rewarding, and balancing Alumni Association priorities with managing board expectations.

6. Event Planning & Internal Process (Nuts & Bolts)

Speakers:
Angela Dimopoulos | Senior Director of Alumni Engagement and Outreach, UMD Alumni Association
Maria Ball | Seattle Alumni Network
Carol Wong | Engineering Alumni Network
Alyssa Brooks | Public Health Alumni Network

Session Description:
Come learn from a diverse background of volunteer leaders on their tips for how to plan a successful event from conception to execution!

5. Crucial Conversations & Building Consensus

Session Description:
Engage in a thought-provoking and interactive session where you will work with fellow network leaders through a strategic planning exercise. You'll gain insight and knowledge that you can take back to your boards to help you bring your alumni engagement to the next level.

Speaker:
Shelby Byrd | Learning and Talent Development Consultant, UMD Human Resources

4. Power Planning: How to Take Your Network to the Next Level

Speakers:
Jeff Williams | Associate Executive Director, Alumni Engagement and Outreach
UMD Alumni Association
Shakira Smiler | Director of Affinity Outreach and Engagement, UMD Alumni Association