

The Volunteer "Pipeline" (it's not just a buzzword) with Chad Rummel

(Location: Bell)

Things get done when people do things. So, to make your component work, you must have people in place to do the work. In this session, we will discuss engaging and keeping volunteers in the volunteer pipeline through Recruitment, Retention and Rewards. Learn a few tricks and bring your questions to help your component build capacity by building your volunteer pipeline

Charting the Member Journey: A Hands-On Workshop for Crafting Exceptional Experiences

with Elisa Pratt

(Location: Banneker)

Are you ready to revolutionize your members' experience and create lasting loyalty? Join Elisa Pratt, Founder & Chief Strategist of Brewer Pratt Solutions LLC, for an immersive workshop on member journey mapping. In this interactive session, you'll dive deep into the world of your members, uncovering their unique needs, motivations, and pain points. Through a series of guided exercises and collaborative activities, you'll learn how to create detailed visualizations that capture every touchpoint and interaction along the member journey.

But we won't stop there. Together, we'll use these insights to identify opportunities for improvement and innovation, crafting a roadmap for transforming your association's member experience. You'll walk away with the start of a powerful toolkit for understanding and empathizing with your members, as well as practical strategies for designing experiences that exceed their expectations at every turn.

This workshop will equip you with the skills and knowledge you need to create a member-centric culture and drive lasting engagement. Don't miss this opportunity to chart a course for success in the ever-evolving landscape of member experience.

State Level Policy and Advocacy with Kuna Tavalin

(Location: Whitney)

State/special interest level policy and advocacy work presents great opportunity to educate, build momentum and support, and ultimately impact change in your own backyard. The value of this work is immense—it brings members of CEC and community members together to rally around a common cause, call for change/action, and demonstrate a shared commitment to accountability and the matters at hand.

In this session, participants will:

- Learn how to leverage their skills and informed approaches to federal advocacy that can be applied to advocacy at home
- Gain insights from peer leaders about successful advocacy efforts
- Have the opportunity to raise questions about challenges faced at home
- Review strategies to support your Unit/Division in state level advocacy
- Explore how components can leverage CEC staff and resources to advance a state-based policy agenda

In-Person Event Planning and Logistics 101

with Sharyn Weiss and Melissa Trout

(Location: Wright)

Is your component planning to get back to hosting in-person events, or contemplating its first ever in-person event? The various responsibilities, to-dos, and considerations can be challenging and appear off-putting to those who haven't planned an event before! CEC's experts are here to help breakdown the essentials of in-person events, planning efforts, and more!

Join our event planning and sponsorship all-stars in this session where attendees will:

- Review of best practices of planning in-person events
- Explore setting realistic and intentional meeting/event goals
- Gain insights to inform your program's budget
- Learn how to access readily available CEC resources
- Learn about local resources and how they can support your efforts
- Be introduced to creating your request for proposal (RFP)
- Learn how to identify possible sponsorship opportunities

BREAKOUT B OPTIONS: 1:50-2:30PM

Crafting Social Media Magic: Advancing Your Strategies (Advanced Social Media and Marketing)

with Hannah Hickman

(Location: Bell)

Unleash your inner social media wizard in our engaging and interactive workshop. You're already on social media, let's cast a spell to take your profiles to the next level! Transform your online presence from mundane to magical with tips and tools to add to your cauldron. Want the CEC team to look at your profiles during our session? Send us the links to your social media profiles, and we will give you actionable advice and tips.

What you can expect:

- High-Level Overview of Social Media: Optimize your profiles and explore new options to create a cohesive and professional online presence.
- Maximizing Your Social Media Presence: Learn strategies to boost your visibility and engagement. Explore techniques to build and keep a loyal following, engage with your audience, and create posts that resonate.
- Content Planning and Discovery: Master the art of content planning and learn where to find inspiration. We'll cover tools and tips for generating fresh, relevant, and engaging content that keeps your audience coming back for more.
- Analyzing Your Analytics: Unlock the power of social media analytics. Understand the key metrics that matter, how to track your performance, and use data to inform your strategy and achieve your goals.
- Tips and Tools: Get equipped with the latest tips, tricks, and tools to streamline your social media efforts. From scheduling tools to graphic design software, we'll introduce you to resources that save time and enhance your posts.

The Power of Virtual: Strategies for Engaging Your Members Online

with Brooke Massey

(Location: Bancker)

In a world increasingly connected online, are you using this to your advantage? Many groups struggle to keep members engaged or even just keep them at all. This session will cover the basics of using virtual spaces for engagement and retention, how you can partner with CEC, and the logistics of all of this.

What we will talk about:

- The benefits of engaging your group virtually (increased accessibility, global reach, cost-effectiveness)
- Understanding the challenges of virtual engagement (attention spans, technical difficulties, lack of connection)
- Interactive tools and techniques to keep your online audience active (polls, breakout rooms, gamification)
- Creating a virtual environment that fosters connection and community
- Best practices for online presentations and facilitation

Getting Started with Social Media

with Annie Drinkard

(Location: Whitney)

Crafted uniquely for components who are considering launching a new (or their first) account on common social media platforms, this session will provide attendees with the opportunity to assess their readiness, learn about essential practices, and aid in informing your component's use of social media. This session will focus heavily on the basics and foundational knowledge needed of components to successfully launch their account and leverage its use successfully. During this session, participants will:

- Be introduced to insights regarding the anticipated audiences on each of the top social platforms (Facebook, Instagram, LinkedIn, Twitter)
- Develop an understanding of the variety of posts your component may leverage (promotional, informational, and engagement)
- Explore each platform's recommended posting and engagement practices, including:
 - How often posts should be made
 - Best times to post
 - Leveraging stories vs. grid or timeline posts
 - How to properly use links
- Learn how to know when it's actually time to launch a new social media account/platform
- Review best practices and recommendations to make social media posts more accessible and where to locate accessibility tools and resources for each platform
- Review readily available CEC resources to inform your craft

Facilitating and Nurturing the Volunteer Experience

with Danielle Wieczorek

(Location: Wright)

The volunteer experience is often "left out" when we discuss the member experience—why is that? CEC's board of directors, component leaders, and committee members are fully comprised of members of the organization... Collectively, we value our individual membership and volunteer experiences, strive to craft and curate valuable membership experiences for our members, and care deeply about the ways CEC and its components contribute to the personal and professional development of its members. Shouldn't the volunteer experience your component provides be as mindfully crafted as the other engagement experiences you provide?

In this session, participants will:

- Learn the organizational benefits of volunteer stewardship
- Review the essential best practices of volunteer stewardship (volunteer recruitment, onboarding, training and support and key operational practices)
- Identify new practices for implementation to better support the volunteer experiences they provide in their component

BREAKOUT C OPTIONS: 2:40-3:30PM

Your Website + Your Goals: A Success Story

with Mason Shelby & Lara Fahey

(Location: Bell)

Is your website earning top marks? This session will help you earn an A+ on your component's website by clarifying your goals and re-imagining the design of your webpages to be more engaging for members. Through this session, CEC staff experts will cover website essentials and practices that can support your efforts in crafting and sustaining the perfect website.

During this session, participants will:

- Learn ways your website's content and design work influences member engagement
- Review strategies for aligning your website to support your component's goals
- Fill out the "Webpage Report Card" to identify areas of improvement and celebrate your strengths
- Gain insights related to their website's functionality and opportunities for growth
- Develop a deeper understanding of critical role websites play in your component's reputation and reach

Beyond the Inbox: Enhancing Member Communications Through Email

with Hannah Hickman & Nick Cafferky

(Location: Wright)

Learn how to build and run a successful email program within your means. In this session, we'll go over best practices for email marketing, how to craft compelling emails that foster stronger connections with your association members, and what metrics to pay attention to as you look at how your emails are performing.

What we'll cover:

- Overview of member communications: how we keep in touch in members and the importance of building these relationships
 - Components of an effective email program: what should you include, what platforms should you be on, what resources do you have available, and which do you still need?
 - Do's and Don'ts of newsletters: how to create an effective newsletter (content, formatting) and important things to avoid
 - Accessibility considerations: how to ensure your emails are accessible to all of your members
 - Where to find and how to create content: sourcing content from the internet, from CEC headquarters, your own members, and beyond
 - Cadence - how often to email, timing of the day/week, what necessitates an email
 - Best practices

Power Up Your Component's Professional Development with CEC

with Brooke Massey & Laurie VanderPloeg

(Location: Banneker)

Do you know all there is to know about CEC's amazing library of resources? No? Well, you're not alone! Let's crack the code on maximizing CEC PD for both you and your members.

Join our staff as they unveil strategies to:

- Transform pre-recorded webinars, online courses, and quick-takes into powerful professional development experiences.
- Turn free member webinars and online events into engagement boosters for your component.
- Leverage CEC resources to solidify your component's reputation as the go-to source for learning professionals seeking student success.

This session dives into CEC's full potential, including:

- Ready-to-use resources that save you time and energy.
- Free member webinars packed with valuable insights.
- The powerhouse CEC Convention – the ultimate learning experience.
- Discover how to become a CEC PD resource champion and empower your members to reach new heights!

Components of a Sustainable Committee Structure

with Danielle Wieczorek & Brannan Meyers

(Location: Whitney)

Delegation is a critical action leaders must take to drive success, build and sustain manageable workloads, capitalize on the unique strengths of others, and aid in the leadership and professional development of others. We know all of this to be true, yet... delegation can be difficult for many of us to consider as a viable option!

In this breakout session, we will:

- Demystify the act of delegation and explore its many benefits
- Identify the barriers that prevent us from "letting go" and explore tips for overcoming them
- Identify the "types" of committees that can be leveraged and the benefits of each
- Review the core components of successful committee structures and practices
- Access committee planning tools and resources to drive your component's success