



Annual Network Meeting

Effectively Communicating the Value and Impacts of Student Engagement and Leveraging/Generating Resources to Support Student Engagement on Your Campus

December 2, 2014
9:00 am – 4:00 pm

Henry M. Jackson Conference Center
Everett Community College

Campus teams comprised of communication/public relations, development/advancement, and service-learning/student engagement representatives will network with other campus teams on effective strategies to communicate how student engagement strengthens communities and improves student success. The teams will also explore strategies on how to leverage internal resources and generate external funding partnerships that support student engagement and service-learning initiatives.

Goals for the Day

- Increase participants' understanding and skills on strategies to leverage student engagement success stories into their institutions' branding and communication plans
- Learn effective communication strategies that inform internal and external audiences on the value and impacts of student engagement on student success
- Strengthen collaboration between student engagement, communication, and funding departments on campuses for the purpose of improving student success through student engagement initiatives
- Increase participants' understanding and skills on strategies to leverage student engagement success stories into their institutions' fund and "friend" development plans

AGENDA

8:30 – 9:00 am	Registration
9:00 – 9:10 am	Welcome – Jennifer Hine, Executive Director, Washington Campus Compact
9:10 – 9:20 am	Welcome – David Beyer, President, Everett Community College
9:20 – 9:45 am	<i>“Importance and Impacts of Integrating Student Engagement Stories into Communication and Development Plans for Higher Education Institutions”</i> Steve Swan – Vice President University Relations and Community Development Western Washington University
9:45 – 10:00 am	Break

- 10:00 – 10:30 am **Gateway Project** – Ellen Short-Sanchez, Director Center for Community Based Learning and Action *and* Antonio McClinton, Gateways Advocacy Coordinator
The Evergreen State College
- 10:30 – 12:00 pm **How to Use Language to Increase Engagement** – Erica Mills, [Claxon Marketing](#)
- Give a presentation that offers tips and tools for how campus teams can use words to engage people in their work
 - Q&A on presentation
 - Break into Campus Teams
 - Task: Create a “Fast Pitch,” based on the 3-Step Pitch Process Erica will go over in her presentation
 - Live Make-over: Erica will work with up to three teams (time permitting) to help them improve their pitch . . . all in preparation for the Fast Pitch Competition at the end of the day
- 12:00 – 12:45 pm **Lunch**
- 12:45 – 1:00 pm **Break**
- 1:00 – 1:30 pm **Seattle University’s Youth Initiative** – Kent Koth, Director, Center for Service and Community Engagement & Seattle University Youth Initiative
Seattle University
- 1:30 – 2:15 pm **Partnership Dialogue**
- Kent Koth, Director, Seattle University Youth Initiative, Seattle University
 - Sue Oliver, Director, Center for Innovation and Entrepreneurship, Seattle University
 - Solynn McCurdy, Director, External Affairs, Seattle University
 - John Forsyth, Community Services Administrator, Seattle Housing Authority
- 2:15 – 2:30 pm **Break**
- 2:30 – 3:00 pm **Campus Teams**
- What strategies does your campus use to fund student engagement (internal and external)
 - What current stakeholders might be interested in learning more about student engagement on your campus?
 - What are your leading “pitches” that could increase stakeholder support?
 - Practice your Fast Pitch presentation
 - Sign up for Fast Pitch
- 3:00 – 3:30 pm **Fast Pitch Competition** – *Thousands of Dollars in Prizes will be Awarded!*
- 3:30 – 4:00 pm **Adjourn**
- Reflection
 - Next Steps
 - Assessment
 - Announcements