

***The New Rules of Engagement***  
**May 17, 2016**  
**Houston, Texas (UT Health's Cooley Center)**  
**10:30am - 3:30pm**

**Description:**

Join us as we discuss strategies and best practices in the engagement of some of our key constituents: boards, volunteers, and leaders from the alumni base and larger community. Participants will better understand the implications of the below questions for their own institutions, leveraging The Advisory Board Company's case studies and insights from across many organizations including UT institutions. This one day workshop will consist of a mixture of content delivery, discussions, and exercises including:

- **“State of the Union”**: What is the role of alumni relations, leadership and volunteerism, and donor engagement in institutions today? How are they changing amidst broader structural shifts in higher education and health care? How can development leaders better integrate with campus and service line partners to meet fundraising goals?
- **“The New Rules of Engagement”**: What are the preferences and motivations of incoming Millennial and Generation X donors and volunteers? How might we modify the format and substance of involvement opportunities that appeal to participants and that advance institutional objectives?
- **“Development, Advisory, and Volunteer Boards in 2020”**: How are progressive and first-mover institutions reinventing board and other volunteer structures and models? How are they building pipelines of prospects, donors, volunteers, and leaders to assume redesigned roles?

**Who Should Attend?**

- Advancement leaders interested in sharpening engagement strategies that serve as valuable cultivation and stewardship touchpoints
- Constituency relations and communication officers
- Major Gift and Annual Giving officers, and those responsible for prospect strategy
- Leaders in alumni relations and alumni associations
- Development leaders responsible for board or volunteer engagement

**Workshop Facilitator:**

**John Tannous, Associate Director of Research Delivery, Education Advisory Board**

The Advisory Board Company is a Washington DC-based research, consulting, and technology firm that serves 4,000+ health care organizations and through the Education Advisory Board division, 1,000+ education organizations.