

THE NEAT GRANT FINAL REPORT

The Laker Leadership Conference Roosevelt University

*Hosted by: The Office of Alumni Engagement
Young Professionals Association*



1. Describe the purpose of this grant project.

The purpose of the Laker Leadership Conference was to provide recent graduates (aged 35 or younger, or up to 10 years out) of Roosevelt University a one-of-a kind opportunity to engage with the Young Professionals Association (YPA), a newer affinity group. Our goal was in having an event of this caliber would bring back YPA grads to the University happenings and move recent grads into a culture of engagement right after graduation.

Being part of the YPA community provides opportunities for alum to:

- Enhance their network by connecting with young leaders in the alumni community
- Learn from a vibrant community while expanding their own personal/professional skills and knowledge
- Advance their career through professional development opportunities
- Strengthen their connection to Roosevelt University

The conference was created to be a seamless and continuous engagement experience post-graduation in support of grads building meaningful lives and productive careers. The conference compliments our year-long programming model and was a new, immersive experience for our YPA constituents.

The conference primarily showcased our YPA speakers, who served as area and content experts with concerted promotional efforts we positioned this conference as a premier *low-cost* professional development opportunity for not only our alumni and friends base but local businesses, Universities, and corporations to take advantage of.

The conference also featured professional headshot photography, a fun comedy night, a service element of bringing donated professional attire for current students to use, and a resource and employer expo.

2. Describe the scope of grant project, alumni relations-related research topic area explored, and the constituency group that was involved.

The Laker Leadership Conference was a two day in-person conference that featured our target constituency YPA group as speakers on professional and personal topics. We had attendees from this group, current students, faculty and staff, and friends of the University. The conference format included these elements:

- Customized program selection for personalized professional development from 15 different options.
- Keynote speaker on "How to Become LinkedIn Famous" and an opening signature event "Belief Sparks Action."
- Diversity, equity, inclusion, and belonging training.
- Wellness group activity featuring chair yoga and mindful meditation.
- A fun, social experience of a comedy night.
- Service element of collecting professional attire for our career closet.
- Professional headshot photography.
- Resource Expo featuring employers, alumni benefit partners and University representatives.

SCHEDULE

Monday, May 23

8 - 9 a.m. Welcome Breakfast and Registration
8 a.m. - 4 p.m. Resource Expo
9 a.m. - 10:15 a.m. Opening Speaker Signature Event | Hybrid
10:30 a.m. - 11:45 a.m. Conference Elective Session A
Noon - 1:30 p.m. Lunch
2 - 3:15 p.m. Conference Election Session B
3:30 - 4:45 p.m. Conference Elective Session C
5 - 7 p.m. Cocktails and Comedy | Ganz Hall

Tuesday, May 24

8:30 - 9:15 a.m. Breakfast and Yoga Wellness Event
9 a.m. - 2 p.m. Resource Expo
9:30 - 10:45 a.m. Keynote Speaker | Hybrid
11 a.m. - Noon Conference Elective Session D
12:15 - 1:15 p.m. Conference Elective Session E
1:15 - 2:45 p.m. Diversity, Equity & Inclusion Training and Lunch | Hybrid
3 - 4 p.m. Talkback Panel and Closing

Conference program sessions included: social media marketing and persona development, a generosity of giving panel, entrepreneurship/business development panel, organizational leadership, finding success without burnout, the secret to feeling young and happy, using humor in the workplace to build resilient teams, LinkedIn makeovers, salary negotiation, lessons learned from being in the c-suite, making events and meetings accessible, branding habits, motivation through mentorship, and turning talent into treasure.

Signature group events included topics on how belief sparks action and inaction, comedy night about thriving in 2022, energizing chair yoga and mantra meditation, how to become LinkedIn famous, and Beyond Competence: Diversity, Equity, Inclusion, and Accessibility in the 21st Century.

In the past five years (2015-2019), the overall alumni participation rate at Roosevelt University – which is low compared to other private universities – fell by a third. After receiving the trend analysis report in January 2020, the Young Professionals Association was created to engage this segment of alumni by delivering practical, personal, and professional opportunities that align with the University, the Office of Alumni Engagement, and the affinity group's goals.

The Laker Leadership Conference was designed to spark increased engagement as we continue to deliver high quality programming and benefits to this affinity group and our alumni-at-large.

Success of the Laker Leadership Conference for purposes of this grant was measured by overall event attendance, passive engagement (planned to attend but didn't, clicked links), satisfaction level, and subsequent engagement after the event compared with those who did not attending the leadership institute. The last indicator of this measurement will need more time before it can be accurately measured given there was only a month of time post-event until this report was due. To measure these indicators, a pre- and post-event survey was conducted.

As a baseline engagement from July-December 2020 with our virtual efforts we had:

- Reached an average of 7,901 Roosevelt University YPA alumni through email
- Have had an average of 27 attendees at remote events
- Had 21 absent attendees
- Average 16.5% open rate in terms of passive engagement



Conference-specific engagement data:

Event attendance

- 131 registered; 92 in-person attendees + 12-26 remote viewers on Youtube as of 6/5/22 (before a wrap-up communication went out pushing all recorded links).
 - 49 registrants and 36 attendees were in the YPA demographic
 - Six current students attended
 - 44 faculty/staff attended. The University approved this event as University in-service for employees. This was an unexpected and big win!
 - 11 friends of the University attended

Passive Engagement

Reached an average of 13,330 RU YPA alumni through email (up from 7,901) through a series of 13 targeted HTMLs (formal templated emails through NetCommunity. The results:

- Average 26.3% open rate (nearly a 10% increase over previous YPA emails).

We expanded communications to a larger community one month out from the conference dates.

- Reached an average of 56,000 alumni and friends of the University.
- Average 24.11% open rate (1-2% higher than our monthly newsletter communications that typically goes out to this targeted group).

An exhaustive social media campaign was conducted. We analyzed **Engagement**, which is the number of times users engaged with the post (includes: comments, likes, hearts, shares, retweets); **Impressions** that are the number of times content was displayed to users on their screens regardless if they clicked/engaged with the content or not; and **Reach**, which is the number of people who saw the content. A break out of each of the four platforms is in Appendix A. Total are as follows:

- Total Engagement: 1,937
- Total Impressions: 39,122
- Total Reach: 22,771
- Total Reach + Potential Reach: 75,692 (calculation: total reach + twitter potential reach)



We used our social media platform and photo printer, Photoboxx, to create an event-specific collage which was great as a conference interactive activity populated by using images posted on an individual's social media under our hashtag #LakerLeadershipConference. Photoboxx created event-specific digital collage that we used in the closing session; each time someone posted, it printed a conference polaraid from a printer as a cool keepsake. This allowed us to reach 35,500+ people and make 31,400+ impressions. An image of the Photoboxx results are in Appendix A.

Comparatively to the previous two months for instance on FB, it seems the Laker Leadership Conference contributed to increased engagements during May.

FACEBOOK

MARCH

Total Impressions: 1,599,550, Total Engagement: 57,085

APRIL

Total Impressions: 1,735,886, Total Engagement: 28,890

MAY

Total Impressions: 1,617,958, Total Engagement: 65,676

Satisfaction Data Takeaways

A pre- and post-survey was conducted to gauge participants information on career satisfaction, tenure in career, level in the company, etc. This information was aggregated and given to the presenters for customized talking points. We collected climate data to test the temperature of existing connection felt toward the University as to understand the access to professional development.

We collected 37 responses from pre-survey data as part of the registration process. Post-event survey data was collected within the event thank you email as well as a with a reminder email about completing the survey. We received 16 responses from the post-event survey. The full survey instrument is in Appendix B. The comparative analysis of the data showed*:

- *Increased satisfaction with connection with young alumni leaders.*
- *Increased access to personal/professional skills and knowledge.*
- *Increased access to professional development to advance your career.*
- *Increased level of connection felt to Roosevelt University.*
- *Increased level of knowledge of alumni benefits.*



100% of survey participants felt very satisfied, satisfied or somewhat satisfied that since attending they feel more prepared to pursue or obtain employment opportunities that are more in line with their tenure or passions.

- *88% stayed as long as they planned or longer then expected at the conference.*
- *94% of survey participants plan to attend next year.*
- *Survey participants rated the overall conference experience as a 4.3/5 (only 8 responses given).*

**Data should be weighted due to the change in response rate pre- (37) and post- (16) conference.*

Future/Pending Engagement

While it is early to tell, we intend to track future engagements among speakers and attendees from the conference. I believe we will see a positive correlation between this event experience and future engagements at the University. Future engagements that have already occurred or are pending are:

- One speaker had a follow-up inquiry to be a keynote by one of the attendees for his annual conference.
- Two speakers are working on a fundraising consultation project.
- A faculty attendee secured an in-class speaker and potential for 20+ internship placement opportunities for students at the world's largest hardware retail cooperative.
- One speaker was asked to present at an industry-wide conference.
- One exhibitor/alum was asked to participate in the MSHRM program focus group hosted by the Provost.
- Forthcoming invitations to several speakers to lead career readiness events next academic year.
- This event opened up a meeting with a Broadway star alum who was unsuccessfully engaged previously. She is interested in being the keynote for next year.



3. Describe the process and timeline used to implement the Grant Project.

For this Leadership Conference, the timeline was as followed:

- **July 1, 21 – February 2022** prepared a call for speakers and resource fair hosts for the July newsletter
 - Work with co-chairs to recruit and secure speakers and hosts. Work with speakers on approving program summaries, biographies and headshots for the web.
- **September 2021** secured event logistic needs and made the registration page and landing web pages.
- **December 2021** created promotional material and media kits.
- **February 2022** began promotion. Created assessment materials.
- **March-April 2022** finalized event logistics, tech and layouts, finalized catering orders, created a call for volunteers, created various schedules, run of show, scripts, decks, etc. Placed print orders. Hosted check-in sessions for the speakers to run through decks and a volunteer meeting.
- **April-2022 May 2022** created swag bags, write thank yous, and host the Leadership Institute. Complete the post-event participant survey.
- **June 30, 2022** submit reporting to USI Affinity.
- **June 2022- beyond** track the leadership attendees to see how they continue to engage with the University and YPA efforts.

Attached you can find an itemized project management summary of all the tasks and their respective dates in Appendix C. Asana project management software was utilized for division-wide projects including this one.



4. Provide a listing of the final Grant Project budget and how grant money was allocated.

Grant monies was utilized to cover food costs for the event. It was the most straightforward invoice for this event.

Expenses	<i>Expected</i>	<i>Actual</i>
Print + Shipping (postcard)	\$0.00	\$2,037.95
Supplies (RU bags, office max)	\$1,000.00	\$550.03
Food and Beverage (five meals)	\$6,250.00	\$5,971.00
Décor+ signage (stage curtain)	\$500.00	\$828.00
Swag (Magnets)	\$625.00	\$299.86
Vendor appreciation gift (in house padfolio)	\$200.00	\$0.00
Speaker Honorariums (various)	\$2,000.00	\$4,945.00
Speaker Travel	\$600.00	\$150.00
<i>Total</i>	<i>\$12,175.00</i>	<i>\$14,781.84</i>
Revenue	<i>Expected</i>	<i>Actual</i>
Alumni Relations Fund (internal dollars)	<i>\$8,500.00</i>	<i>\$7,500.00</i>
NEAT Grant	<i>\$5,000.00</i>	<i>\$5,000.00</i>
Registration (100 attendees at \$25)	<i>\$2,500.00</i>	<i>\$200.00</i>
Sponsorship (30 sponsors at \$250)	<i>\$7,500.00</i>	<i>\$2,250.00</i>
<i>Total</i>	<i>\$23,500.00</i>	<i>\$14,950.00</i>

In review, paid attendance was very low as was the expo sponsorships from what was expected. I added more signature event speakers which increased costs in the form of honorariums. I was not expecting to complete a direct mailer and that a different office to cover the printing and postage costs so that was not initially budgeted or expected as a cost. We were able to offset these costs with internal funds and shared/internal supplies. While I was hoping this would be a zero-cost event (meaning that registration and sponsorship would cover costs completely) I did have to use some internal funds to cover costs. I believe in the future, this can be a zero-cost event between paid registrations, sponsorships, in-kind food donations, and perhaps another grant or endowed scholarship at the University.



5. Provide a brief summary of the impacts this project will have on the future of your alumni association/office programming.

The intentions of the Young Professional Association are to make meaningful connections by participating in fun social events, professional programming, and other activities. We want our recent grads to grow and thrive and utilize the University as a resource for their professional and personal development for their lifetime. The outcomes of this programming are that recent grads to enhance their network by connecting with young leaders in the alumni community, learn from a vibrant community while expanding their own personal/professional skills and knowledge, advance their career through professional development opportunities, and strengthen their connection to Roosevelt University.

Through the survey data, all of these outcomes were increased after the Laker Leadership Conference experience. As far as the future programming of our alumni engagement, we would love to see this conference remain as an annual event at the University. We believe that with growing brand recognition and the power of shared positive experience the attendees had we will be able to build interest and loyalty around this event. This will drive sponsorships and paid attendance aspects as well. All indicators from the survey and verbal feedback tell us that this event should remain at the University. In fact, we already have much interest from attendees and sponsors to join us again next year.

6. Provide a brief summary of your conclusions and findings.

The support provided by the NEAT grant allowed Roosevelt University to offer this jammed-packed immersive professional development experience on the back end of an isolated and disruptive pandemic. It was one of the first in-person large scale event we had have had since 2019 and a big splash with this affinity group and at-large with the community. We featured 26 unique speakers with three speakers serving in dual roles; 17 unique volunteers were also coordinated in contribute to event moderation including one media broadcaster alum who was unsuccessfully engaged with previously. We had volunteers help from across the University. We had friends from Chicagoland join us and remote participation for our hybrid live broadcast events. Participants walked away with so much renewed energy, development tools, and a new sense of self that was verbalized and felt in the room.

In this dynamic and turbulent time of employee retention and recruitment we presented this conference to the president and human resources as in-house service days to our faculty and staff. Participation wouldn't count against PTO but it needed to be approved by a supervisor. We were very pleased with the attendance of our employees and thankful that so many took advantage of



this event. Faculty and staff gave incredible positive feedback verbally and acknowledged their renewed support of our alumni and alumni programming. We felt this event rekindled the RU pride and spirit and employee motivation that is a difficulty right now.

Given this was post-pandemic and inaugural event, we were not sure what to expect in terms of attendance. While we reached a great overall attendance number between alumni/employers/friends, the conference is ideally designed for 125 people. The topics were geared toward recent graduate needs and interests, which wasn't relatable for some attendees who were more seasoned professionals.

Each of the 15 sessions would have ideally held 30-40 participants while the large signature group events would accommodate 125. Some of the program breakout sessions were sparse but thankfully each one had at least 10-20 participants and the five signature events felt full. Each signature session had 35-50 participants. I believe we will reach optimal participation numbers by year three or can explore adjustments for next year's offerings by cutting down to two elective sessions per time slot or hosting less elements over a one-day experience. Feedback on conference logistics was solicited in the survey regarding optimal days, one- or two-day experience, etc. so that will all be considered.

We had eight paid sponsors, 12 exhibitors, and three conference contributors (meaning those who provided service-in-kind) for the conference. This was a great showing of support overall in year one. We encouraged exhibitors to attend the conference programming and take advantage of the content. Many corporate sponsors who could not attend had their own professional development going on during our conference so we may consider a different time of the year, perhaps in line with our existing spring career fair during the school year so more students are available to take advantage of it. If this happens, I believe there may be an opportunity to collaborate financially with student services and/or the Colleges to host this for the future if it is positioned as a student activity or graduate school admissions opportunity.

Marketing collateral was abundant between organic and paid inorganic social ads, direct mailer (very costly), an internal and external media kits for person to person promotion (appendix D), handbills that were distributed a month before and in concert with diplomas inserts, 13 uniquely branded (templated) emails, along with personalized emails sent by individuals. An attractive event landing page was designed as well as speaker badges and bios/program session summaries. Registration was frictionless for six different registrant types all housed on one JotForm. Those who were paying were seamlessly forwarded to one giving page that accepted the sponsorship fee or the attendance fee.



A beautifully designed program booklet was made available in advance of the conference so that the participants could access an e-directory, event summaries, and a professional development library full of reading, podcasts, webinar recommendations sourced from registration. Everyone who provided LinkedIn profile link was clickable in the interactive program booklet.

The program sessions were all a bit different. Some were keynote style, panel style, interactive, workshop-based, etc. Each session had time for Q& A and registrants could submit questions ahead of time as well. A majority of program sessions were recorded and signature events were live and recorded. We have already linked of signature events, opening and closing events on our YouTube playlist and our goal is to repurpose a lot of the program session on our podcast series if it makes sense.

Overall, there are growing pains of course in the first year of everything but given the challenges, the inaugural event was a smashing success and nearly went off without a hitch. It was a wonderful showing of amazing alumni and humans who are doing incredible work in the world. Thank you for the chance to make this a reality at Roosevelt University!



APPENDIX

A. SOCIAL MEDIA ENGAGEMENT REVIEW

KEY:

- Post: Description of the content posted on social media.
- Engagement: The number of times users engaged with the post (includes: comments, likes, hearts, shares, retweets, etc).
- Impressions: The number of times content was displayed to users on their screens regardless if they clicked/engaged with the content or not.
- Reach: The number of people who saw the content.

LINKEDIN

DATE	POST	FORMAT	ENGAGEMENT	IMPRESSIONS
4/25/2022	RU ready for the NEW Laker Leadership Conference on May 23-24?!	Video	15	450
5/4/2022	RU looking for a way to accelerate your career and personal skill set?	Graphic	34	976
5/10/2022	There's still time to register...	Graphic	34	791
5/13/2022	Attend the Roosevelt University Laker Leadership Conference....	Reshare	5	117
5/21/2022	Age is just a number...	Article	158	3532
5/24/2022	Day 1 Recap	Photos	353	2332
5/31/2022	Day 2 Recap	Photos	276	1943
5/31/2022	Recap of the Laker Leadership Conference	Photos	498	2507

LINKEDIN: SUMMARY-OVERALL

- TOTAL ENGAGEMENT: 1,373
- TOTAL IMPRESSIONS: 12,648



FACEBOOK

DATE	POST	FORMAT	ENGAGEMENT	IMPRESSIONS	REACH
4/25/2022	RU ready for the NEW Laker Leadership Conference on May 23-24?!	Video	21	410	386
5/4/2022	Curious about what happens after graduation?	Graphic	52	2354	1964
5/10/2022	Attend the Roosevelt University Laker Leadership Conference on May 23-24...	Reshare	26	1364	1339
5/13/2022	There's still time to register for the Roosevelt University Laker Leadership Conference on May 23-24.	Graphic	20	1358	1103
5/16/2022	Get ready to drop the drabby work from home digs and get conference classy.	Video	40	575	535
5/18/2022	Roosevelt University Laker Leadership Conference begins next week, May 23-24.	Reshare	3	455	445
5/21/2022	Age is just a number...	Article	16	954	912
5/24/2022	Day 1 Recap	Photos	63	1669	1643
5/26/2022	Day 2 Recap	Photos	81	1867	1835
5/31/2022	Overall Recap	Photos	52	1560	1497

FACEBOOK: SUMMARY-OVERALL

- TOTAL ENGAGEMENT: 374
- TOTAL IMPRESSIONS: 12,566
- TOTAL REACH: 11,659



INSTAGRAM

DATE	POST	FORMAT	ENGAGEMENT	IMPRESSIONS	REACH
5/4/2022	Curious about what happens after graduation? 🤔	Graphic	18	914	813
5/4/2022	IG story	Graphic	-	500	488
5/11/2022	IG story	Graphic	1	483	483
5/11/2022	IG story	Graphic	-	430	430
5/11/2022	IG story	Graphic		415	413
5/13/2022	IG story	Graphic	-	363	355
5/13/2022	IG story	Graphic	1	324	324
5/13/2022	IG story	Graphic	-	312	312
5/16/2022	IG Story	Graphic	-	445	445
5/16/2022	IG story	Video	-	387	387
5/16/2022	IG story	Video	-	370	369
5/18/2022	IG story	Graphic	-	424	424
5/24/2022	IG story	Graphic	-	581	581
5/24/2022	IG story	Graphic	-	516	516
5/24/2022	IG story	Graphic	-	495	495
5/24/2022	IG story	Graphic	-	489	489
5/24/2022	IG story	Graphic	-	476	476
5/24/2022	IG story	Graphic	-	460	460
5/24/2022	IG story	Graphic	-	450	450
5/24/2022	IG story	Graphic	-	441	441
5/24/2022	IG story	Graphic	-	430	430
5/24/2022	IG story	Graphic	-	422	422
6/1/2022	Overall Recap	Photos	69	1078	863

INSTAGRAM: SUMMARY-OVERALL

- TOTAL ENGAGEMENT: 89
- TOTAL IMPRESSIONS: 11,205
- TOTAL REACH: 10,866



TWITTER

DATE	POST	FOR MAT	ENGAGEMENT	IMPRESSIONS	POTENTIAL REACH
4/25/2022	RU ready for the NEW Laker Leadership Conference?!	Video	0	187	6,305
5/10/2022	Attend the Roosevelt University Laker Leadership Conference on May 23-24...	Retw eet	4	336	6303
5/13/2022	There's still time to register for the Roosevelt University Laker Leadership Conference	Grap hic	4	423	6307
5/16/2022	Get ready to drop the drabby work from home digs and get conference classy.	Video	22	258	6724
5/18/2022	Roosevelt University #LakerLeadershipConfer ence begins next week...	Retw eet	8	267	6308
5/24/2022	Day 1 Recap	Photo s	13	299	6729
5/26/2022	Day 2 Recap	Photo s	18	331	7934
5/31/2022	Overall Recap	Photo s	25	602	6311

TWITTER: SUMMARY-OVERALL

- TOTAL ENGAGEMENT: 94
- TOTAL IMPRESSIONS: 2,703
- TOTAL POTENTIAL REACH: 52,921



TIKTOK

DATE	POST	FORMAT	ENGAGEMENT	VIEWS
5/16/2022	Get ready to drop the drabby work from home digs and get conference classy...	Video	7	246

TOTAL METRICS FOR ALL SOCIAL MEDIA PLATFORMS:

- Total Engagement: 1,937
- Total Impressions: 39,122
- Total Reach: 22,771
- Total Reach + Potential Reach: 75,692 (calculation: total reach + twitter potential reach)

Photoboxx

#LakerLeadershipConference

Laker Leadership Conference
May 16, 2022 - May 24, 2022



KEY METRICS



37 POSTS
MADE BY **19*** USERS



B. Pre- and Post- Conference survey report



Pre-Conference Data

Are you looking for a job?	
Looking for entry level	9
Looking for executive management	3
Looking for mid-management	6
No, not currently looking	23
Other	2
<i>Total Response</i>	<i>43</i>

How many years out of school are you?	
First year	17
2-5 years	9
5-10 years	8
More than 10 years	7
<i>Total Response</i>	<i>41</i>

What is your seniority level in the workplace?	
Not sure	5
Entry-level	10
Mid-level	19
Senior-level	7
I am self-employed	2
<i>Total Response</i>	<i>43</i>

Are you currently working at the level and/or area you want to be?	
At an appropriate level but not enjoying the work.	1
Love the work but ready for a promotion.	11
No!	10
Yes!	20
<i>Total Response</i>	<i>42</i>



What are you hoping to experience/gain/feel from this conference?

Which program session or event are you most looking forward to?

1. I'm excited about the overall experience and opportunity to be surrounded by like-minded professionals. I am Looking forward to hearing Lakisha Davis speak on her career journey, as I am also a coach.
2. Professional Development, Networking, Young Alumni Programming Ideas.
3. I have never attended an event like this before, so i am so excited. I want to sharpen my interpersonal and networking skills. I want to soak in all the advice that the guest speakers have to offer, and I want to invite a friend as well! I am looking forward to all of the speakers to be honest! It seems like a long day of events, but totally worth it for my development as a young professional!
4. Learn professional development tips and network.
5. Inspiration and connection
6. I am excited about attending all of the sessions and am looking forward to Powerful Habits for Building a Personal Brand and Marketing Yourself.
7. Networking, expanding my knowledge, techniques I can apply to my business.
8. Information and insights that will help me balance my multi-faceted career as a musician - teaching, performing, recording, touring, contracts, managing social media and finances
9. There are a lot of programs that really speak to me! I believe this would be a great way to further my connections and personal / professional development.
10. As I will be a fresh graduate, I'm looking forward to all the conferences that will allow me to build connections and get the 'leg-up' on beginning my career.
11. Knowledge and hearing the stories of the presenters.
12. I am looking to experience all the panelists and take away information that I can use immediately, and benefit my long term goal. I would like to gain a deeper insight on leadership skills and networking.
13. A sense of professional networking, level of knowledge for diversity and inclusion and being more empowered
14. I am hoping to gain more knowledge, education and inspiration that I could use in my field of study. Also, I am looking forward to connecting with likeminded individuals.



Connection to the University Climate Pre- and Post- Data

Current connection with fellow young alumni leaders.	Pre-Conference	Post Conference
Very Satisfied	5	7
Satisfied	6	4
Somewhat Satisfied	3	4
Neutral	18	n/a
Not Satisfied	5	1
Total Response	37	16

Current level of access to expand your personal/professional skills and knowledge.	Pre-Conference	Post Conference
Very Satisfied	6	9
Satisfied	8	4
Somewhat Satisfied	8	3
Neutral	14	n/a
Not Satisfied	1	0
Total Response	37	16

Current level of access to professional development to advance your career.	Pre-Conference	Post Conference
Very Satisfied	6	8
Satisfied	9	4
Somewhat Satisfied	5	4
Neutral	15	n/a
Not Satisfied	2	0
Total Response	37	16

Current level of connection felt to Roosevelt University.	Pre-Conference	Post Conference
Very Satisfied	9	8
Satisfied	5	6
Somewhat Satisfied	7	1
Neutral	14	n/a
Not Satisfied	1	0
Total Response	36	16



Current level of knowledge and use of alumni benefits.	Pre-Conference	Post Conference
Very Satisfied	6	5
Satisfied	9	7
Somewhat Satisfied	10	3
Neutral	11	n/a
Not Satisfied	1	0
Total Response	37	16

Since attending, do you feel more prepared to pursue or obtain employment opportunities that are more in line with your tenure?	
Very Satisfied	7
Satisfied	8
Somewhat Satisfied	1
Not Satisfied	0
Total Response	16

Do you plan to attend next year?	
Yes	13
No	1
Unsure	2
Total Response	16

Did you stay longer or shorter at the conference than you originally planned:	
I stayed longer then what I planned.	5
I stayed for exactly what I planned.	9
I stayed shorter then what I planned.	2
Total Response	16



What was the most beneficial takeaway from the conference and how will you incorporate something you learned into your everyday life?

- *The social media presentations were useful. However, I would have liked more presentations about how to use these platforms on the job, and not just to look for a job.*
- *I felt like I got the most from Mel Roberson and Christena Gunther.*
- *Most beneficial takeaway was to follow goals/dreams even if you have feelings of doubt.*
- *That being a dynamic contributor and leader is a very important skill to have. Many of the speakers and other alumni had so many areas of talent, which seemed to really help them reach their endeavors and offer many perspectives.*
- *Your mental muscles determine your success! Successful people do what unsuccessful people are not willing to do.*
- *The great ideas everyone brought.*
- *The networking was the most beneficial takeaway; I look forward to further my learning on several of the topics and ideas presented.*
- *Definitely the concepts learned about LinkedIn and all the benefits such application can have for faculty, staff and students in general.*
- *The session on becoming LinkedIn famous was great and I felt so inspired, I went home and updated my profile immediately. I also really appreciated the "how to make meetings/events accessible" session because she had a LOT of tangible takeaways.*
- *I am hereby resolving to work on my LinkedIn profile and begin working within it (instead of Facebook) to revitalize and uplift my profile.*

Program session feedback:

This satisfaction question was asked about each presenter. Aggregate response rating is below:

92% Very satisfied/Satisfied! I learned something new +I felt inspired +This event increased my personal and/or or professional development + This content was valuable + I would recommend for someone else to hear this.

- *Great way to open the event! He was great! (Mel)*
- *Very informative, ideas were easy enough to understand but comprehensive enough to be helpful for my career. (Eduardo)*
- *Simple and digestible tips. (Nancy)*
- *Great way to end the day! (Cherise)*
- *Her section was great. (Lakrisha)*



- *This was the BEST session I went to. She knows her stuff, was engaging, and offered multiple ways for participants to interact and/or use the information she presented. (Christena)*
- *This was a great session. (Amber and Amanda)*
- *Thank you for the talk Brett, excellent perspective on life, entrepreneurship, and how to harness one's talents. (Brett)*
Loved the organic interaction between everyone. The closing panel was awesome! (closing panel)

Was it worthwhile to participate in this conference?

- *Yes. It was great.*
- *Somewhat yes. I feel as though it was geared towards undergrads and should have been advertised as such. I got my BA in 2013 and my MATD in 2022. Some of the content was relevant but lots of it wasn't. This doesn't make the event bad, just much less applicable to me. I also felt that everyone came with a partner, friend, classmate or colleague which left little in the way of networking. There was no kickoff to mingle, ice breakers, or networking opportunities unless you were going to, in a sense, cold call someone in person by walking right up to them. Which again, felt odd to me because I wasn't a staff member or an undergrad.*
- *Yes. I believe the conference was worthwhile. I gained a ton of new information.*
- *Yes, it was wonderful connecting with other alumni and students. Everyone seemed very motivated and the rooms were full of inspiration!*
- *I was able to reconnect with Roosevelt and network with new people!*
- *YES! The speakers were great. The topics were very informative and varied in all sorts of topics. I'm glad I attended.*
- *Yes*
- *Yes, it was a great in-person way to connect with and learn from other Roosevelt alumni.*
- *This was a very nice conference that allow all of us to have a positive network opportunity and get to know more about Roosevelt and all its opportunities.*
- *I did attend the sessions that I chose, so I did find them worthwhile for the most part. I'm not seeing a question for improvements, so I'll just note it here - the constant circling of photographers in every single session was very distracting and frankly annoying. I felt distracted and like I couldn't fully engage because I had someone circling and snapping photos the entire time. Maybe just the first 5 minutes of each session can be reserved for photos and then they can wait outside. Also, the conference staff popping in and out throughout each session felt distracting and at times, rude to the presenters. I would recommend delegating one member to sit in each session (there were only 3, definitely*



doable) in order to report back to the group. Lastly, I have no idea what the purpose of the President's "hello" speech was. Telling all the staff and far-removed students that they have to go back and complete an extra credit hour? He needs scripts. I would recommend scripting his remarks next year. I did not feel welcomed by him and was left wondering what the point was.

- Yes -- an excellent opportunity to enhance my own career-seeking knowledge and widen my understanding of what RU alumni are doing in the world.

Please include any final thoughts or comments about your experience this year or recommendations for next year.

- I felt like the length of the event was right. A variety of vendors/resources could be increased other than places to work. Time for networking would be nice. Not in the sense of transition time or meals but in a way where cross interaction is built in. People were very siloed in their groups. The only person to engage with me was a staff member. I attempted to engage with various people and beyond "hi how are you why are you here" they quickly found their friend/fellow staff member/etc and left the conversation.
- I am REALLY excited for next week. Is it open to the public? I think we need to make that more explicitly clear.
- Thank you for organizing and coordinating this opportunity!
- Excellent Job!!! It was clear all the effort and care everyone put into making this an amazing event!!! Congratulations.
- This survey had a lot of errors and no status bar, so it was confusing how far along I was and if I would have room later to address certain things, or if clicking Next would mean I'm done. Also, the Likert scale options and statements didn't always match - for the speakers, they should be strongly agree - strongly disagree.
- A wonderful event; I hope to see it grow and become a regular offering at the University.

Rate your overall Laker Leadership Conference experience: 4.3/5; only 8 respondents made it this question and answered it.



C. Full project task management

Created At	Completed At	Last Modified	Name	Section/Column
11/8/2021	12/17/2021	12/17/2021	Logo/Image	Presence/Brand
11/8/2021	3/4/2022	6/10/2022	Landing page	Presence/Brand
3/1/2022	3/2/2022	3/2/2022	Sub Header banner	
12/22/2021	3/4/2022	6/10/2022	Bio and Session Summary page	Presence/Brand
3/1/2022		3/1/2022	Resize headshots to	
11/8/2021	3/10/2022	3/10/2022	Registration page	Presence/Brand
3/1/2022	3/2/2022	6/10/2022	Copy Edit pages	Presence/Brand
3/10/2022	3/11/2022	6/10/2022	Giving page	Presence/Brand
4/13/2022	5/20/2022	6/10/2022	20 Under 40 ~ Next Generation of Young Professional Leaders presenting at the Laker Leadership Conference	Promotion
11/8/2021	5/11/2022	5/18/2022	Alert special guest/get on president's schedule	Promotion
11/8/2021	3/11/2022	3/11/2022	Pamphlet/postcard size for Employers/Resource Fair	Promotion
11/8/2021	12/17/2021	3/8/2022	Save the Date/Call for speakers in Jan newsletter	Promotion
11/8/2021	3/14/2022	3/14/2022	Laker Leadership Conference - Registration opens HTML	Promotion
3/4/2022	3/7/2022	3/7/2022	Copy	
3/4/2022	3/7/2022	3/7/2022	LLC HTML Registration copy edit	
3/14/2022	3/14/2022	3/14/2022	Social Posts	
3/4/2022	4/21/2022	5/2/2022	Social media kit	Promotion
1/26/2022	5/2/2022	5/2/2022	Keynote HTML	Promotion
1/26/2022	5/4/2022	5/4/2022	Comedy HTML	Promotion
5/2/2022	5/6/2022	5/10/2022	Opening Speaker HTML	Promotion
1/26/2022	5/12/2022	5/12/2022	DEI Training HTML	Promotion
1/26/2022	5/11/2022	5/11/2022	Wellness Event HTML	Promotion
1/26/2022	5/17/2022	5/17/2022	Resource and Employer Fair & Other Benefits HTML (headshots, directory, personalized schedule) HTML	Promotion



1/26/2022	5/17/2022	5/17/2022	Program Sessions Speaker Line up HTML	Promotion
5/12/2022	5/19/2022	5/19/2022	Live-stream HTML	Promotion
4/6/2022	5/18/2022	5/18/2022	LLC Social channel promotion - Share content about speakers, signature events, and employers at the fair.	Promotion
1/31/2022	2/24/2022	3/11/2022	Print Material - handbill 4x5.5"	Promotion
2/24/2022	3/2/2022	3/2/2022	Send Handbill to print	
2/10/2022	3/18/2022	3/18/2022	Elevator Slide	Promotion
3/7/2022	3/11/2022	5/3/2022	DM Postcard - Laker Leadership Conference	Promotion
3/8/2022	3/11/2022	3/11/2022	Secure data	
3/8/2022	4/7/2022	4/7/2022	Send design and data to mail house	
3/7/2022	5/3/2022	5/3/2022	Social paid ads/posts	Promotion
3/8/2022	3/10/2022	3/11/2022	YP Data	
3/14/2022	5/3/2022	5/18/2022	Digital Speaker Announcement badges	Promotion
3/21/2022	3/22/2022	3/22/2022	Edits to badges	
3/22/2022	4/1/2022	4/1/2022	Proof	
3/14/2022	3/16/2022	4/22/2022	Get postcard quote	Promotion
3/14/2022	4/22/2022	4/22/2022	Send postcard to print	Promotion
3/24/2022	3/24/2022	6/10/2022	SBA- Ad and newsletter	Promotion
3/24/2022	3/24/2022	6/10/2022	Chicagoland Chamber - Newsletter	Promotion
3/24/2022	4/22/2022	5/16/2022	The Torch- Ad	Promotion
4/22/2022	5/4/2022	6/10/2022	In person tabling at Salute and Leadership Awards	Promotion
4/22/2022	5/5/2022	5/10/2022	Email to prospective grads	Promotion
4/28/2022	5/4/2022	6/10/2022	Paid Social Ads	Promotion
5/5/2022	5/5/2022	5/5/2022	Handbills in diploma covers	Promotion
5/11/2022	5/12/2022	6/10/2022	Grad and current summer students email	Promotion
5/11/2022	5/12/2022	6/10/2022	Employee HTML	Promotion



5/11/2022	5/12/2022	6/10/2022	University Bob Burdnaski network	Promotion
5/12/2022	5/12/2022	6/10/2022	Parent group on FB	Promotion
5/12/2022	5/13/2022	5/16/2022	Major Change to DEI speaker ASAP	Promotion
5/16/2022	5/17/2022	5/24/2022	Student Text and in-app	Promotion
2/24/2022	5/17/2022	5/17/2022	2x2 foam core signage (program sessions)	Event Plans/Scripts
4/22/2022	5/21/2022	5/21/2022	Edit	
5/9/2022	5/11/2022	5/11/2022	Remove the word Presenter(s)	
5/9/2022	5/11/2022	5/11/2022	Add Keelie	
5/9/2022	5/11/2022	5/11/2022	Add Ctrl+enter	
5/9/2022	5/11/2022	5/11/2022	UPdate the summary for Generosity	
5/9/2022	5/11/2022	5/11/2022	Remove bio, just have title for Eduardo	
5/9/2022	5/11/2022	5/11/2022	Remove sentence "She helps..."	
5/9/2022	5/11/2022	5/11/2022	Remove bio and leave title	
5/9/2022	5/11/2022	5/11/2022	Title not bio	
5/9/2022	5/11/2022	5/11/2022	Only job title	
5/9/2022	5/11/2022	5/11/2022	only job title	
5/9/2022	5/11/2022	5/11/2022	Same throughout: Only job titles in green (not full bios)	
5/11/2022	5/13/2022	5/13/2022	We are changing speakers for this session so I will update whenever I get the information.	
5/12/2022	5/13/2022	5/13/2022	Title change: Being in the C-Suite for the First Time	
5/12/2022	5/13/2022	5/13/2022	Description edit:	
5/13/2022	5/13/2022	5/13/2022	Dr. Elizabeth Stigler	
5/13/2022	5/13/2022	5/13/2022	Wabash 1015	
2/24/2022	5/17/2022	5/17/2022	3x3 foam core signage (conference promotion)	Event Plans/Scripts
4/22/2022	5/21/2022	5/21/2022	Edit to posters	
5/9/2022	5/11/2022	5/11/2022	Change header to Laker Leadership Conference 2022	



5/9/2022	5/11/2022	5/11/2022	Remove Young Professionals Association	
5/9/2022	5/11/2022	5/11/2022	Job Board	
5/9/2022	5/11/2022	5/11/2022	#LakerLeadershipConference	
5/9/2022	5/11/2022	5/11/2022	Is a slash or dash missing?	
5/9/2022	5/11/2022	5/11/2022	#LakerLeadershipConference	
5/16/2022	5/16/2022	5/16/2022	Can you add two boards?	
5/17/2022	5/21/2022	5/21/2022	Can you move this to the top so peop	
11/8/2021	5/16/2022	5/16/2022	Book program session rooms - Keturah	Event Plans/Scripts
11/8/2021	5/17/2022	6/10/2022	Catering	Event Plans/Scripts
3/10/2022	5/17/2022	6/10/2022	Opening Event Script and deck	Event Plans/Scripts
11/8/2021	5/20/2022	6/10/2022	Social event Script	Event Plans/Scripts
11/8/2021	5/20/2022	6/10/2022	Wellness event Script	Event Plans/Scripts
11/8/2021	5/18/2022	6/10/2022	Keynote event Script	Event Plans/Scripts
3/10/2022	5/18/2022	6/10/2022	DEI Event Script	Event Plans/Scripts
5/11/2022	6/3/2022	6/10/2022	Welcome/Closing Script	Event Plans/Scripts
5/11/2022	5/22/2022	6/10/2022	Program session scripts	Event Plans/Scripts
2/16/2022	3/23/2022	5/20/2022	Invite Fala as well for welcome and pics during Monday lunch (12-1 pm and comedy night mingle 5-6 pm.)	Event Plans/Scripts
3/7/2022	5/11/2022	6/10/2022	University Housing and Athletics promo	Event Plans/Scripts
3/7/2022		3/7/2022	request mailing data	
3/10/2022	5/20/2022	5/20/2022	Volunteer sign up	Event Plans/Scripts
3/24/2022	5/11/2022	5/11/2022	Parking Voucher?	Event Plans/Scripts
5/12/2022	5/17/2022	5/20/2022	Follow up with ATS and facilities/security	Event Plans/Scripts
5/18/2022	5/22/2022	5/23/2022	E-Program and Directory	Event Plans/Scripts
5/20/2022	5/21/2022	5/21/2022	Can you add the co-chairs faces somewhere on here?	
5/20/2022	5/21/2022	5/21/2022	Edits to booklet	
5/20/2022	5/21/2022	5/21/2022	Pre-Conference Survey data	Event Plans/Scripts
12/17/2021	5/18/2022	5/18/2022	Live stream with ATS	Tech Requests



2/4/2022		5/24/2022	Streamyard set up	
2/4/2022		5/24/2022	Streamyard day-of management	
12/17/2021	3/10/2022	3/10/2022	Promo video	Tech Requests
12/17/2021	5/17/2022	5/17/2022	Recording in classroom?	Tech Requests
12/17/2021	5/17/2022	5/20/2022	Photography for headshot and backdrop	Tech Requests
1/20/2022	3/10/2022	3/10/2022	TikTok/social promo	Tech Requests
5/17/2022	5/20/2022	5/20/2022	LLC Welcome video edit from co-chairs	Tech Requests
5/17/2022	5/20/2022	6/10/2022	Operations Schedule - Run of Show	Day of
5/20/2022	6/3/2022	6/10/2022	Print a few booklets	Day of
5/20/2022	6/3/2022	6/10/2022	Drop off alcohol by 4pm	Day of
5/20/2022	6/3/2022	6/10/2022	print signs for elevators	Day of
5/20/2022	6/3/2022	6/10/2022	Print final scripts	Day of
5/21/2022	6/3/2022	6/10/2022	Print schedule overview	Day of
5/21/2022	6/3/2022	6/10/2022	Print ROS	Day of
6/3/2022	6/3/2022	6/10/2022	Security lists	Day of
6/3/2022	6/3/2022	6/10/2022	set up expo	Day of
3/10/2022		6/10/2022	Custom invoices for Sponsors and Honorariums	Post event
6/5/2022	6/10/2022	6/10/2022	Analytic download	Post event
5/17/2022	6/3/2022	6/3/2022	Post event thank you	Post event
5/17/2022	6/3/2022	6/3/2022	Survey	Post event
5/17/2022		6/3/2022	LLC Wrap up video	Post event
5/17/2022		6/6/2022	LLC Brand and post videos on youtube	Post event
5/19/2022	6/6/2022	6/6/2022	Post event HTML	Post event
6/3/2022		6/10/2022	Grant submission- USI	Post event
6/3/2022		6/3/2022	Grant submission - Chicago Chamber	Post event



D. Laker Leadership Conference Media Kit



Thank you being a speaker at the Laker Leadership Conference on May 23-24. We would appreciate your support in spreading the word and inviting your peers.

Every social media post, email, and text you share leading up to the conference will contribute to our success!

Spreading the word is simple!

Copy and paste from the prompts below and attach the graphics from the digital asset library to share to your network through email and on social platforms.

While this conference's primary audience is Roosevelt alumni who are 35 years of age or younger and/or have graduated from the University in the last decade. Soon to be grads, student leaders as well as friends of the University are welcome too.

Don't be shy about tooting your own horn – we are incredibly proud of you!

Overview copy (general use):



The Laker Leadership Conference is a NEW two-day in-person conference on May 23-24 featuring young alumni presenters on over 15 professional and personal topics to bolster your development and growth.

Personalized program sessions are paired with our Signature group sessions that include an amazing opening speaker, keynote address, and diversity training — plus yoga wellness and a fun, comedy and cocktails night. The conference also features an employer and resource fair, service project and professional headshot photography.

The conference is affordable and you can customize your schedule based on your availability. Open to students, alumni and friends of the University.

Register today! <https://alumni-giving.roosevelt.edu/LakerLeadershipConference>



Email Copy (elective session-specific):



RU ready for the NEW Laker Leadership Conference on May 23-24?! Join me on [May 23 or May 24] for ["title"] as one of your elective sessions during the conference to sharpen your skills at [enter one or two take aways from your session].

Add on to the fun with our signature group events and additional activities:

- Opening talk "Belief Sparks Action."
- Keynote speaker on "How to Become LinkedIn Famous."
- Diversity, equity, inclusion, and belonging training.
- Yoga wellness event
- Service project
- Cocktails and Comedy night
- Access to professional headshot photography.
- Resource expo featuring employers, benefit partners and University representatives

This is for young professionals, by young professionals! Designed totally for YOU in mind! I can't wait to see you there!

Register today! <https://alumni-giving.roosevelt.edu/LakerLeadershipConference>



Email Copy (Signature event-specific presenters):



RU ready for the NEW Laker Leadership Conference on May 23-24?! Join me on [May 23 or May 24] for ["title"] at the signature group event during the conference to sharpen your skills at [enter one or two take aways from your session].

Add on to the fun with over 15 elective program sessions to personalize your experience, additional activities and group sessions:

- Opening talk "Belief Sparks Action"
- Keynote speaker on "How to Become LinkedIn Famous."
- Diversity, equity, inclusion, and belonging training.
- Cocktails and Comedy night
- Yoga wellness event
- Service project
- Access to professional headshot photography.
- Resource expo featuring employers, benefit partners and University representatives.

***Signature event presenters, take out your bullet**

This is for young professionals, by young professionals! Designed totally for YOU in mind! I can't wait to see you there!

Register today! <https://alumni-giving.roosevelt.edu/LakerLeadershipConference>

Social copy (pair with image or video asset):



#1

RU ready for the NEW Laker Leadership Conference on May 23-24?!
Join me at my presentation and at the signature group events to discover new skills, network, and bolster your professional and personal success. <https://alumni-giving.roosevelt.edu/LakerLeadershipConference>



#2

RU looking for a way to accelerate your career and personal skill set?
I have just the thing for you at the Roosevelt University Laker Leadership Conference on May 23-24. Register today at <https://alumni-giving.roosevelt.edu/LakerLeadershipConference>

#3

New to Chicago? Looking to network with the movers and shakers who are leading in their industries and communities? Join us at the Roosevelt University Laker Leadership Conference on May 23-24. Register today at <https://alumni-giving.roosevelt.edu/LakerLeadershipConference>

#4 (Student- focused)

Curious about what happens after graduation? Learn what alumni life has been like for our Lakers at the Laker Leadership Conference on May 23-24. Register today at <https://alumni-giving.roosevelt.edu/LakerLeadershipConference>



Digital Assets Library

Zoom background or general image



Banner image (best used in an email header)



Elevator Slide/Ad and/or attachment in email.



YOUNG
PROFESSIONALS
ASSOCIATION



CALLING YOUNG ALUMNI AND 2022 GRADS

The Young Professionals Association (YPA) Laker Leadership Conference is a NEW two-day in-person conference **for young alumni professionals, by young alumni professionals!**

Over 15 sessions to personalize your program experience • “How to Become LinkedIn Famous” keynote speaker • Diversity, Equity, Inclusion and Belonging Framework • Wellness and service opportunities • Cocktails and comedy night • Employer and Resource Expo • and more!

May 23-24

Learn more:

[alumni-giving.roosevelt.edu LakerLeadershipConference](https://alumni-giving.roosevelt.edu/LakerLeadershipConference)



Full video promo (best used for Facebook/LinkedIn or within an email along with your badge).

<https://www.youtube.com/watch?v=L4FXpa1jHb4&t=1s>

Additional videos used for promotion.



YOUNG ALUMNI -
RU READY FOR THE(1)



RU Ready For the
LLC.mp4



Individual badges (best used in conjunction with the video promo for Instagram or FB).

Badges can be downloaded here:

https://rooseveltuniversity739.sharepoint.com/:f:/s/LakerLeadership2022MediaKit/Er7Vm43oZDZDmzNESrpWXAIB_wceNfj_FYzhssCY2c81vw?e=c0Apbk



**FRAMEWORK FOR ACTION
ON DIVERSITY, EQUITY, AND
INCLUSION**
*SIGNATURE TRAINING
EVENT*

Erwin L. Acox, II is a diversity, equity and inclusion expert focused on transforming organizations from the inside out. Erwin has demonstrated success in driving the execution of DEI best practices, strategic programs, curriculum development, and employee engagement.

Hear from Erwin Lee Acox Jr., director of justice, equity, diversity and inclusion at Tides, about shared language, key concepts and lessons learned. Erwin will share how you can elevate race equity culture, activate diversity and lead inclusively.

Erwin L. Acox II
Practitioner, Coach, Developer

JOIN ME AT THE LAKER LEADERSHIP CONFERENCE MAY 23-24

alumni-giving.roosevelt.edu/LakerLeadershipConference



**POWERFUL HABITS FOR
BUILDING A PERSONAL BRAND
AND MARKETING YOURSELF**
SESSION PRESENTERS

Learn about habits, tools, and tendencies to build your personal brand, market yourself, and promote your business with Amber Alvarado, social strategist at KNOCK, Inc. and Amanda DePalma, director of Brand Marketing at Roosevelt University. This program will also feature how to leverage information about Roosevelt University to your advantage in self-promotion and self-efficacy.

Amber Alvarado and Amanda DePalma
Marketers, Social Strategists, Brand Managers

JOIN ME AT THE LAKER LEADERSHIP CONFERENCE MAY 23-24

alumni-giving.roosevelt.edu/LakerLeadershipConference



**HOW TO BECOME LINKEDIN
FAMOUS**
SIGNATURE KEYNOTE

Since 2017, Lakrisha Davis has organically grown her audience to over 40K followers, scaled her business to multiple six-figures, generated over 10M views, and landed 50+ paid speaking engagements and partnerships with brands like Capital One, AT&T, Coursera, and Facebook — all on LinkedIn. Her work has been featured on ABC 7 News, Rolling Out, Forbes, LinkedIn News, Newsweek, and more!

Hear from our keynote speaker Lakrisha Davis — career coach, author and CEO of NextUp Resume — about building your influence through personal branding, establishing and leveraging your professional network, and executing a content strategy that drives high engagement and explosive amounts of traffic to your profile.

Lakrisha Davis
Business strategist, Coach, CEO

JOIN ME AT THE LAKER LEADERSHIP CONFERENCE MAY 23-24

alumni-giving.roosevelt.edu/LakerLeadershipConference



THE GENEROSITY OF GIVING
SESSION PRESENTERS

Generosity can be expressed in many ways — by giving a thoughtful gift, offering your time and talent, or donating to your favorite charity. Giving back helps others, and it makes us feel good about our own actions.

Join this interactive session with (leave names and titles) to discuss the “love of humanity” (philanthropy) and how you can pay it forward to your favorite organizations. Learn story telling techniques that attract and inspire donors, and how these stories can benefit your own signature causes and business.

Jared Fritz-McCarty and Alex Fruin
Strategic fundraisers, Communicators, Storytellers

JOIN ME AT THE LAKER LEADERSHIP CONFERENCE MAY 23-24

alumni-giving.roosevelt.edu/LakerLeadershipConference





HOW TO MAKE MEETINGS AND EVENTS ACCESSIBLE TO PEOPLE WITH DISABILITIES

SESSION PRESENTER

One in four Americans has some type of disability. As socially justice-minded professionals it's important that for every event and meeting we host, we are doing our part to make it accessible and inclusive.

Explore with Christena Gunther (she/her), the founder and president of the Chicago Cultural Accessibility Consortium (CCAC) and the Assistant Director of Disability Services at Adler University, what it means to have a disability, and how through simple changes and thoughtful consideration we can make our in-person and virtual events more inclusive.

Christena Gunther
Consultant, Barrier Breaker, Builder

JOIN ME AT THE  **LAKER LEADERSHIP CONFERENCE** **MAY 23-24**



alumni-giving.roosevelt.edu/LakerLeadershipConference



ENERGIZING CHAIR YOGA AND MANTRA MEDITATION

WELLNESS SIGNATURE EVENT

Join Julie M. Gentile, Yoga Alliance registered yoga teacher, in this gentle chair yoga session where participants practice poses using a chair and mantras to get through the Mondays!

Energize your day with simple practices you can do at your desk while you work—no yoga gear required.

Julie M. Gentile
Yoga teacher, Author, Blogger

JOIN ME AT THE  **LAKER LEADERSHIP CONFERENCE** **MAY 23-24**



alumni-giving.roosevelt.edu/LakerLeadershipConference



MOTIVATION THROUGH MENTORSHIP

SESSION PRESENTER

Many companies are feeling the need to attract, develop, and retain talent. Employees need more support from their leaders than ever before. One powerful tool that we have, which will enable us to remain competitive and effectively manage talent, is mentoring.

Join Dr. Marlon Haywood, director of Neighborhood and Community Impact Development at VOA Illinois and founder of Urban Male Network, on the best methods and practices in mentorship, community engagement, and how to attract and engage Gen Z hires in the workforce.

Dr. Marlon Haywood
Mentor, Connector, Supporter

JOIN ME AT THE  **LAKER LEADERSHIP CONFERENCE** **MAY 23-24**



alumni-giving.roosevelt.edu/LakerLeadershipConference



LINKEDIN MAKEOVER

SESSION PRESENTER

It's hard to write about yourself and really showcase your value and reveal your relevancy. About 92% of recruiters use LinkedIn to find high-quality candidates. Take your LinkedIn profile to the next level and turn it into a powerful career tool that spotlights your skills and experiences and impresses your network of connections.

Join Nancy Inkertsiah, associate director of career services at Roosevelt University, for this hands-on workshop that will improve your LinkedIn profile and make it stand out. A laptop is required for this session.

Nancy Inkertsiah
Coach, Workforce Developer, Career Connector

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USING 'HAHAS' TO CREATE 'AHA' MOMENTS

SESSION PRESENTER

Did you know that laughter and humor are superpowers for building more connected, creative, and resilient teams? Do you want to grab people's attention? Improve their understanding? And help them remember your content longer?

Join comedienne Cherise Johnson, Training Center Director for ComedySportz Chicago, to capture the missing skill of humor that can help you in nearly all capacities of your work.

Cherise Johnson
Improv trainer, Storyteller, Podcast host

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SOCIAL MEDIA MAYHEM

SESSION PRESENTER

Facebook, Instagram, TikTok, Pinterest, Reddit, Twitter, LinkedIn, Snapchat — the list is overwhelming! Are you considering your social media plan of attack for the year ahead? Want to know the best social media platforms to help you grow your business?

Learn more about the pros and cons of the different media platforms, how to present yourself professionally and personally, and what's most effective from Deanna Lee, senior brand specialist at Roosevelt University.

Deanna Lee
Brand specialist, Artist, Promoter

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WHAT DOES IT TAKE TO BE A LEADER?

SESSION PRESENTER

Across industries, management wants to see leadership skills, but doesn't provide employees with any terminology or training.

This presentation by Eduardo Lopez, Director of Quality at Razorfish Health, helps fill in that gap by exploring universal practices. Ultimately, anyone and everyone can be a leader and foster a better work environment where everyone's productivity is increased and ideas allowed to foster.

Eduardo Lopez
Leader, Mentor, Facilitator

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NEGOTIATE YOUR SALARY LIKE A PRO

SESSION PRESENTER

Getting a job offer is exciting and joining the full-time workforce is an all-encompassing event that plays an integral part in financial stability. Accepting an offer should only happen after a thorough assessment of the salary, benefits, and how it all fits in your life plan.

What am I worth? Join Michelle "MIMI" Matthews, founder and Restorative Career Strategist of Boss Up & Hustle Consulting, to improve your salary negotiating skills and help close your personal pay gap.

Michelle Matthews
Consultant, Career Strategist, Coach

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BEING IN THE C-SUITE FOR THE FIRST TIME *SESSION PRESENTER*

What's it like at the top of the ladder? Unsure if you have what it takes?

Hear from Rhapsody Snyder, Executive Director of the Chicago Jazz Philharmonic, about how the last year has gone as THE boss. She'll discuss what she learned, how to apply past experiences, how to work with board members and volunteers, how to make hard decisions, and how she positioned herself and the organization for future success.

Rhapsody Snyder
Trailblazer, Pianist, Cultivator

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BELIEF SPARKS ACTION *SIGNATURE OPENING EVENT*

Our success or failure has nothing to do with the opinions of others. It has everything to do with what you believe about yourself! Tap into your power through beliefs and actions.

Mel Roberson, Co-Founder at Ultimate Coaching Exchange, will share insights with you about how the people around you may not always understand your goals, sometimes you may even be discouraged, but through the power of belief your actions or inactions matter. So much so that your beliefs and actions will spark the power to push through the present to achieve your future dreams.

Mel Roberson
Actor, Producer, Author

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ONE POSITIVE THOUGHT CAN CHANGE YOUR WHOLE DAY *SESSION PRESENTER*

Positive psychotherapy centers around gratitude, wisdom, forgiveness, and hope. A practice where positive moods are promoted after using narrative structures and reflections.

Join Poonam Rahman, founder of Virtue Mental, at her writing therapy workshop where participants will be given writing prompts to practice the exploration of reflecting, feelings, thoughts, and healing of positive thoughts.

Poonam Rahman
Healer, Author, Connector

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YOUNG ENTREPRENEURS SAID YES TO THEIR WILD IDEAS! *SESSION PRESENTERS*

Have an idea but don't know where to start? Have a small business and want to take it to the next level? Join us to find inspiration for your business ventures.

Hear from this panel of Chicago's talented young alumni entrepreneurs. Eric Synajie, founder of A Swift Connect, Davina Ware, founder of Upwardly Paved Path, and Aaron Gottl, founder and creative director of Atlas Arts Media, who started their careers and turned their passion into a successful business!

Eric Synajie, Davina Ware, Aaron Gottl
Entrepreneurs, CEOs, Business Developers

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4 PILLARS TO ACHIEVE CONSISTENT SUCCESS WITHOUT BURNOUT

SESSION PRESENTER

Being successful in today's ever-changing environment is often elusive and exhausting. Professionals tend to put their career pursuits in overdrive in order to arrive at this unknown destination of "success". As a result, their personal lives suffer, they burn themselves out, and end up on a hamster wheel of unfulfillment.

In this presentation, by Davina Ware, founder of Upwardly Paved Path career coaching, attendees will discover the foundational pillars needed to establish success in every endeavor they undertake and how to implement those pillars to reach every target on their personalized journey of consistent achievement.

Davina Ware
Coach, Marketer, Career Designer

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WHAT'S THE SECRET TO FEELING YOUNG AND HAPPY? LIFELONG LEARNING!

SESSION PRESENTER

If the rising cost of living, career demands and the constant striving for work-life balance meant a high level of stress for many of us pre-Covid-19, the challenges are greater even now. Are the demands of life taking away from your happiness and motivation? Research tells us that when people feel *happier*, they are more resilient, more productive and nicer to be around. That we are simply more successful when we are happy. So what's the secret to feeling young and happy?

Hear from Joy Martinez (BA Psychology '13), HR generalist at Lake Forest Place - Presbyterian Homes on how lifelong learning supports socialization, healthy brains and bodies, and increases happiness.

Joy Martinez
Connector, Volunteer, Developer

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TURNING TALENT INTO TREASURE

SESSION PRESENTER

Are you incredibly talented as a creative artist but struggle with picking the right opportunities that lead to a profit? How do you scale yourself in a way that does not overextend your capacity?

Hear from singer songwriter and CEO of Balü Smoothies and More Brian Alwyn (MA Voice '10) aka Brett Axell from Netflix's Sing On! Singing competition on how his talents have translated to treasure over time and how to approach yourself as an entrepreneurial asset with a business-forward mindset.

Brian Alwyn
Actor, Artist Director, CEO

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