

COCA 2014 – Education Program

(as of April 28/14)

Education Program – 1-Page Summary

Education Session #1 – Choice of Sessions Tuesday, June 3 - 10:45 – 11:45 am

- 1.1 Programming 101 - Al Legault (McMaster) & Baldeep Randhawa (Mohawk)
- 1.2 Marketing For Non-Marketers - Kat Lourenco & Phil Champagne (Wilfrid Laurier)
- 1.3 The Canadian Landscape of Student Affairs - Jennifer Hamilton (CACUSS)
- 1.4 Bringing Dance to your Campus - Moderator: David Wilson (Toronto Cricket & Skating Club)
- 1.5 Leading and Advising Student Clubs - Keys to Achieving Excellence - Matt Morrin (NACA)

Education Session #2 – Choice of Sessions Tuesday, June 3 - 1:30 – 2:30 pm

- 2.1 Programming 102-A – Small Schools - Baldeep Randhawa (Mohawk)
- 2.2 Marketing 101: Intro to Marketing Strategy - Moderator: Kat Lourenco (Wilfrid Laurier)
- 2.3 Programming 102-B – Large Schools Al Legault (McMaster)
- 2.4 Developing a Comprehensive Handbook for Campus Clubs – Chantal James (Durham College & UOIT)
- 2.5 Competency Guide for College Student Leaders: Developing the Best You Ken Brill (NACA)

Education Session #3 - Steal This Idea Tuesday, June 3 - 4:30 - 6:00 pm

Education Session #4 – Choice of Sessions Wednesday, June 4 - 9:30 – 10:30 am

- 4.1 Brand Partnerships – Steve Kosh (Mohawk)
- 4.2 \$\$\$ - That's What Clubs Want - Amber Stallard (Mount Royal)
- 4.3 “Can I Count on You?” Building Your Reliability - Andy Thibodeau (andypresentations.com)
- 4.4 Student Organization Advising 102 - Ken Brill (NACA)
- 4.5 Size Does Not Matter Tim Fraser (Fanshawe College SU)

Education Session #5 – Choice of Sessions Wednesday, June 4 - 10:45 –11:45 am

- 5.1 How to Win Friends & Influence People: Getting People to Champion Your Projects
Moderator: Kat Lourenco (Wilfrid Laurier)
- 5.2 “Let’s Talk!” – Effective Communication Skills - Andy Thibodeau (andypresentations.com)
- 5.3 Sustainable Campus - StephenSzucs (SustainableJoes)
- 5.4 Seeking to Become a More Inclusive Campus? – Dr. Sandra Rouse (NACA)
- 5.5 Club Operations: Strong Foundations = Success - Matt Morrin (NACA)

Education Session #6 – Round Table Hot Topics Wednesday June 4 - 3:15 - 4:15 pm

Education Session #7 – Choice of Sessions Thursday June 5 - 10:15 – 11:15 am

- 7.1 Student Leaders + Managers How to make it work (w/CHMA)
- 7.2 Social Media Do’s & Don’ts - Stephen Sills (Student Life Network)
- 7.3 The Art of being Assertive - Nova Browning Rutherford
- 7.4 Unconventional Programming – John b Young (Fanshawe)
- 7.5 Collaborative Programming across Campus – Dr. Sandra Rouse

Education Session #8 – Keynote: Amanda Lindhout (w/CHMA) Thursday June 5 – 1:00 – 2:00 pm

Education Session #9 – School Swap Thursday June 5 – 3:15 – 4:15 pm

Education Session #10 – Choice of Sessions Friday June 6 – 1:30 - 2:30 pm

- 10.1 The Power and Potential of the Human Mind - Wayne Hoffman
- 10.2 Mobile Marketing - Shawn Radley
- 10.3 Agents and Campus Buyers Relations– Moderator: Bill Kitchen (Algonquin College)
- 10.4 The Orientation Orientation –Kenney Fitzpatrick (MSVU Students' Union)