

COCA 2016 Central Regional Conference Education Program

(Oct. 27/16)



1. Concurrent Ed Sessions

Friday, Nov. 11, 9:45 am – 10:45 am

LOW BUDGET / NO BUDGET EVENT IDEAS

Friday, Nov. 11, 9:45 – 10:45 am – Regency B

Programming & Events Stream

Are you struggling to come up with engaging, fresh programming on a shoestring budget? Come learn how to put together a dynamic and successful calendar of events while working with a small budget.

Presenter:

Curtis Bell • Event Programmer • Brock University Students' Union

BIG BUDGET / GRAND EVENT IDEAS

Friday, Nov. 11, 9:45 – 10:45 am – Regency C

Programming & Events Stream

Are you looking to pull out all the stops and blow your students away? Come learn the tricks of making an event so epic your students will never forget it!

Presenter:

Baldeep Randhawa • Events Programmer • Algonquin College Students' Association

CAMPUS CLUBS WITH LOW OR NO DOUGH

Friday, Nov. 11, 9:45 – 10:45 am – Regency A

Clubs & Volunteers Stream

This session will talk about the many ways that student groups can leverage their good will to get goods and services for free, or next to it. What type of low cost marketing tools can your students use to help them promote, recruit, and advertise at low-cost. What partnerships can students create in order to receive extra funding event assistance and much, much more.

Presenter:

Devin Hurst • Events Coordinator • St. Clair College-Windsor SRC

Veronica Barahona • Event & Clubs Coordinator • Centennial College Student Association

2. Concurrent Ed Sessions

Friday, Nov. 11, 11:00 am – 12:00 noon

BUILDING EFFECTIVE BUSINESS RELATIONSHIPS: THE AGENT/PROGRAMMER PANEL

Friday, Nov. 11, 11:00 am – 12:00 noon – Regency A

Programming & Events Stream

This moderated panel will discuss a number of pressing industry topics: relationship maintenance, business practices, negotiation, and more. This is a great opportunity to find out what booking agents and programmers need from each other to build a mutually beneficial relationship.

Panelists:

Whitney Piper • Steele Centre Manager • Fleming College SAC

Al Legault • Campus Events Director • McMaster University Students' Union

Ari Kagan • Agent • Yuk Yuk's On Tour

Lynne Dubuc • Campus & Youth Agent • National Speakers Bureau

SOCIAL MEDIA TRENDS

Friday, Nov. 11, 11:00 am – 12:00 noon – Regency B

Marketing Stream

So you have some followers/friends on your social accounts, now what? Learn to effectively use your social media accounts to increase engagement. Reach your students and generate an active online community. Learn when you should boost a post or purchase ads or to just let it grow in popularity organically.

Presenter:

Zach Rychlik • Marketing & Communications Manager • Mohawk Students' Association

CLUB START-UP AND RECRUITMENT

Friday, Nov. 11, 11:00 am – 12:00 noon – Regency C

Clubs & Volunteers Stream

Having trouble knowing where to begin when starting a new club? This session is designed to take you through the process of starting a new club from the ground up. As well, we will teach various recruitment efforts to help students find members for their clubs.

Presenter:

Sarah-Jayne Riley • Student Services & Clubs Coordinator • Fleming College

3. Keynote Speaker

Friday, Nov. 11, after Lunch, 12 noon – 2:00 pm

Jordan Axani

Mental Wellness Speaker and Social Researcher

Jordan Axani is a mental wellness speaker, social researcher, and was once the focus of the world's most viral human interest story that earned a stunning 4.3-billion media impressions. Using his story of ill-fated internet fame to open a frank conversation how we portray ourselves online, Jordan asks students "What's your big lie?" He uses technology to allow audiences to share anonymously, safely and in real-time - demonstrating that no one is ever alone and that we're stronger when we share our true selves.

His work helps campuses become more empathetic and accepting, improving student mental and academic outcomes. He is the co-host of a top rated podcast called Impostercast (www.impostercast.com), the host of an upcoming TV series on the lies we live online. Learn more at www.jordanaxani.com and www.yourbiglie.com.

4. Plenary Session on Mental Health

Friday, Nov. 11, 2:30 pm – 4:00 pm

MENTAL HEALTH INITIATIVES PANEL

Friday, Nov. 11, 2:30 pm – 4:00 pm – Regency Ballroom

This panel will cover anything and everything that student organizations and student service departments can do to contribute to mental health awareness/services on campus. What are schools doing now to promote mental health awareness? Are schools providing training and services for students to teach fellow peers and colleagues? Learn ways that campus activities staff and student leaders, who deal with so much already, can genuinely relate to current mental health issues. What can we do to help our students find help when they need it and how can we best communicate that information to students.

Panelists:

Jordan Axani, BSocSci • Mental Wellness Speaker & Social Researcher

Tim Piper, MSW • Counsellor • Fleming College

Kevin Kokoska, MEd, RCC • Clinical Counsellor • Vancouver, BC

Curtis Bell, BHK • Programming & Event Manager • Brock University Students' Union

5. Concurrent Ed Sessions

Saturday, Nov. 12, 9:45 am – 10:45 am

VARIETY IS THE SPICE OF LIFE

Saturday, November 12, 9:45 – 10:45 am – Saffron South

Programming & Events Stream

This session will discuss all forms of variety entertainment be it jugglers, hypnotists, comedians and more. What types of venues work best for variety events? Can you use a variety as an opener for and concert with a major music act? These are just some of the questions that will be answered.

Presenters:

Kevin Masterson • Events & Activities Manager • Fanshawe Student Union

Tim Fraser • CEO • Murdoch Music

COMMUNITY RESOURCES (AKA OUTSOURCING)

Saturday, November 12, 9:45 – 10:45 am – Saffron North

Marketing Stream

Sometimes we just don't have the resources required to achieve our goals, outsourcing services is one way to address this challenge. As small non-profit organizations we big appetites for results getting to the finish line with the help of professionals in your community or online may be the answer to your success. Before signing on the dotted line there are many questions to be answered. This candid session with presenters' from both sides of the table will provide you with the tools required to protect your organization from unscrupulous service providers

Presenters:

Heather Watson • Marketing & Communications Consultant • Acorn 30

Chris Smith • General Manager • Fleming College SAC

WORKING WITH PARTNERS ABROAD

Saturday, November 12, 9:45 – 10:45 am – Regency C

Clubs & Volunteers Stream

Learn how the Algonquin Students' Association Clubs and Communities department works with global partners abroad to provide students with an Alternative Spring Break teaching English in the Dominican Republic. You will learn everything you need to know about hosting a trip on your campus.

Presenter:

Patrick Newell • Clubs & Communities Coordinator • Algonquin Students' Association

6. Ed Session Roundtables

Saturday, Nov. 12, 11:00 am – 12:00 noon

PROGRAMMING & EVENTS – QUESTIONS / ANSWERS / INFO SHARING

Saturday, Nov. 12, 11:00 am – 12:00 noon – Saffron South

Programming & Events Stream

At the end of the conference do you still have questions or concerns that haven't been dealt with? If so, bring your thoughts to this session and our veteran delegates will do their best to give you the info you need to walk away satisfied or at least know where to go to find out more.

MARKETING WRAP-UP & TOPICS FOR THE NATIONAL IN JUNE

Saturday, Nov. 12, 11:00 am – 12:00 noon – Saffron North

Marketing Stream

When it's all said and done, do you still have questions? Here your chance to continue discussing the "hot marketing stream topics" of the conference. Your roundtable facilitator will revisit any topic you'd like more insight on.

CLUBS & VOLUNTEERS – CLOSING DISCUSSION & SHARING BEST PRACTICES

Saturday, Nov. 12, 11:00 am – 12:00 noon – Regency C

Clubs & Volunteers Stream

Have you attended an awesome clubs session but you still have questions? Missed out on something you wanted to attend? Don't worry; this wrap-up session is designed to answer all things about clubs! Come check it out!

7. Keynote Speaker

Saturday, Nov. 12, after Lunch, 12 noon – 1:30 pm

Kim Katrin Milan

Co-Founder of The People Project & Activist for Justice and Inclusion

For over a decade Kim has been speaking, educating, and raising awareness on topics such as gender-based violence, consent culture, mental health & self-care, leadership, anti-racism and other topics that are proving to be increasingly significant to campus audiences. She uniquely weaves together historical context, statistics, current events, and social media, in an interactive presentation that brings ease to difficult conversations around identity, inclusivity, and wellness.

