



## COCA 2014 National Conference Niagara Falls, ON

### ***Block 1 – Session 1***

#### Programming 101

The Basics of Campus Programming. This is a must attend session for all delegates who are new to the world of campus programming. The lessons you'll learn from this session will help you build a strong foundation for a successful programming year.

#### **Presented by:**

Al Legault, Director of Campus Events, McMaster University  
Baldeep Randhawa, Events Programmer, Mohawk College

### ***Block 1 – Session 2***

#### Marketing For Non-Marketers

Marketing may not be written in your job description, but it is still inherently a part of your role. Knowing what questions to ask, what info to give, and when to involve your marketing team can help you achieve better results. Learn how to foster an events-marketing-SUPER-FORCE by teaming up with your marketing counterparts. We'll teach you the building blocks and key terms to help you get the most out of your marketing resources.

#### **Presented by:**

Kat Lourenco, Director, Marketing Communications  
Phil Champagne, Director, Programming & Member Services, Wilfrid Laurier University SU

### ***Block 1 – Session 3***

#### The Canadian Landscape of Student Affairs

This session will be a discussion on the storied history, context, and values of the Student Affairs profession in Canada. It will introduce delegates to the Canadian Association of College and University Student Services (CACUSS) and will share exciting milestones in student affairs in Canada. We will share the current context and landscape of student affairs work and learn more about the dynamic staff who do that work.

#### **Presented by:**

Jennifer Hamilton, Executive Director, CACUSS

## ***Block 1 – Session 4***

### Bringing Dance to your Campus

The topic will include brief background presentations from Panelists Dave Wilson, Sara Palmieri and Sandra Rouse, focusing on the interrelationship of Campus Recreational Dance Classes, Student Dance Clubs, Dance Degree Programs and Programming Professional Dance Company Performances. All participants will have an opportunity to share their own experiences and ideas.

**Moderator:**

Dave Wilson, Artistic Director, Centre for Dance Performance, McMaster University

## ***Block 1 – Session 5***

### Leading and Advising Student Clubs

Keys to Achieving Excellence - Student Clubs provide great opportunities for students to learn important leadership and life skills that are essential for future success in both their careers and personal lives. Club leaders and advisors can play an integral role in ensuring that a student's experience is both positive and productive. This session will provide current and future club officers and advisors with some tools and ideas to ensure this occurs on their campus. We will also discuss the importance of the relationship between club leaders and advisors and provide resources to help define roles and strengthen this unique relationship.

**Presenter:**

Matt Morrin, Director of Student Life & Engagement, University of South Florida - St. Petersburg

## ***Block 2 – Session 1***

### Programming 102A – Small Schools

This session continues from the themes in Programming 101 catering to the unique needs, responsibilities, challenges, and benefits of programming with smaller annual budgets.

**Presented by:**

Baldeep Randhawa, Events Programmer, Mohawk College

## ***Block 2 – Session 2***

### Marketing 101: Intro to Marketing Strategy

We're pitting five marketers from five schools head-to-head as we cover the building blocks of a solid marketing plan. We'll share examples of our best events, print, digital, social media and email projects, and show you how they work together to create effective and memorable marketing campaigns.

**Moderator:**

Kat Lourenco, Director, Marketing Communications, Wilfrid Laurier University SU

## ***Block 2 – Session 3***

### Programming 102 B – Large Schools

This session continues from the themes in Programming 101 catering to the unique needs, responsibilities, challenges, and benefits of programming with larger annual budgets.

**Presented by:**

Al Legault, Director of Campus Events, McMaster University

## ***Block 2 – Session 4***

### **Developing a Comprehensive Handbook for Campus Clubs**

Campus clubs take on a form of their own. While many are governed under the central Student Association umbrella, clubs have a unique way of governing themselves - sometimes operating outside of the rules. This session will be a brainstorming and working session with the goal of developing a Campus Clubs Handbook. Having a proper Handbook will allow campus clubs administrators (both staff and student leaders) to maintain consistency throughout their campus clubs while making sure that they are properly aligned with Student Association policy. Be sure to bring your existing clubs handbook or other resources you use on your campus.

#### **Presented by:**

Chantal James, Campus Clubs Coordinator, Durham College & UOIT

## ***Block 2 – Session 5***

### **Competency Guide for College Student Leaders: Developing the Best You**

Student leadership offers a unique experiential learning opportunity for students to develop key skills and competencies important to employers. This workshop provides a guide for student leaders to intentionally plan there outside the classroom experiences to enhance personal and professional development.

#### **Presented by:**

Ken Brill, Associate Dean and Vice President, Student Life, Leadership and Engagement, Augustana College (Illinois)

## ***Block 3 – Session 1***

### **Brand Partnerships**

Getting Other People to Pay for Your Events! This session will outline your opportunities to get extra funding and resources for your events and projects through corporate sponsorships. The discussion will address the perception of “selling out” and the signs of a good “fit” vs. chasing money. Attendees will learn the importance of (and formulation of) a good sponsorship package, ad hoc deals and in-kind partnerships.

#### **Presented by:**

Steve Kosh, Marketing and Communication Manager, Mohawk College

## ***Block 3 – Session 2***

### **\$\$\$ - That's What Clubs Want**

Clubs are always looking for money to fund their events and activities. It is often one of the key missing ingredients in getting club programming off the ground. Funding campus clubs offers many positive outcomes such as maximizing student engagement, adding perks to ratifying, and allowing clubs to dream big and think outside the box. This session will discuss how funding avenues can be created by observing club needs, provide various ideas for club funding streams and their application processes, fund management and reconciliation, and reporting on funding usage.

#### **Presented by:**

Amber Stallard, Clubs Coordinator, Mount Royal University SA

### ***Block 3 – Session 3***

#### **“Can I Count on You?” Building Your Reliability**

This session addresses the concepts of "time management" from a unique and very interesting perspective. Trust is the foundation for loving families, fun friendships, spirited students' councils, successful businesses, and effective leaders. Yet people earn the trust of another by being reliable. Andy offers useful and immediately applicable advice on improving your reliability. Through his insights, he demonstrates how improved time management will increase one's reliability!

**Presented by:**

Andy Thibodeau, andypresentations.com

### ***Block 3 – Session 4***

#### **Student Organization Advising 102**

Do you yearn to help your organization's leaders and members work together effectively to reach their goals? In this session, attendees will learn about Tuckman's theory of small group development and how understanding the stages of forming, storming, norming, and performing can help advisors support student development within organizations.

**Presented by:**

Ken Brill, Associate Dean and Vice President, Student Life, Leadership and Engagement, Augustana College (Illinois)

### ***Block 3 – Session 5***

#### **Size Does Not Matter**

Does your campus suffer from budget envy? Are you struggling to come up with engaging, fresh programming on a shoestring budget? Come learn tips, tricks and hear how Tim Fraser and the entertainment team at Fanshawe College are able to be one of the most heavily programmed campuses in the country with a smaller budget than the "big guys". Don't be fooled, size does NOT matter.

**Presented by:**

Tim Fraser, Entertainment Programmer, Fanshawe College SU

### ***Block 4 – Session 1***

#### **How to Win Friends & Influence People: Getting People to Champion Your Projects**

Marketing is the subtle art of influence. You need people who don't work for you to share your campaigns, influence their peers and ultimately make your projects a success. Our panel of industry influencers will share their tactics for building fans, making friends and turning co-workers and strangers alike into champions for your projects.

**Moderator:**

Kat Lourenco, Director, Marketing Communications, Wilfrid Laurier University SU

## ***Block 4 – Session 2***

### **“Let’s Talk!”**

Effective Communication Skills Get "excited" about your next speaking opportunity! This session draws on Andy's massive speaking experience, ranging from high school pep rallies, university orientation weeks to adult programs across North America. He offers hands-on insight on: overcoming "the fear" (and how it is linked to self-esteem), putting more "you" into all of your communication, using the "power of the positive", and how to "visualize" your improved speaking performances. Andy's ideas are applicable whether you're communicating with one person or one thousand.

#### **Presented by:**

Andy Thibodeau, andypresentations.com

## ***Block 4 – Session 3***

### **Sustainable Campus**

Do you believe we need sustainable change? Curious how to get your students to arrive at this realization too? Come join Stephen Szucs, the Founder of SustainableJoes, to learn this skill and some other engaging activities to move your campus in a sustainable direction! After a year living off grid this promises to be an entertaining experience packed with information!

#### **Presented by:**

Stephen Szucs, Founder of SustainableJoes

## ***Block 4 – Session 4***

### **Seeking to Become a More Inclusive Campus?**

Discussions have been occurring for decades on how to create an inclusive campus for members of our diverse student bodies. Researchers Arminio, Torres & Pope (2012) posit that an inclusive campus involves each member examining self, knowledge of others, campus culture, campus climate and acting to make change. This session will explore these ideas and provide practical skills and strategies that can promote inclusion on campus.

#### **Presented by:**

Dr. Sandra Rouse, Director of Education & Research, NACA (South Carolina)

## ***Block 4 – Session 5***

### **Club Operations: Strong Foundations = Success**

In order to be successful, student clubs need to be built on a strong foundation of operations and procedures that support the achievement of their mission and goals. The basic operations that are integral to success will be discussed, including member recruitment and retention, officer training and transition, member development, and event planning. Participants will leave with many tools and ideas used at companies like Disney, Google and Apple, that can be used to their help their club achieve their goals and succeed.

#### **Presented by:**

Matt Morrin, Director of Student Life & Engagement, University of South Florida - St. Petersburg

### ***Block 5 – Session 1***

#### **Student Leaders / Student Union Managers: How to Make it Work**

With high turnover, complicated hierarchies, differences in opinions, and varying priorities, it can be difficult to manage the relationships between student leaders, full time staff, venue operators, and food and beverage managers. This session will feature experienced representatives from all of these factions leading a focused, open forum conversation about the best ways to create and maintain a functional and unified working environment.

**Presented by:**

Daniel Casey, Senior Manager, Hospitality & Operations, Sheridan College,  
Blake Brooks, Bar and Restaurant Manager, Carleton University  
Alicia Romkey, Facilities Manager, Acadia University

### ***Block 5 – Session 2***

#### **Social Media Do's & Don'ts**

Success online means creating great content that can live on multiple devices and multiple social platforms - but first we need to learn the rules of content marketing. This session will help you create a simple framework that will improve your social media, email, and blogging content strategies. It's not a boring theory session! We'll keep it jammed packed with real world examples you'll be able to steal and bring back to your campus.

**Presented by:**

Stephen Sills, Creative Director, Student Life Network / Canada's Luckiest Student

### ***Block 5 – Session 3***

#### **The Art of Being Assertive**

It looks easy, but knowing how to walk the fine line of being assertive and being a jerk will make all the difference in your personal and professional life. Make an impression that puts you in a position of power, learn to TELL versus ASK, silence the negative self-talk, get clear and get what you want!

**Presented by:**

Nova Browning Rutherford, Personal Development Coach & Speaker

### ***Block 5 – Session 4***

#### **Unconventional Programming**

There's more to building an events culture on campus than just booking bands and turning the lights on at the pub. Get some cool ideas from some unique perspectives and bring some memorable events to your campus.

**Presented by:**

John b Young, Operations Manager, Fanshawe College

## ***Block 5 – Session 5***

### **Collaborative Programming Across Campus**

Collaboration is more important than ever due to budget restraints and pressures to provide more programming on fewer dollars. Sometimes the hardest part is finding someone within the University community who will work with you. The National Association of Campus Activities' Dr. Sandra Rouse presents this session for anyone who has struggled with collaborating and developing new event ideas. This presentation will introduce ways that you can collaborate with different departments within your university. There will also be time for questions and idea sharing. You will leave with some common collaborative practices and examples of what institutions are doing today.

#### **Presented by:**

Dr. Sandra Rouse, Director of Education & Research, NACA (South Carolina)

## ***Block 6 – Session 1***

### **The Power and Potential of the Human Mind**

This is going to be an interactive, mind-opening presentation that will teach you a 4-step process to achieve any goal. This session will not only apply to campus activities, but to your personal life as well. You will walk away from this presentation feeling motivated, energized, and you will have a different view of the world. Wayne combines positive-thinking principals with proven business tactics to show you how to release the power and potential of the human mind.

#### **Presented by:**

Wayne Hoffman

## ***Block 6 – Session 2***

### **Mobile Marketing**

Come find out why mobile technology and text messages are the primary way that college students communicate and how you can use them to market your events more effectively helping increase attendance as well as student engagement. The educational session will walk students through the available technologies they can use to market events as well as how to use polling and contesting (via mobile) to promote events and get real-time feedback from their students.

#### **Presented by:**

Shawn Radley, President, OnCampusText

## ***Block 6 – Session 3***

### **Agents and Campus Buyers Relations**

The Business of Doing Business. This open format session will be a formal opportunity for school members and associates to discuss a number of topics regarding relationship maintenance, business practices, negotiation, and more.

#### **Moderator:**

Bill Kitchen, Events Programmer, Algonquin College

## ***Block 6 – Session 4***

### **The Orientation Orientation**

Orientation on Canadian college and university campuses is more than a one-week engagement, it's an ongoing process. This session blends the broader understanding and approach of orientation as well as covers all the priorities of planning an inclusive and exciting orientation week. This program includes managing expectations of both your students and your school, understanding the needs of your demographics vs. the thrills of the traditional O-Week, building a well- rounded schedule, and appropriate leader training. This is not a workshop to be missed for those about to put on their first orientation or looking to strengthen their current orientation program.

**Presented by:**

Kenney Fitzpatrick, General Manager, MSVU Students' Union

## ***Block 6 – Session 5***

### **Re:Sound:**

A How-to Guide- Music plays an integral role in setting the atmosphere of your event, contributing to attendance, revenue, and overall success where music is used. This seminar will help organizers to understand what licenses may be required in order to use music at campus activities in order to take advantage of the benefits music brings to their events.

**Presented by:**

Matthew Phillips, Senior Representative, Licensing, Re:Sound Music Licensing Company