



**COCA 2013 National Conference
Halifax, NS - June, 2013
Education Sessions**

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, McMaster University
Baldeep Randhawa, Mohawk College

Block 1 – Session 2

Introduction to Marketing

“The Basics of Marketing on Campus” This is a must-attend session for all delegates who will be developing on campus marketing strategies. This session will cover important topics such as brand identity, engagement, the “4 P’s” of marketing, and more.

Presented by:

Chris Green, Brock University
Steve Kosh, Mohawk College

Block 1 – Session 3

Effective Leadership

Understand the difference between managing and leading, different leadership styles, leading by example and what it takes to be seen as a leader by your peers.

Presented by:

Matt Morin, University of South Florida- St. Petersburg
Alan Davis, Executive Director of NACA

Block 1 – Session 4

Clubs 101

“Welcome to the Club” This session provides insight into what clubs are, why they exist, why they're important to student life, how to facilitate their creation, and how they can help strengthen student governments.

Presented by:

Erica Kitchen, St Clair College
Shelby Harris, University of Massachusetts

Block 2 – Session 1

Programming 102 A & B

“Programming for Large and Small Schools” Two separate sessions that are continuations from the themes in Programming 101, but now divide and cater to the unique needs, responsibilities, challenges, and benefits of programming with larger annual budgets in one session and smaller budgets in another.

Presented by:

Al Legault, McMaster University
Pat Maloney, Fanshawe College
Chuck Erman, Sheridan College
Baldeep Radhawa, Mohawk College

Block 2 – Session 2

Best Practices in Marketing

This session will outline important tools and strategies for maximizing efficiency in your marketing campaigns. You’ll learn to understand metrics, measuring and tracking promotion success across various mediums, the 5 phases of customer engagement, budget management, and more.

Presented by:

Jeff Lohnes, Movember
Stephen Kosh, Mohawk

Block 2 – Session 3

Associate Member/School 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.

Presented by:

Joel Baskin, The Agency Group
Tara Bethier, Speaker's Boutique
Ken McLeod, Algonquin College
Chuck Erman, Sheridan College

Block 2 – Session 4

Clubs 102

“Funding Your Clubs”. Providing funds for clubs to program and run events is one of the key ways to support student engagement and retention at universities. However, there is a great deal of responsibility and ethical considerations that come with being the keepers of the cash. This session will provide an overview of responsible budget management, an effective budget request process, how to maximize available funds, and ways to track and report out fund usage.

Presented by:

Shelby Harris, University of Massachusetts

Block 3 – Session 1

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:

Baldeep Randhawa, Mohawk College
Pat Maloney, Fanshawe College

Block 3 – Session 2

Making Videos That Don't Suck

This session outlines the fundamentals of producing effective marketing videos. This includes scripting, timing, planning, shooting, editing, and how to make them effective once they're completed.

Presented by:

Steve Kosh, Mohawk

Block 3 – Session 3

Diversity Programming

"Something for Everyone" This session will outline the importance of creating programs on campus that appeal to more than just the lowest common denominator. Groups like mature students, foreign students, LGBT students, and anyone else who deserves a positive campus experience who may often be overlooked.

Presented by:

Chuck Erman, Sheridan College
Jason Mosely, Centennial College

Block 3 – Session 4

Clubs 103

"Keep the Club Open". This session addresses the common issues many clubs or club organizers have with maintaining members, communicating with student government, communicating with the student body, developing effective protocols, and developing standards and best practices that can be passed down to future leaders.

Presented by:

Erica Kitchen, St. Clair College

Block 3 – Session 5

Student Engagement

There is a big difference between "communicating to" and "engaging with" a student body. This session will explore those differences and the art of student engagement, and will give you a new box of ideas to try on your campus.

Presented by:

Matt Morin, University of South Florida- St. Petersburg

Block 4 – Session 1

Crisis Communications

“Lessons Learned From a Faculty Strike” This session will provide perspective on how a Students' Union can manage communication to students during a period of extreme uncertainty such as a faculty strike, and how these practices can be applied to the every day operations of student organizations.

Presented by:

Kaleigh McMaster, St. Francis Xavier University

Block 4 – Session 2

Managing Your Online Identity

“Don’t Feed the Trolls” This session will outline the benefits and perils of running and managing online pages. Learn how to train your page managers, who to give admin privileges to, what to post about, what NOT to post about, and more.

Presented by:

Andrew Barbour, St. Mary's University

Block 4 – Session 3

NACA for Schools

Learn about our American neighbours from the National Association of Campus Activities and how your school might benefit from attending a NACA conference.

Presented by:

Matt Morin, University of South Florida - St. Petersburg

Block 4 – Session 4

Clubs 104

“Let's Go Clubbing”. This session delves deeper into the details of the challenges clubs face, how student governments can assist in club management, club structure, and more.

Presented by:

Michelle Lee, Durham/UOIT

Block 4 – Session 5

NACA for Associates

Learn about our American neighbours from the National Association of Campus Activities and how your company might benefit from attending a NACA conference. This session will also cover Artist showcasing.

Presented by:

Alan Davis, NACA

Block 5 – Session 1

Risk Management

This is a joint session with our friends from CHMA—the association of campus bar managers. Learn how to avoid dangerous situations at your events, and how to be prepared to manage any kind of crisis that may present itself to you and your staff.

Presented by:

Shelly MacNeil, Sheridan College

Block 5 – Session 2

How to Do More With Less Time

“The Powerful 60-60-60 Program”. Do you find yourself wishing you could be more efficient with your time? This session will teach you the 60-60-60 principle which will allow you to get more work done in less time, improve your productivity, get in better shape, and free up valuable space in your schedule.

Presented by:

Ryan Clauson

Block 5 – Session 3

Small Schools, Big Ideas

Think your small size is a disadvantage? Think again! Embrace your uniqueness, turn your size into an advantage and watch big things happen to your small school!

Presented by:

Kenny Fitzpatrick, Mount Saint Vincent University

Block 6 – Session 1

Sponsorship

“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:

Jessica Walker, Campus Intercept

Block 6 – Session 2

Amplifying Your Events

Communicating with your team, student body and community doesn’t need to be an expensive process. Not with the many free and inexpensive resources available to you. This session looks at communication styles and how to use the tools at hand to make a big impression without breaking the bank! It will also look at news and press releases through the use of social media.

Presented by:

Niki Toomey, ACOA

Charles Crosby, Dalhousie University/ Nova Scotia Community College

Block 6 – Session 3

Online Trends

This session will take a look at what the current online trends are in regards to web development and application as well as new options for web sites and what makes an effective website.

Presented by:

Julia Rivard, Norex

Block 6 – Session 4

Event Planning with Community and Alumni

This session will give you an overview of efficient event planning strategies particularly when partnering with community organizations and events. This session will also take into consideration outreach and partnering with your campus alumni association events.

Presented by:

Monica Njoku, St. Mary's Alumni Association