



Spring Leadership Council Weekend February 21-22, 2025

ITINERARY

Friday, February 21

4:30 – 5:30 p.m. **Volunteer Development #1** (*Taylor Room*)

Constituent Networks

Interactive discussion will include:

- Support and resources offered by The Association; and
- Best practices for Constituent Network engagement

5:30 – 7:30 p.m. **Leadership Council Reception** (*Flores Hall*)

In appreciation of your support, we invite you to join us for an evening of fellowship among friends as we thank you, our volunteer leaders, for your generosity to The Association of Former Students through Annual Fund support and service.

Saturday, February 22

7:30 – 8:30 a.m. **Check-in and Coffee** (*Flores Hall*)

8:30 a.m. **Leadership Council Meeting *** (*Zachry Family Rooms*)

10:30 a.m. **Brunch** (*Flores Hall*)

11:30 – 1:00 p.m. **Volunteer Development #2** (*Choose one*)

A&M Club Presidents (*Zachry Family Rooms*)

Interactive discussion will include:

- Best practices among A&M Clubs for recruiting new members and engaging young alumni;
- Successful engagement events: What has worked best for your A&M Club?; and
- Support and resources offered by The Association.

Class Agents (*Flores Hall*)

Interactive discussion will include:

- Class Reunion Overview – Using historical data to best plan for future events;
- Best practices for engaging and motivating former students to attend events; and
- Planning future discussion topics.

1:00 – 1:15 p.m. Break

1:15 – 2:15 p.m. Volunteer Development #3 (*Flores Hall*)

Marketing & Social Media Engagement for Volunteer Leaders

Join us as we hear from Randy Reyes '01, The Association of Former Students' Director of Marketing, and a member of our Communications team who will discuss:

- Trademark use;
- Graphic design and promotional item support; and
- Social media goals/objectives, strategies and best practices.

2:15 p.m. Adjourn

*** Virtual option will be provided for the Saturday, 8:30 a.m. Leadership Council Meeting.**