

# **Volunteer Leadership Conference**

## **February 22, 2025**

### **The Mill at MSU**

#### **Engaging the Bulldog Family**

##### Schedule

- 7:30 a.m.     **Registration Opens**  
Breakfast and Visit with Campus Partners
- 8:15 a.m.     **Annual Business Meeting and Chapter Roll Call**  
Terri Russell, National President, MSU Alumni Association  
Jeff Davis, Executive Director, MSU Alumni Association
- 8:30 a.m.     **Alumni Association Engagement Initiatives**  
Jeff Davis, Executive Director, MSU Alumni Association  
Michael Richardson, Asst. Director, Regional and Volunteer Engagement  
Janet Downey, Coordinator of Volunteer Engagement
- 9:00 a.m.     **Engagement with Our Brand**  
Thomas Broadus, Chief Marketing Officer, Office of Public Affairs
- 9:45 a.m.     **Break**
- 10:00 a.m.    **Engagement through Admissions and Scholarships**  
John Dickerson, Associate Vice President for Enrollment, Office of Admissions and Scholarships
- 10:45 a.m.    **Volunteer Engagement Break-out Sessions**  
*Based on Chapter Membership/Engagement Categories*  
Group 1: In-State Chapters – Small and Medium  
Group 2: In-State Chapters – Large  
Group 3: Out-of-State Chapters  
Group 4: Alumni Recruitment Network
- 11:30 a.m.    **Engagement Strategies**  
with Volunteer Leaders
- 12:15 p.m.    **Lunch**  
**Fan Engagement with MSU Athletics**  
Nick Zimmerman, Head Soccer Coach
- 1:00 p.m.     **Conference Wrap-up**