

Learn & Serve America Communicators Institute

Learn and Serve America Communicators Institute October 23, 2008 AGENDA

- 8:00 AM **Introductions**
- Amy Cohen, Director, Learn and Serve America
 - Kristin McSwain, Director, AmeriCorps
- 8:15 AM **Address**
- Gerald Walpin, Inspector General, CNCS
- 8:45 AM **CNCS Programming/Communicators' Institute Introduction**
- Amy Cohen, Director, Learn & Serve America
- 9:15 –9:45 AM **Overview**
- Steven Rivelis, CEO, Campaign Consultation, Inc.
- 9:45 AM **Break**
- 10:00–12:00 PM **Telling Your Story: The Art & Science of Powerful Presentations (Session I)**
- Orange: *Crystal V***
- Jonathan Estrin, Constitutional Rights Foundation
 - Arthurine Walker, Campaign Consultation, Inc.
- Blue: *Crystal VI***
- Cathy Berger Kaye, CBK Associates
 - Catherine Blinder, Campaign Consultation, Inc.
- OR*
- Speed Dating: (Session I): *Ballroom A-C***
- Building Partner Relationships***
- Yellow:**
- Jennifer Dorr, Washington Campus Compact
 - Lawrence Dark, Campaign Consultation, Inc.
- Purple:**
- Kate McPherson, Project Service Leadership
 - Amy Kincaid, Campaign Consultation, Inc.
- Cutting Edge Media: Social Networking & Web 2.0***
- Yellow:**
- Stephanie Ross, Campaign Consultation, Inc.
- Purple:**
- La Donna Coy, Campaign Consultation, Inc.

Learn & Serve America Communicators Institute

Material Makeover: Publication & Website Critique Clinic

Yellow:

- Abby Mott, Campaign Consultation, Inc.

Purple:

- Trevor Best, Campaign Consultation, Inc.

Branding: Image, Idea and Ideal

Yellow:

- Kelita Bak, Camp Fire USA
- Danita Rodriguez, Campaign Consultation, Inc.

Purple:

- Donna Gourd, Cherokee Nation
- Liz Burden, Campaign Consultation, Inc.

12:00 – 12:30 PM

LUNCH

12:30 – 1:30 PM

Peer Exchange: Successful Practices from the Field *Ballroom A-C*

- Charlotte Jones-Ward, Ohio Department of Education
- Brian Heinrich, Washington Campus Compact
- Liberty Smith, National Service-Learning

1:30 – 3:30 PM

Telling Your Story (Session II)

Yellow: *Crystal V*

Purple: *Crystal VI*

OR

Speed Dating: (Session II): *Ballroom A-C*

Orange & Blue

3:30- 3:45 PM

BREAK

3:45 – 4:30 PM

Obstacles and Opportunities: Case Studies *Ballroom A-C*

4:30 – 5:30 PM

Communications Action Planning *Ballroom A-C*

5:30 PM

EVALUATIONS & ADJOURNMENT

The end is just the beginning!