Educational Module

Emory alumni are intellectually curious and interested in new ideas and experiences – that’s why you went to Emory, after all! However, access to stimulating intellectual discourse isn’t always as easy to find in the real world as when you were on campus.

Educational programming fulfills this need and connects alumni to each other in the process. It frequently takes advantage of local resources and expertise, further developing connections within your local community. Depending on the subject, educational events can draw interest from graduates of all Emory schools and units, as well as a diverse array of ages.

Consider events that offer “insider access” to a local venue. It’s quite possible there is an Emory connection there.

Value to Emory and Group Mission

Chapter and interest group activities in the Educational Module directly relate to Emory’s strategic themes of Strengthening Faculty Distinction; Creating Community, Engaging Society; and Exploring New Frontiers in Sciences and Technology. Faculty participation in chapter and interest group activities contributes to faculty development and tenure and promotion practices. Non-faculty educational programs relate to Creating Community, Engaging Society’s emphasis on lifelong learning and intellectual development. Chapter programs that explore science and technology’s impact on the human condition relate to Exploring New Frontiers in Science and Technology.

Examples

- Presidential Destinations
- Faculty Within Your Reach
- Faculty on the Road
- Book Clubs
- Cultural Events (e.g., film screening, symphony, theatre performance)
- Museum visits
- Local expert speakers
- 101 Series
Presidential Destinations brings the Emory community together around the country with President Jim Wagner, who not only provides detailed updates about Emory but also answers questions posed to him.

The EAA’s Presidential Destinations are the alumni community’s best opportunity to meet President Wagner one-on-one in an engaging and accessible atmosphere. On occasion, President Wagner is accompanied by faculty speakers.

Presidential Destinations are typically large-scale events in elegant settings preceded by a cocktail reception.

**Timeline**

Destinations and dates are chosen each summer based on President Wagner’s schedule for the academic year.

**Things to Think About**

- Is there a venue that would attract a great audience? President Wagner has spoken at embassies, exclusive private clubs and even alumni homes. All offer tremendous ambience.
- Is the proposed location convenient to where people work and live? If not, will they make the drive?
- Do you have access to corporate or event space?

**Costs**

High. Travel, large-capacity receptions, and heavy marketing increase costs. Donated event space can lower costs. Alumni also can sponsor and/or host these events.
Ready to buy your first home? Interested in living more sustainably? Want to improve the management of your finances? If you said “yes” to any of these questions, then it’s likely that the other alumni in your area do, too.

Consider hosting a “101” seminar – the EAA’s program for introducing alumni to any subject they can imagine. Most likely there’s an alumni expert in your area or a local business related to the subject. These are willing presenters for a 101 series. And they are often willing to host in their location or sponsor in some capacity.

101 seminars can reach your entire population. Younger alumni are interested in managing finances or buying first homes. They also might be interested in learning to invest or planning for a family. Career professionals are looking toward retirement and what to do next. There are also subjects that reach all ages; try a gardening seminar at your local home improvement store or Auto 101 at a local mechanic.

Timeline
Decide on a subject area for the seminar; perhaps start with an expert or business you know. Confirm availability with the presenter 6-8 weeks out. Work through details of the program. Send invitation 4-6 weeks prior to the event.

Things to Think About
- Decide whether this will be a single seminar or a series. Consider a series that touches several stages of alumni.
- Will the presenter charge for services? Most won’t in an effort to gain business.
- Will you need A/V? That will affect the location. Who will prepare the materials? Will they be printed?
- Will you serve food and drink? Light snacks, sodas, and bottled water are usually sufficient.

Costs
Free to minimal. Consider changing a nominal fee as a better guarantee of attendance. You will have fewer no-shows with an attendance fee, and can use these funds toward food and beverage.
Faculty Within Your Reach
Educational Module – EAA Driven

Faculty Within Your Reach is the EAA’s distinguished speaker series. It’s not always easy for alumni to come back to campus; through Faculty Within Your Reach, the EAA can bring part of the campus experience to alumni.

Faculty Within Your Reach highlights Emory’s award-winning faculty, whose presentations range from groundbreaking research to newly published books and articles, to commentary on art and or history exhibits.

The EAA selects cities for Faculty Within Your Reach each summer during our annual planning cycled based on available resources, faculty availability, number of alumni in an area, and strength of alumni activity.

Faculty Within Your Reach are typically large-scale speaker events in elegant settings preceded by a cocktail reception.

Timeline
Destinations are chosen each summer by the EAA staff. Faculty selection occurs concurrently.

Things to Think About
- Are there interest concentrations among your alumni? Industry concentrations?
- We’ll look for “fit” with traveling faculty. Let us know professors you liked; they might be in our speaker pool.
- Is the proposed location convenient to where people work and live? If not, will they make the drive?
- Are there times of the day that work better for you alumni (e.g., breakfast rather than dinner)?
- Do you have access to corporate or event space?

Costs
High. Faculty travel and large-capacity receptions increase costs. Donated event spaces can lower costs.
Book Club
Educational Module

Book clubs engage alumni intellectually and socially. They’re also great for creating sustained connections between alumni and giving newcomers an immediate social network.

Book clubs are easy to organize and manage once they’ve gotten started. Consider setting a regular meeting day and time (e.g., the second Sunday of each month at 5:00 p.m.). Book clubs can meet in public places or private homes, depending on group preferences. If meeting in homes, ask attendees to bring snacks or drinks to share.

Read what you like and consider including Emory “reads” from time to time, like Natasha Trethewey’s Pulitzer Prize-winning *Native Guard*.

Appoint or rotate leadership: someone who can send reminders, make sure meetings are scheduled, and stay in contact with the EAA.

**Timeline**

- Host a kickoff meeting to gauge interest and make decisions such as group style, meeting time and location preferences, and the first book. Request listserv from EAA to make reminders and meeting announcements easy.

**Things to Think About**

- Select a convenient meeting location. Discuss reading preferences and how meetings will be run.
- Members of long-running book clubs can explore other activities, like collecting books for a book drive, a holiday book exchange, or hosting a writer’s workshop or local speaker or author.

**Costs**

Free to minimal.
Faculty on the Road
Educational Module – EAA driven with strong group partners

Faculty have lives beyond Emory. They criss-cross the country for speaking engagements, conferences, or personal travel.

The EAA is growing more closely connected with faculty members and encouraging them to let us know when they’re on the road.

Depending on the nature of their travel and the professor, we’ll help organize events around traveling faculty. These events can take many forms, from small group dinners to speaking engagements for larger audiences. They often have a “senior seminar” feel – smaller groups of alumni intimately connected and highly engaged with a faculty person. Think of the benefit of a small class size and you’ll discover what makes Faculty on the Road a great group event.

We don’t have control on who is traveling where, but do promote compelling faculty with interesting personalities. We’ll let you know when a faculty member is on the road in your area and work together to plan an event.

Value to Emory and Group Mission

Sometimes we know faculty travel far in advance, but most often it’s on short notice. We’ll format the event based on planning time, number and interest of area alumni, and the professor’s preferences.

Examples

- Are there interest concentrations among your alumni? A lot of bankers, lawyers, writers? We’ll look for “fit” with traveling faculty.
- Is the proposed location convenient to where people work and life? If not, will they make the drive?
- Are there times of day that work better for your alumni (e.g., breakfast rather than dinner)?
- Do you have access to corporate space or event space?

Costs

Minimal to moderate. Reception can increase the cost. Donated event space, such as corporate conference rooms or venues, can lower costs.
Local Expert Speakers
Educational Module

Your interest in learning and current events didn’t end when you graduated from Emory. You’ve grown and gained expertise since you graduated, as have your peers and predecessors. Look among local alumni or community members for speakers who can engage alumni in your area.

Local expert speakers range from academics to professionals, and everywhere in between. Hot topics like environmental sustainability or the political environment are appealing to alumni and have accessible local experts.

Consider the nature of alumni in your area. Concentrations in professional fields or lifestyle interests can prompt the selection of an expert speaker who will attract a good audience.

Timeline
Peruse your network for interesting experts. Confirm their availability and interest 8-12 weeks out – they can be tough to book. Select a location and send an invitation 4-6 weeks prior to the event.

Things to Think About
- When is the best time for the event?
- If professionally oriented, a pre-work breakfast is a good choice. If more lifestyle based, after work is best.
- Is the location convenient to the audience we hope to draw? Is the subject time-sensitive?
- Will the speaker expect an honorarium or fee?

Costs
Free to moderate. Consider charging a nominal fee. You will have fewer no-shows with an attendance fee. Location fees can drive up the cost of the event. Look for alumni connections that can facilitate reduced rate or free spaces.
Cultural Events
Educational Module

Be a tourist in your hometown! See a play, take a tour, visit a historical site; your location is your limit. Cultural events appeal to most everyone, even if we don’t always participate on our own.

Cultural events are a great way to support your local community and to introduce newcomers to the area. They’re often good for families, too.

Negotiating a group discount makes events more affordable than attending as individuals. You can augment the event with a pre- or post-social component (e.g., drinks before a play or lunch after a tour).

Look for an Emory connection. You’ll find them everywhere, from playwrights to comedy club owners.

Timeline
Explore venues or events of interest in your city. Arrange group tickets 8 weeks in advance. Decide on the social component; make those arrangements in advance of sending the invitation 4-6 weeks prior to the event.

Things to Think About
- Are people interested in the event of venue? Is the location and even conducive to social connections?
- Is there a place to gather?
- How does ticket purchase work? Will individuals pick up tickets at will call, or will you distribute?

Costs
Minimal to moderate. A reception can increase costs. You can offer tickets at the listed price or subsidize the cost.
Museum Visits
Educational Module

Museums are popular destinations, be they art, history, science, sports or what have you. Like sports teams, museums offer group rates. Often they provide curator-led or special access tours for groups. Ask about these options when making arrangements; deals or special access increase the likelihood of drawing a good crowd.

Leverage your Emory connections. Many alumni work in museums or other cultural institutions, or on volunteer boards. These connections can help you gain access and interest. Emeriti professors are often involved in local institutions; make it an Emory-led tour!

Include social time during the visit. Drinks before a tour or lunch afterward fulfills the need for personal connection.

Timeline
Review upcoming exhibits at local cultural institutions. Select an appealing exhibit and arrange group tickets 8 weeks in advance. Decide on the social component; make those arrangements in advance of sending the invitation.

Things to Think About
- Are people interested in the exhibit and the museum?
- Is the location and event conducive to social connections? Is there a place to gather?
- How does ticket purchase work? Will individuals pick up tickets at will call or will you distribute?

Costs
Minimal to moderate. A reception can increase the cost. Consider offering a packaged ticket and reception price that is still a good value for the experience.
Emory Law Ethics CLE

At Shuffield Lowman featuring Prof. Tim Terrell
Orlando Alumni Event
Dec. 2, 2008
6:00 p.m. – 7:00 p.m. ET

Shuffield Lowman Gateway Center, 1000 Legion Place, Suite 1700, Orlando, FL 32801

In 2008, Emory Law continues its series events that bring noted professors to central locations to lead discussions on relevant legal topics. Please join us in Orlando for an Ethics presentation with Prof. Tim Terrell at the law firm of Shuffield Lowman. Light hors d’oeuvres and parking compliments of Shuffield Lowman.

“Creating a Roadmap for Personal and Professional Success in a Turbulent Economy”
with featured speaker
David Nour 00EMBA

Goizueta Business School
1300 Clifton Road, Room 208, Atlanta, Georgia 30322
(Directions)

Thursday, December 11, 2008

6:00 p.m. – 8:00 p.m.
During these difficult economic times, it becomes more important than ever to know how to create a competitive advantage for yourself. To David Nour, that advantage is directly correlated to the diversity and quality of your interpersonal relationships.

David’s town hall forum will speak directly to how you can create and leverage these relationships during a job search. Please come prepared regarding the challenges you are facing during your search. You may also submit questions prior to the event:
Danielle_Rubenstrein@bus.emory.edu