



Strategic Community Impact

SYMPOSIUM

Let's Get Practical!

July 19-20, 2016
The Conference Board
Conference Center
New York City

Marketing Partners:



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www.conferenceboard.org/communityimpact

Agenda

Day 1: Tuesday, July 19, 2016 Getting Down to Brass Tacks

Continental Breakfast/Networking: 8:00 – 9:00 am

Welcoming Remarks, Introductions: 9:00 – 9:15 am
Sarah Hayes, Program Director, **The Conference Board**

Session 1: 9:15 – 10:30 am

Measurement Perspectives

How do you know what to measure in your philanthropic, CSR and volunteering programs? What counts? What doesn't? What are the different models for measuring? Every one of us wants to show that the corporate community programs we develop and engage our employees in have real impact in the world. We also want to know that there is impact from these programs internally. Do employees really feel better about the company knowing you have these programs? These topics and more will be explored from many different angles, with plenty of time for networking and learning from one another. An expert panel will showcase the topic of Measurement, Evaluation and Impact (perceived and real), as well as showcase leading reports on measurement and evaluation.

Moderator:

Alex Parkinson, Senior Researcher, **The Conference Board**

Panelists:

Megan DeYoung, Director, **Corporate Citizenship**, *New York*

Andre Solorzano, Manager, **Data Insights**, **CECP**

Angela Parker, Co-Founder, **Realized Worth**

Networking Break: 10:30 – 10:45 am

Session 2: 10:45 – 11:30 am

Special Speaker With Q&A

Sam Santiago, National Diversity and Inclusion Manager,
American Heart Association; former Principle/VP,
American Airlines Charitable Giving Fund

Session 3: 11:30 am – 12:00 Noon

Table Topics

Internal and External Communications

Lunch: 12:00 – 1:00 pm

Session 4: 1:00 – 2:45 pm

Internal and External Communications Technology and Social Media

Effective communication around your philanthropic and volunteer programs is essential in order to reach those that need to hear the message! Be that the employees as a whole, a certain sector of employees such as call center workers, middle management and senior management internally. And to the outside world – what do they hear? A company blowing its own horn or a sincere and effective force for good in the world? We will hear from participants, from discussions before lunch, and then from a panel of those representing both internal and external communications – and about a variety of different messages! Are we getting to our goals with the messaging we send?

Moderator:

Steve Hurley, Managing Director, **Solutions Insights, Inc.**

Panelists:

Jaime Mittelman, Senior Marketing Manager, **Citizen AOL**

Ryan Scott, CEO, **Causecast**

Networking Break: 2:45 – 3:00 pm

Session 5: 3:00 – 4:00 pm

THE C-SUITE

On the tails of the Communications discussion, what is the special nature of dealing with the C-Suite? Do they help or get in the way of what you are trying to do? Are they a figurehead or actively involved? Do you need their buy-in in all situations? How do they feel about their role in the company's relationship to the community? What is the business case for them? Through special speakers and audience participation, we will talk in this session about the different ways we engage or do not engage with those at the top tiers of our companies, and discuss examples of different C-types – are they C-Sweet or do they need a spoonful of sugar?

Sarah Middleton, Vice President, Community Outreach,
The PIMCO Foundation

Sam Santiago, National Diversity and Inclusion Manager,
American Heart Association; former Principle/VP,
American Airlines Charitable Giving Fund

Session 6: 4:00 – 5:00 pm

SPECIAL SPEAKER With Q&A

Chris Jarvis, Co-Founder, **Realized Worth**

Networking Reception: 5:00 – 6:00 pm

Day 2: July 20, 2016

A look at Employee Engagement, CSR and Philanthropy

Continental Breakfast/Networking: 8:00 – 9:00 am

Welcoming Remarks, Overview of Day One: 9:00 – 9:15 am

Session 7: 9:15 – 10:45 am

HR and Employee Engagement

This session will dive deep into understanding and engaging your employee populations. Millennials are the “talk of the town” these days, and are certainly important as they are coming on fast and will be your workforce of the future. What about Boomers who still want to change the world? And what about those Generation Xers? Almost forgotten in the mix. There is new research that engaging Generation X may be a key component in the success of your community efforts in the next decade. Join leading thinkers and HR practitioners in this exciting discussion about what makes different generations tick, and how to attract, retain and develop these different talents.

Moderator:

Yvonne Siu, Senior Manager, Corporate Resources and Programs,
Corporate Institute, **Points of Light**

Panelists:

Malika Harrison, Senior Manager, Community and Stakeholder
Engagement, Corporate Responsibility, **S & P Global**
Janet Woods, Global Volunteer Program Manager, **Avnet**

Networking Break: 10:45 – 11:00 am

Session 8 11:00 am – 12:30 pm

Looking at CSR Today and the Philanthropy Connection

Both the perspectives on Corporate Social Responsibility and on Philanthropic Philosophy have changed over these last many years. And as they evolve, they move closer together for the most part. But sometimes this evolution can be confusing. Some companies separate their CSR out from the philanthropic and volunteer programs, looking more at how their business affects environmental sustainability, responsible labor practices and the like. But more and more companies are seeing the synergies in all these areas and trying to make cohesive strategies out of them. Where does your company fall? And in a world full of acronyms, are ours changing? Are we CSR, CC, ESG or something else? This interactive session will explore the changes, look at different models, and give everyone a chance to share their views for the future.

Moderator:

Susan McPherson, Founder and CEO, **McPherson Strategies**

Panelists:

Cynthia Jones, Manager, Corporate Contributions, **Grainger**
Maeve Miccio, Vice President, Corporate Responsibility, **Silicon Valley Community Foundation**
Greg Baldwin, President, **VolunteerMatch**

Session 9: 12:30 – 1:45 pm

Working Lunch/Table Discussions/Table Report Out

Session 10: 1:45 – 2:45 pm

Putting it All Together

Jessica Kirkwood, Chief of Staff, **Matchfire**

2:45 – 3:00 pm

Closing Of Symposium

REGISTRATION INFORMATION

Online www.conferenceboard.org/communityimpact

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 AM – 5:30 PM ET, Monday – Friday

Pricing:	
Members	\$1,795
Non-Members	\$1,995

Fees do not include hotel accommodations.

Location

The Conference Board Conference Center

845 Third Avenue (Between 51st and 52nd St), 3rd Floor

New York, NY 10022

Customer Service 212.339.0345

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$150 off each person's registration. One discount per registration. Multiple discounts may not be combined.