



## 2025 ABSAP Conference

Iowa City, Iowa

### Schedule of Events

#### Monday, July 21

6:00 – 8:00 pm

##### **Welcome Reception**

The Vue Rooftop Bar (12<sup>th</sup> Floor), Hilton Garden Inn  
328 S. Clinton Street

#### Tuesday, July 22

7:00 am

##### **Optional Yoga** (suggested donation \$10)

Hyatt Place, 2<sup>nd</sup> Floor

##### **Breakfast at your hotel**

Sessions will take place in Room C425 (4<sup>th</sup> Floor) of the Pomerantz Center (intersection of Market Street and the T. Anne Cleary Walkway). Coffee, tea, and light snacks will be available. ***On Day 1 – please sit with your team.***

9:00 – 9:15 am

**Welcome** to the Tippie College of Business and the University of Iowa  
Tippie Dean Amy Kristof-Brown

9:15 – 9:45 am

##### **ABSAP 101**

ABSAP Immediate Past President Kyle Rowland and ABSAP President Cherie Molina

*A glimpse into what ABSAP is, does, and how it can help you.*

9:45 – 10:45 am

##### **Introductions**

10:45 – 11:00 am

##### **Break**

11:00 – 11:45 am

##### **Managing Your Most Powerful Asset: Volunteers**

Bill Benjamin (Anderson/UCLA) and Andrea Hatch (Daniels/Purdue)

*Tips and tools to create deeper volunteer engagement, advice on redirecting individuals when necessary, and ways to celebrate and acknowledge in a meaningful way.*

<b>11:45 – 12:15 pm</b>	<b>Group Photo - Wear your school colors!</b>
<b>12:15 – 1:15 pm</b>	<b>Lunch</b> Old Brick
<b>1:15 – 2:00 pm</b>	<b>Cracking the Code: Measuring the Intangible in Alumni Engagement</b> Anne Rawlins (Owen/Vanderbilt) and Kyle Rowland (Jones/Rice)  <i>How do you measure what you can't easily see? This breakout session will dive into practical strategies for defining, assessing, and tracking difficult-to-measure alumni engagement constructs. Join us for a collaborative conversation exploring tools, frameworks, and real-world examples that help translate abstract concepts into actionable data. Walk away with ideas you can adapt and apply to better understand your alumni community and drive strategic decision-making.</i>
<b>2:00 – 2:15 pm</b>	<b>Break</b>
<b>2:15 – 3:15 pm</b>	<b>Breakout Session – A Networking Activity</b> Led by Eric Manzo (Haas/UC Berkeley)
<b>3:15 – 3:45 pm</b>	<b>Intro to Iowa City and The Wave</b> Barb Thomas and Adam McLaughlin (Tippie/Iowa)  <i>Did you know that the University of Iowa had a major flood in 2008? And have you heard about the best tradition in college sports (The Wave)? We'll give you a glimpse into some of what makes Iowa City special before our driving tour of campus.</i>
<b>3:45 – 5:00 pm</b>	<b>Free time</b> /back to your hotels
<b>5:00 pm</b>	<b>Bus departs</b> from the Hilton Garden Inn
<b>5:00 – 6:30 pm</b>	<b>Driving tour of the University of Iowa Campus</b> Rod Lehnertz, University of Iowa Exec VP and University Architect
<b>6:30 – 9:30 pm</b>	<b>Dinner</b> at Walker Homestead 3867 James Avenue SW, Iowa City

## **Wednesday, July 23**

<b>7:00 am</b>	<b>Optional Yoga</b> (suggested donation \$10) Hyatt Place, 2 <sup>nd</sup> Floor
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### **Breakfast at your hotel**

Sessions will take place in Room C425 (4<sup>th</sup> Floor) of the Pomerantz Center. Coffee, tea, and light pastries will be available. ***On Day 2 – Sit with people from other schools and those that you don't know as well. Mix it up!***

<b>9:00 – 9:45 am</b>	<b>ABSAP Meeting</b> Cherie Molina (Marshall/USC)
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**9:45 – 10:30 am**

**From Top to Bottom: Managing Up, Down, and Across**

Barb Thomas (Tippie/Iowa) and Allison Duffy (Carlson/Minnesota)

*In the fast-paced world of alumni relations, we are juggling a lot—our own workload, our team’s goals, and the expectations of leadership. In this session, we’ll share real-world tips and strategies from ABSAP members on how to manage UP with confidence, manage OUT with finesse, and develop ourselves as professionals too.*

**10:30 – 10:45 am**

**Break**

**10:45 am – 12:00 pm**

**Faculty Session: Understanding Generational and Career Stage Dynamics to Build Inclusive, High-Performing Teams**

Erin Nelson, Associate Professor of Practice in Management & Entrepreneurship, Tippie College

*In today’s multigenerational workplace, we’re not just managing projects, we’re navigating different expectations, motivators, and communication styles. In this session, we’ll explore real scenarios from alumni engagement teams, step into the shoes of colleagues across career stages, and walk away with practical strategies to build more inclusive, collaborative, and high-performing teams.*

**12:00 – 1:30 pm**

**Lunch and ABSAP Awards**

W401, Pappajohn Business Building

Awards co-chairs: Anne Rawlins (Owen/Vanderbilt) and Ashley Durham (Broad/MSU),

**1:30 – 2:00 pm**

**Tour of the Pappajohn Business Building**

**2:00 – 2:45 pm**

**Peeling Back the Layers to Reveal Rewarding Alumni Segments**

Courtney Lightfoot (Yale), Crissy Diaczuk (Wharton/University of Pennsylvania), and Andrew Cuthbert (Marriott/BYU)

*Stronger alumni relationships start with smarter segmentation. In this interactive workshop, learn how to divide your alumni into meaningful groups to target communication, increase engagement, and maximize results. We’ll cover easy first steps like personalization, explore key segmentation types (demographic, geographic, psychographic, and behavioral), and share real-world examples from schools like BYU Marriott, Wharton, and Yale. Discover how better data - and the right strategy - can drive deeper connections, greater loyalty, and higher support for your institution.*

**2:45 – 3:00 pm**

**Break**

**3:00 – 3:45 pm**

**Extreme Makeover: Alumni Board Edition**

Cherie Molina (Marshall/USC)

*Your alumni board can be more than a ceremonial body — it can be a strategic powerhouse aligned with your dean’s priorities and the evolving needs of your alumni community. This session shares how USC Marshall and USC Leventhal overhauled a long-standing advisory, pay-to-play board*

*to create a nimble, results-driven Deans' Alumni Council fueled by action, accountability, and alumni-centric innovation. Learn how we moved from legacy structure to future-forward alignment, embraced a "dream it, do it" culture, and used the milestone of reaching 100K alumni to reset and relaunch with purpose.*

**3:45 – 4:15 pm**

**ABSAP AMA (Ask Me Anything)**

Moderated by Abbey Strickland (Scheller/Georgia Tech)

*Heard a cool idea but you want to know more? This conference provides many ideas but sometimes we don't have the time to ask just how someone made that happen – well, this time is focused on idea sharing, further questions, and more.*

**4:15 – 4:30 pm**

**SAPY Awards**

Eric Manzo (Haas/UC – Berkeley)

**4:30 pm -**

**Explore Iowa City on your own**

**Thursday, July 24**

**Breakfast at your hotel**

Sessions will take place in Room C425 (4<sup>th</sup> Floor) of the Pomerantz Center (intersection of Market Street and the T. Anne Cleary Walkway). Coffee, tea, and light pastries will be available.

**9:00 – 9:45 am**

**Practical Tips and Tricks**

Michelle Helmer (Warrington/University of Florida) and Jen Crispell (Smeal/Penn State)

**9:45 – 10:45 am**

**Building an Alumni Community of the Future**

C. Michael Mitole and Caroline lausly

*Throughout the past year, Georgetown University's Business Scholars Institute and a Steering Committee of Business School Alumni Directors have engaged in a study to define and activate an ideal undergraduate business school alumni community. This presentation will dive into the findings of this study, specifically examining a cross-institutional approach as a driver of connectivity, analyzing cities as alumni markets with distinct archetypes, and identifying 'right to win' alumni groups that will be necessary to win to increase alumni engagement. All of these topics help educate the operating model for what an 'Alumni Community of the Future can look like,' and we are very excited to share our findings with you!*

**10:45 – 11:00 am**

**Break**

**11:00 – 11:30 am**

**Farewell, Conference Feedback, Future ABSAP Plans**

Cherie Molina (Marshall/USC) and Barb Thomas (Tippie/Iowa)

Box Lunches will be available for those that requested a lunch.