


  
**Women's Leadership Symposium**
  
 INTERCOLLEGIATE ATHLETICS

## OFFICIAL AGENDA

MONDAY, MAY 11, 2009

<u>Session Time</u>	<u>Title</u>	<u>Description</u>	<u>Teacher(s)</u>
12:30-12:40 pm	<b>Welcome Comments</b>		* Alfreeda Goff (Horizon League)
12:40-1:30 p.m.	<b>Setting Sail for Leadership Lessons</b> <i>Sponsor: Women's Leadership at Loyola Univ.</i>	This panel discussion will transcend leadership practices that work in an athletic department and in life. Features a Conference Commissioner, Athletic Director and Head Coach	* Jon LeCrone (Horizon League) * Claudette Charney (Hillsdale) * Jean Lenti Ponsetto (DePaul) * Jim Phillips (Northwestern)
1:30-2:15 pm	<b>All Hands on Deck: Building Alliances On and Off Campus</b> <i>Sponsor: Scoutware, LLC</i>	Participants will reflect on the strategies to develop beneficial relationships for athletic departments.	* Chris Voelz (Women's Sport Foundation)
2:15-2:30	<b>Break &amp; Complimentary Refreshments</b> <i>Sponsor: Great Lakes Intercollegiate Conference</i>		
2:30-3:15	<b>Changing Tides Technology and a New Generation</b> <i>Sponsor: Athleticlink.com</i>	ESPN is a leader in sports information technology. Discover insights that will help everyone in the athletics business appreciate the value of today's technologies to stay informed and connected.	* Carol Stiff (ESPN)

<u>Session Time</u>	<u>Title</u>	<u>Description</u>	<u>Teacher(s)</u>
3:15-3:25	<b>Captain's Call to Order</b>	Reflect on the value of continued education and the role of professional associations.	* Rick Chryst (Mid-American Conference)
3:25-3:35	<b>Break</b>		
3:35-5:30	<b>Navigating Your Career: Professional Development Workshops</b> <i>Sponsor: NCAA &amp; NACDA</i>	Current and future coaches can take advantage of a mini-version of the NCAA Women's Coaches Academy. Others can choose a professional association that with their specific job description. Or engage in dialogue with two 'experts' in the field.	* Celia Slater (NCAA – WCA) * Karen Morrison (NCAA) * Dell Robinson (MAC & GLIAC) * Judy Van Horn (NAAC) * Tim McMurray (NAADD) * Beth Hunter (NACMA) * Carolyn Lewis (CABMA)
5:45-7:30 p.m.	<b>Seaside Reception – Poolside or Spa</b>		

---

TUESDAY, MAY 12, 2009

---

<u>Session Time</u>	<u>Title</u>	<u>Description</u>	<u>Teacher(s)</u>
7:00-8:15 a.m.	<b>Continental Breakfast</b> <i>Sponsor: North Central College</i>		
8:15-9:00 a.m.	<b>Anchors Aweigh with NACWAA</b> <i>Sponsor: NACWAA</i>	This session highlights NACWAA's role as the leading organization for women in intercollegiate athletics.	* Shelley Davis (NACWAA)
9:00-9:45 a.m.	<b>Riding the Wave</b>	Progressing through career stages in athletics has evolved over time. This panel session contrasts the new vs. classic styles of career moves.	* Angie Torain (IUPUI) * Joe Menaugh (Big Ten Conference) * Donna Sanft (Univ. of Pittsburgh)
9:45-10:00 a.m.	<b>Break</b>		

Session Time

Title

Description

Teacher(s)

10:00-10:50 a.m.

**Islands of Leadership:**

Athletic Conversations Break Outs

*Sponsor: American Council on Education and Alfred P. Sloan Foundation Partnership*

- **ACTION BASED STRATEGIES FOR ATHLETICS LEADERS (Stephanie Dohrn & Ellen Staurowsky)**
  - a. How to effectively use power and politics in the workplace
  - b. How to best handle changes in leadership
  - c. Breaking the current trend of gender-typing in athletic positions and duties
- **FOCUS ON THE STUDENT-ATHLETE (Francine St. Claire, Lyneene Richardson)**
  - a. Addressing strategies to assist at-risk student-athletes
  - b. Examining the role of SAAC and successful life skills programming
  - c. How to minimize student-athlete burn-out
- **E-EVERYWHERE! ATHLETICS TECHNOLOGY AND THE NEW CENTURY (Kate Cronin or A. Carmichael, Linda Connors)**
  - a. Using social networking sites to effectively reach alumni, potential donors, prospective student-athletes, and fans
  - b. Ideas to enhance athletic web-sites making them fan friendly, informative, and interactive
- **LESSONS FROM THE PROS – CUBS, BEARS, WHITE SOX, & REDSTARS (C. O’Riley, J. Lawlor, R. Schmid, M. McDermott)**
  - a. Creating fan interest and maximizing customer experience
  - b. Proven ideas that foster community relations and garner interest where tickets sell and donations are made
- **NEGOTIATION STRATEGIES (Katherine Statz, Mary Lee Gilliland, Amy Potter)**
  - a. Developing skill sets to leverage your position whether on the side of negotiating or the acceptance
  - b. Tips to effectively deal with equipment vendors, apparel companies, media outlets, or potential corporate sponsors
- **CAREER ADVANCEMENT – LEADERSHIP STAGES AND TRANSITIONS (Julie Dunn, Penny Cook, Charmelle Green)**
  - a. Advancing from student-athlete to intern to full-time professional
  - b. Moving from a campus to a conference leadership position
  - c. Transitioning from a coach to an administrator
- **MANAGEMENT STRATEGIES (Barbara Wilcox, Carolyn O’Connell, Noreen Morris)**
  - a. Managing a crisis and effectively handling the media as a coach or an administrator
  - b. Supervising and mentoring coaches
  - c. Developing and enforcing a student-athlete code of conduct
- **CURRENT TRENDS AND HOT TOPICS (Betsi Burns, Bridget Beerman)**
  - a. Protecting pregnant student-athletes
  - b. Advising student-athletes and the conflict of interest between academic pursuits and athletic demands
  - c. Implementing strategies or policies that support work-life balance

<u>Session Time</u>	<u>Title</u>	<u>Description</u>	<u>Teacher(s)</u>
10:50-11:45 p.m.	<b>Islands of Leadership:</b> <i>Sponsor: American Council on Education and Alfred P. Sloan Foundation Partnership</i>	Athletic Conversations Repeated	
11:45-12:00 p.m.	<b>Break</b>		
12:00-1:00 pm.	<b>Ship to Shore Luncheon</b> <i>Sponsor: Alden &amp; Associates</i>	Claire Van Ummersen Award Presentation	
1:00-1:45 p.m.	<b>Smooth Sailing</b> <i>Sponsor: Ice Miller, LLP</i>	This uplifting session will inspire you to live the lessons of leadership every day and in every way for character and influential relationship building.	* Christine Brennan (Columnist)
1:45-2:05 pm	<b>Closing Session</b>		* Dr. Bonnie Tiell & Alfreda Goff

*Thank you for being a part of this NCAA/NACWAA Women's Leadership Symposium.*

