



# Alpha Lambda Delta's Leadership Conference 2022 Schedule

## Friday, October 22

- 3:00 p.m.**            **Conference Registration, Pre-Function Lobby**  
Check in here! Receive your conference materials, t-shirt, and info about the weekend.
- 6:00 p.m.**            **Opening Reception, Pre-Function Lobby**  
Have a bite to eat and meet other attendees.
- 7:00 p.m.**            **Welcome & Ice Breakers, Gasparilla 1,2,3**  
Executive Director Eileen Merberg will welcome conference attendees.
- Keynote: The Power of Boldness: Confidence as a Leader**  
**Dave Kelly, America's Student Leadership Trainer™ & ALD Alum**
- 8:30 p.m.**            **Student Case Study Introduction, Gasparilla 1,2,3**  
Meet your group and learn about your focus for the case study exercise.
- 8:30 p.m.**            **Advisor Meet & Greet, Tampa Bay Room**
- 9:30 p.m.**            **Evening Snack, Pre-Function Lobby**  
Grab a sweet treat before you head back to your room.

## Saturday, October 23

- 8:00 a.m.**            **Breakfast, Gasparilla 1,2,3** (Table assignment is on your name tag)
- 9:00 a.m.**            **Presentations & Think Tanks** (Sessions & locations are detailed on the inside pages)
- 12:00 p.m.**           **Lunch, Gasparilla 1,2,3** (Table assignment is on your name tag)  
Kerrigan Stevens (Saint Anselm) & Eileen Merberg will share a new ALD program
- 1:00 p.m.**            **Student Case Study Work Time**  
In your case study groups, brainstorm solutions and start planning the presentation.
- 1:00 p.m.**            **Advisor "Ask Me Anything" Panel**  
Bring your questions for these seasoned advisors!
- 2:00 p.m.**            **Free Time To Explore Tampa**
- 7:00 p.m.**            **Awards Dinner, Gasparilla 1,2,3**  
Join President Emerson-Stonnell as we highlight award and scholarship winners.
- 2022 Advisor of the Year Keynote**  
**Deborah Manzanares, Baylor University**
- 9:00 p.m.**            **Case Study Sharing Session, Gasparilla 1,2,3**  
Groups will present their case studies and offer creative solutions to chapter issues.

## Sunday, October 24

- 8:00 - 10:00 a.m.**   **Breakfast & Chapter Action Plans, Tampa Bay Room**  
Now it's time to meet with your chapter to create a plan to use the info you learned.

## Saturday Educational Sessions

### 9:00 a.m. Mini Presentations, Round 1

Presentations will be 20 minutes in length. **Students and advisors are separated for this session.**

#### Collaborations on Campus & In The Community

##### Location: Bayshore 1,2

*Presenters: Jody Marsh (Saint Vincent) & Michaella Reed (Oklahoma)*

The best way to get ALD's name out is to collaborate! This can be through event attendance or co-sponsoring events and can occur on- or off-campus. Join us for ideas of which offices and community groups you can partner with for events and programs.

#### ALD Scholarships

##### Location: Bayshore 3,4

*Presenter: Dr. Sharon Emerson-Stonnell (Longwood)*  
Scholarships are the backbone of Alpha Lambda Delta. Come learn more about ALD's three scholarships – Trow Undergraduate, Stemler Study Abroad, and Graduate Fellowships. We'll present tips and tricks to strengthen your application.

#### Articulating Your ALD Experience On Your Resume

##### Location: Bayshore 5,6

*Presenters: Lauren Huffman & Lauren Reed (Kent State)*  
We all know ALD looks great on a resume, but what exactly should that resume say? This session will help you name the competencies you have gained through ALD and draft a resume position description that stands out to employers and graduate programs.

#### ALD HQ Resources & Using Them On A Chapter Level

##### Location: Gasparilla 4

*Presenter: Dr. Karlea Brunelle (Saint Anselm)*  
ALD HQ offers a great deal of resources for both chapters and members. Over the last few years, several resources have been put in place to make your life as an officer easier. Come learn about HQ offerings and the ready-to-implement programs available to you.

#### ADVISOR SESSION:

##### ALD HQ Offerings & Resources

##### Location: Tampa Bay Room

*Presenter: Eileen Merberg (ALD Headquarters)*  
ALD HQ offers a great deal of resources for both chapters and members. Over the last few years, several resources have been put in place to make your life as an advisor easier. Learn about HQ offerings and how we can assist and support you in your role.

### 9:25 a.m. Mini Presentations, Round 2

Presentations will be 20 minutes in length. **Students and advisors are separated for this session.**

#### Creating Inclusion & Belonging

##### Location: Bayshore 1,2

*Presenter: Idonas Hughes (CSUMB)*  
ALD highly values Diversity, Equity, Inclusion, & Belonging. One great way to get more members engaged in your chapter is to be more inclusive and create a sense of belonging. But how do we do that? This session will explore the topic and offer tangible ideas for creating a more inclusive environment.

#### Chapter Visibility & Advertising ALD

##### Location: Bayshore 3,4

*Presenters: Dr. Travis Martin & Jody Denny (EKU)*  
How visible is your chapter on campus? When students receive the membership invitation, have they heard of ALD before? What's the best way to communicate with members? This session will explore the best way to get ALD's name out on campus and how to maintain communication with members.

#### Running Engaging & Meaningful Meetings

##### Location: Bayshore 5,6

*Presenters: Dr. Ryan Bronkema (West GA) & Lily Ting (UMass Boston)*  
Creating meetings that members want to attend can be tough. How do you communicate your ALD messages while keeping members engaged? What do meaningful meetings look like? Join us for a conversation on how to increase the energy and engagement at your meetings.

#### Increasing Membership Numbers Panel

##### Location: Gasparilla 4

*Facilitators: Dr. Karlea Brunelle & Jody Marsh*  
Join this panel of seasoned ALD advisors to discuss strategies and best practices for increasing your membership yield. Come with questions and leave with ideas and strategies for a stronger year!

#### ADVISOR SESSION:

##### Declining Membership & Recruitment Strategies

##### Location: Tampa Bay Room

*Presenters: Eileen Merberg, ALD Executive Director, and Dr. Sharon Emerson-Stonnell, ALD President*  
Many chapters are struggling with declining membership numbers. Join us to learn some best practices for recruiting new members and how to best answer some of the FAQs you get as an advisor.

## 9:50 a.m. Officer Dialogues

These discussions will be 35 minutes in length.

**Students and advisors are separated for this session.**

Students: Go to the session that best reflects your position. If your position is not reflected, select a room that interests you.

### Presidents

Location: Bayshore 1,2

### Vice Presidents, Secretaries, & Treasurers

Location: Bayshore 3,4

### Committee Chairs (Social, Service, Membership, Historian)

Location: Bayshore 5,6

### Publicity/Communication/Social Media

Location: Gasparilla 4

### ADVISOR SESSION:

#### Student Apathy & Member Engagement

Location: Tampa Bay Room

*Presented By: Eileen Merberg, ALD Executive Director, and Dr. Sharon Emerson-Stonnell, ALD President*

For years campuses have been seeing an increase in student apathy and a lack of member engagement. The pandemic has only strengthened this disconnect. We'll talk about how to combat student apathy and look at a fresh approach to member engagement.

## New This Year!

Based on conference feedback last year, we added two new components this year - the case study and the Chapter Action Plan. These new initiatives are designed to maximize your time at the conference and bring tangible ideas and solutions back to your campus.

### Case Study

We've taken the topics you've identified as challenges for your chapters and formed groups to help outline the problem and come up with creative solutions. Groups will share their findings on Saturday evening.

### Chapter Action Plans

On Sunday, you'll get back together with your chapter to discuss what you've learned and make a plan to implement change. *If you're not attending breakfast on Sunday, you can do this when you return to campus.*

## 10:30 a.m. Think Tanks

These discussions will be 45 minutes in length.

**Students and advisors are together for these sessions.** All attendees select their own sessions.

### Academic Program Ideas

Location: Bayshore 1,2

### Service Program Ideas

Location: Bayshore 3,4

### Social Program Ideas

Location: Bayshore 5,6

### Membership & Recruitment Ideas

Location: Gasparilla 4

### Launching or Revitalizing Your Chapter

Location: Tampa Bay Room

## 11:20 a.m. Think Tanks

These discussions will be 45 minutes in length.

**Students and advisors are together for these sessions.** All attendees select their own sessions.

### Officer/Advisor Relationship

Location: Bayshore 1,2

### Connecting to Members

Location: Bayshore 3,4

### Promoting Diversity & Inclusion

Location: Bayshore 5,6

### Ideas for On-Campus Partnerships

Location: Gasparilla 4

### Honor Society Credibility

Location: Tampa Bay Room

After the Conference,  
session materials will be available at:  
[www.nationalald.org/tampa2022](http://www.nationalald.org/tampa2022)

Be sure to share these resources  
with your chapter!

# Featured Speakers

## Dave Kelly, America's Student Leadership Trainer™ & ALD Alum

### Friday Night Keynote:

#### “The Power of Boldness: Confidence as a Leader”

Personal achievement takes drive, desire, and action. Overcoming your fears is the hardest part. This keynote shows how to get from where you are to where you want to be whether that is for your personal goals or as a leader of a club or organization. Dave will share stories, humor, challenges, and victories with 10 keys to becoming more confident and how to be bolder in pursuing your dreams and goals!

*Dave Kelly, America's Student Leadership Trainer™, is the leading authority on Student Leadership and Community Service on college campuses today. As a professional trainer, motivator, and servant leader, Dave is an expert on all aspects of running and leading campus organizations and developing the character of a servant leader. He was inducted as a member of Alpha Lambda Delta at the University of Wisconsin – Oshkosh and served as chapter secretary.*



## Deborah Manzanares, Baylor University

### Saturday Night Keynote: Advisor of the Year 2022

Deborah Manzanares is the only Alpha Lambda Delta advisor to win the Executive Director Advisor Award three times, in 2007, 2014, and 2017. She revived the Baylor chapter in 2006. Over her 16 years as chapter advisor, Baylor University has seen two Graduate Fellows, six Stemler Study-Abroad Scholars, and five Trow Undergraduate Scholars. Deborah's leadership helped the Baylor chapter transition from an inactive chapter to a chapter hosting three programs per week – one service, one academic, one social. Already a large chapter, during a global pandemic she was able to increase membership by 48% from 2020 to 2022, making Baylor's chapter Alpha Lambda Delta's largest chapter with 1,215 new members inducted last year.



### 2022-23 Alpha Lambda Delta Board of Directors

President	Dr. Sharon Emerson-Stonnell, <i>Longwood University</i>
VP for Chapter Relations & Expansion	Dr. Travis Martin, <i>Eastern Kentucky University</i>
VP for Finance & Long Range Planning	Dr. Karlea Brunelle, <i>Saint Anselm College</i>
Professional Member-at-Large	Idonas Hughes, <i>California State University Monterey Bay</i>
Professional Member-at-Large	Dr. Ryan Bronkema, <i>University of West Georgia</i>
Professional Member-at-Large	Rick Funk, <i>University of Alabama</i>
Professional Member-at-Large	Jody Marsh, <i>Saint Vincent College</i>
Student Member-at-Large	Lily Ting, <i>University of Massachusetts Boston</i>
Student Member-at-Large	Michaella Reed, <i>University of Oklahoma</i>