



2021 Chapter Leadership Retreat Agenda

Friday, August 6

**Optional programming for those who are arriving early:*

9:00am – 11:00am **Meetings with your Campus Programs Team**
During this time, chapters will have the opportunity to schedule time to meet with the Campus Programs Team to plan their first event.

9:00am – 11:00am **Professional Development Sessions**
During this time, students who arrive early can schedule time with a NeW staff member to review their resume or discuss career advice.

Official programming begins:

11:30am – 1:00pm **Lunch Keynote: Welcome to Chattanooga**
Guest Speaker: *To be announced!*

1:00pm – 2:00pm **Retreat Reception: Networking Game, Introductions, and Retreat Expectations**

2:15pm – 5:30pm **Chapter Team Building Activity**
Excursion to Rock City

6:15pm – 7:00pm **Dinner**

7:00pm – 8:15pm **NeW Nation: A Conservative Vision for 2021 and Beyond**
Speaker: Karin Lips, President, NeW

8:30pm – 9:30pm **NeW Social Activity: Music Trivia**
Optional

Saturday, August 7

8:30am – 8:55am **Breakfast Session Part 1: Compliance**
Speaker: Karin Lips, President, NeW

8:55am—9:15am **Breakfast Session Part 2: Pink Perks Campus Grants**
Speaker: Alexis Flowers, Director of Programs, NeW

9:30am – 10:30am **Break-out Sessions**

Recruiting Members and Setting Up the Mechanics for a Successful Fall Semester
Speaker: Madison Kutruff, Campus Program Coordinator, NeW



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During this session, attendees will learn the keys to setting up and running a successful chapter. They will go over the basics of running a chapter from how to recruit and table to retaining and engaging with members. This is a great session for our newer chapters as attendees will hear lots of tips on building a presence for NeW on their campus.

Recruiting New Leaders and Getting More out of NeW

Speaker: Sophie Czerniecki, NeW at Catholic University of America Alumna and current law student at Villanova University School of Law

In this session, attendees will learn how to get members more engaged and identify and prepare the leaders for next year. They will learn how to get the most out of NeW national programs, such as The Gentlemen Showcase, conSERVative program, and more. Attendees will talk about how to recruit more women from their chapter and on campus to attend NeW national events, such as CPAC, National Conference, and Leadership Retreat, and how these events can help them become leaders now and in the future.

10:30am – 10:45am	Refining Your NeW Pitch
10:45am – 11:00am	Break
11:00am - 11:35am	Communications General Session: How to Recruit as Conservatives on Campus Speaker: Kathryn Alford, Communications Manager, NeW During this session, attendees will learn best practices for how to utilize their NeW social media accounts to recruit new members.
11:40am – 12:45pm	Making a Compelling Case for Conservatism Across Issues Speaker: Mary Kate Cary, Senior Fellow, The Miller Center
12:45pm – 1:00pm	Break
1:00pm - 1:40pm	Lunch and Sharing a Story from Successful NeW Chapters on How They Made a Difference on Campus as Conservatives
1:45pm – 2:45pm	Making the Case for Conservatism: Communicating Effectively in Op-Eds and the Media Speakers: Emma Phillips, Managing Editor, Tuttle Twins Cabot Phillips, Editor and Writer, <i>The Daily Wire</i>
2:45pm-3:00pm	Break
3:00pm – 3:55pm	Understanding Conservatism Speaker: Mary Kate Cary, Senior Fellow, The Miller Center



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- 4:00pm – 6:00pm** **Chapter Meetings with your Campus Programs Team**
During this time, each chapter will set up a meeting with their Campus Programs Team to plan their first event. When not meeting with a CPC, students will be working with the communications team to create fun graphics for the chapter to use on social media or for chapter swag items.
- 4:00pm – 5:30pm** **Creative Workshop: How to Make Eye-Catching Graphics and Chapter Flyers**
Speaker: Kathryn Alford, Communications Manager, NeW
- 6:30pm – 8:00pm** **Dinner**
Empowered Women Empower Women
Location: Rodizio Brazilian Steakhouse
- 8:00pm- 8:30pm** **Chapter Celebration and Awards**
- Sunday, August 8**
- 8:00am – 9:00am** **Breakfast**
- 9:00am – 10:15am** **Chapter Photos and Professional Headshots**
- 10:15am – 10:30am** **Break**
- 10:30am – 11:30am** **Chapter Meetings with your CPC**
During this time, each chapter will set up a meeting with their Campus Program Coordinator to plan their first event. For those who have already met with their CPC, attendees will attend Events session.
- 10:30am – 11:30am** **How to Schedule and Host Successful Events**
Speaker: Alexis Flowers, Director of Programs, NeW
- 11:35am—12:35pm** **Policy and Articles Discussion**
Moderator: Mary Kate Cary, Senior Fellow, The Miller Center
Attendees will have the chance to read and prepare in advance for a discussion on a set of articles on conservative policy issues.
- 12:35pm – 12:45pm** **Break**
- 12:45pm – 1:15pm** **Retreat Surveys and Lunch**
- 1:15pm – 2:00pm** **Authentic Women’s Leadership**
Rachel Riley, Consultant and Rhodes Scholar