Recognizing & Harnessing Leadership

2014 Student Leadership Conference

Explore your special powers!

Every hero needs their tool set!

What’s in your belt pack?

Leadership  Conflict Management  Customer Service  Community Relations

April 5, 2014
Van Munching Hall
University of Maryland College Park

Hosted by UNIVERSITY OF MARYLAND CONFERENCES & VISITOR SERVICES
Conference Agenda

Registration Sign-In and Continental Breakfast
9:00 am - 9:50 am

Welcome and Keynote
10:00 am – 11:40 am

Concurrent Sessions #1
11:50 am – 12:20 pm
- Professional Etiquette (Room 1202)
- Creating Your Online Identity (Room 1206)

Lunch
12:30 pm – 1:30 pm

Concurrent Sessions #2
1:40 pm – 2:10 pm
- Knock Your Socks Off Customer Service (Room 1202)
- Customer Service With Diverse Clients (Room 1206)

Concurrent Sessions #3
2:20 pm – 2:50 pm
- Being A Hero To Your Staff (Room 1202)
- How To Handle Overcommitment (Room 1206)

WORKSHOP #1

PROFESSIONAL ETIQUETTE: WHAT IS YOUR FIRST IMPRESSION?

Tanya Ridpath
Director, Conference Services
Radford University

Learn everything you need to know about conducting yourself in the workplace. This professional etiquette workshop will cover topics ranging from dress and appearance to introduction, greetings and handshakes. Get ready for a humor filled, interactive session that will leave participants with a sense of increased confidence and awareness for professionalism in representing their university.

Room 1202

WORKSHOP #2

CREATING YOUR ONLINE IDENTITY

Mary F. Bramley
Coordinator, Conference Services
Virginia Commonwealth University

During this workshop, you will see how your Facebook page, Twitter and blog can help create the identity that you want potential employers, friends and family to see. Learn correct etiquette for sending out emails and see real life examples of what students send to professors, bosses and advisors. You will leave this presentation knowing how to put your best foot forward online and you will never forget the story about Sherlita.

Room 1206

About Our Keynote Speaker:

Dr. Robert Meadows has been a member of the Virginia Tech community since 1985, and has provided excellent service in his role as director of the state 4-H program and associate director for the Virginia Cooperative Extension, encouraging faculty and staff to meet the needs of Virginia's youth and volunteers with exceptional service. He served as the director of the National Camping Institute for three years, ensuring that all six of Virginia's 4-H centers became certified by the American Camping Association, and served as the president of the Virginia Association of Extension 4-H Agents and the Extension and Outreach Faculty Association. Dr. Meadows provided statewide leadership for the 4-H CHARACTER COUNTS! Program, and received the Distinguished Service Award from the National Association of Extension 4-H Agents in 1989, the Honorary 4-H All Star Award in 1991, and the Alumni Association Extension Excellence Award in 1999. He received his bachelor's and master's degrees from West Virginia University and a Ed.D. from Virginia Tech.
WORKSHOP #3
KNOCK YOUR SOCKS OFF CUSTOMER SERVICE
Jennifer Halpin
Assistant Director of Marketing
Office of Regional Campuses
George Mason University

Have you ever wondered what your customers really want? Or what to do when the customer isn’t always right? This workshop will give an insight into various skill sets that will assist with face-to-face rapport, problem solving, working with difficult customers and building customer loyalty.
Room 1202

WORKSHOP #4
CUSTOMER SERVICE WITH DIVERSE CLIENTS: WHAT DOES NOT GET LOST IN TRANSLATION
Tess Mabry
Residential Services Coordinator
American University

All too often service providers focus all of their energy on what is being said, and ignore important aspects of communication, such as body language, effort, and tone. This interactive session will highlight different aspects of communication that can be used when working with a diverse group of clients. By the end of the session, participants will be more aware of communication methods and the tools available to them when providing customer service.
Room 1206

WORKSHOP #5
BEING A HERO TO YOUR STAFF
Mary F. Bramley
Conference Services Coordinator
Virginia Commonwealth University

Being a hero sometimes means stepping back and allowing others to grow. This program will help student supervisors learn to create objectives, encourage development in their position and assist their staff with reaching group goals.
Room 1202

WORKSHOP #6
THREE SUMMER JOBS, TWO INTERSHIPS & ONE 4.0: HOW TO HANDLE OVERCOMMITMENT
Christina Medico
Off-Campus & Guest Housing Coordinator
American University

Have you ever felt like you have taken on too much? This workshop will discuss the realities of student staff members who overcommit themselves, and take on more responsibilities than they can handle. The session will walk through alternatives, ways to alleviate stress, and how student staff members can handle overcommitment.
Room 1206
The 2014 Student Leadership Conference, “Campus Heroes: Recognizing and Harnessing Leadership”, was designed to empower student leaders to set a standard of excellence at their institution. By attending our conference, we hope that participants leave with a stronger foundation and understanding of their leadership style and how to build, develop and apply those leadership skills within guest services.

Thank you to our esteemed keynote speaker and presenters who have graciously given their time in sharing their knowledge and expertise. I am also thankful for all of the hard work and preparation from our planning committee members – Denise Seifried, Kelly Huber, Chris Sazama, Jasmin Harris, Stephanie Tran, Joe Criscuoli, Jean Evans, Thomas Flynn, and Stephanie Garst. Last but not least, thank you to ACCED-I, our University of Maryland partners and to all who supported this event.

Malia Witherspoon
Assistant Director of Hospitality
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