



## WACA 2020 National Conference

### *New Frontiers in Diplomacy and National Security*

November 16-20, 2020

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#### ***Fall Leadership Sessions***

Date: **Tuesday, November 17**

Time: **4:00 – 5:00 PM ET**

Venue: **Zoom Meeting**

4:00 – 5:00 PM ET

#### **Shaping Diverse, Equitable, Inclusive World Affairs Councils**

**Betty Cruz**, President and CEO, World Affairs Council of Pittsburgh  
**Jackie Miller**, President and CEO, World Affairs Council of Seattle

*Though World Affairs Councils study the world and our communities are more multicultural than ever, our Councils rarely reflect the diversity of our communities. To be most meaningful for all involved, Council efforts in diversity, equity, and inclusion require thoughtful planning, promotion, regular reflection, and plenty of conversation. Council leaders Betty Cruz (Pittsburgh) and Jackie Miller (Seattle) will share what their Councils' journey toward equity has looked like and suggest tangible ways that Councils can become more actively inclusive.*

Date: **Thursday, November 19**

Time: **4:00 – 5:00 PM ET**

Venue: **Zoom Meeting**

4:00 – 5:00 PM ET

#### **Business Planning Through Uncertainty**

**James Falk**, President and CEO, World Affairs Council of Dallas/Fort Worth  
**Dr. Scott Helm**, Associate Director, Midwest Center for Nonprofit Leadership

*The Covid pandemic has created unprecedented disruption in the work and resource flow of nonprofit organizations, including World Affairs Councils, making the task of implementing a strategic plan through cash flow projections, scenario mapping, and programming adjustments all the more*

*challenging. Jim Falk (Dallas/Fort Worth) and Dr. Scott Helm (Midwest Center for Nonprofit Leadership) will offer insights into what it takes to business-plan through uncertainty and offer practical suggestions Councils can enact now as we prepare for the year ahead.*

Date: **Friday, November 20**

Time: **1:15 – 4:00 PM ET**

Venue: **Zoom Meetings**

1:15 – 1:55 PM ET

**Messaging & Digital Communication: Now More Than Ever**

**Maryanne Maldonado**, CEO, World Affairs Council of Greater Houston

**Amanda Jolly**, Vice President of Programs & Communications, World Affairs Council of Connecticut

*Digital programming requires a refinement of our messaging and an evolution of communication platforms and methods. Council representatives Maryanne Maldonado (Houston) and Amanda Jolly (Connecticut) are ready to meet the challenge with strategies, tools, and templates you can put to work in your own Council.*

2:00 – 2:40 PM ET

**Virtual Engagement for K-12 - BREAKOUT SESSION**

**Karen Burghart**, Executive Director, Colorado Springs World Affairs Council

**Chris Hyslop**, Executive Director, Montana World Affairs Council

**Samantha Risen**, Global Education Program Coordinator, World Affairs Council of Kentucky and Southern Indiana

**Samara Chism-Winfield**, Program Manager, Global Classroom, WorldOregon

*Virtual platforms can do so much, but they have their limits, including when it comes to K-12 engagement. What makes the most sense for virtual engagement of K-12 students, and how can Councils plan for success in this critical area? Council leaders from around the country will share how they've turned the digital corner in their K-12 educational programs.*

**Reimagining Fundraising During Covid - BREAKOUT SESSION**

**Kristi Pogatchnik**, Individual Giving Officer, Global Minnesota

**Felecia Maxfield-Barrett**, Executive Director, Utah Council for Citizen Diplomacy

*Sustainable funding is on the minds of all organizational leaders during this challenging time. But how does fund development, which relies heavily on interaction, work when we can't be together in person? Join us for some examples of how we can adjust and fundraise, even when we can't be together.*

**Continued...**

2:45 – 3:30 PM ET

**Beyond the Virtual Lecture**

**Patricia Preston**, Executive Director, Vermont Council on World Affairs

*In recent months, Councils have discovered countless exciting ways to reexamine, reformat, and repackage their quality content into accessible, engaging, timely, and insightful digital programming. Patricia Preston (Vermont) will guide us through digital program highlights from around the country – come ready to be inspired.*

3:30 – 4:00 PM ET

**Ask Me Anything**

**Mary Yntema**, President and CEO, WorldBoston

*Bring your best-practice quandaries! In this moderated Zoom meeting, throw your Council's situation out to the group and receive tips, tricks, and offers for support in the chat.*