

DukeAlums Engage Week 2009
November 14 - 22, 2009

“Impacting the Next Generation”

Tentative List of Launch Cities

	Launch City	DAA Liaison
1.	Atlanta	
2.	Detroit	Kathy Wagoner
3.	Kansas City	Dawn Taylor
4.	Winston-Salem	Jeff Howard
5.	San Francisco	Christy Susman
6.	New York	
7.	Hong Kong	Anne Lawler
8.	Durham	Andy Gershutz
9.	Seattle	Anne Lawler
10.	Tucson	
11.	Washington	James Walsh
12.	Boston	Lisa Parker and Carmichael Roberts
13.	Philadelphia	
14.	Chicago	Sue Rose
15.	Dallas	
16.	Houston	
17.	Los Angeles	
18.	Charlotte	Dr. Billy Andrews Jr.
19.	Wilmington	Ted Humphrey, II
20.	Fairfield County, Connecticut	Emily Bragg
21.	Tulsa	

The “Dynamic” Timeline

DUE DATE	TASK	RESPONSIBLE PARTY	COMMENTS
Sat, 1/24	Develop Draft Logistics Plan	CEC Leadership	
Week of 2/2	Develop list of clubs/contact persons for 21 target DAE Clubs	Amy/Betsy	
Thu, 2/5	Hold CEC Leadership Meeting (set dates for monthly leadership calls)	Hardy, Anne L, Betsy, Amy, Ann P, Chris, Cam, Sam	
Fri, 2/20	Identify DAA Board Members who will serve as liaisons to local launch city clubs	CEC	These DAA Board Members will be responsible for monthly “touching base” calls with assigned DAE clubs and for setting up interfaces, as needed with DAA staff. These DAA Board members will need to be “trained” and educated about the extent of their involvement
2/20	CEC Committee Meeting	All	
3/1 - 3/16	Finish personally contacting DAE clubs (phone and follow-up e-mail)	Amy/Betsy	
3/1 – 3/16	Identify LEAPers in DAE Launch Cities	Betsy	Hope to have LEAPers available in most cities to help with the reflection; Janan will maintain updated contact info.
3/2	Revise PowerPoint presentation to be used at March 31 introductory Webinar (revisions will incorporate CEC’s comments from 2/20 meeting)	Betsy, Amy, Melvia, Cam (Melvia will take lead on initial revisions)	CEC will then provide additional feedback on revised PowerPoint
3/9	Send Cam content/link placeholders (particularly pictures, video, and graphics) for new DukeAlums Engage Week Web site	Chris, Janan, Betsy, Amy, Hardy, Anne L	
3/13	CEC Leadership Call	CEC Leadership	
3/16	Send final content and links to Cam for Web site	CEC Leadership	
3/17	Committee Call		
3/24	Webinar Dress Rehearsal via telephonic participation, with PowerPoint	Amy/Betsy, Ann P., Wyman, Sue R., Emily B., and	Test run for Webinar

DUE DATE	TASK	RESPONSIBLE PARTY	COMMENTS
		three TBD Durham community members new to civic engagement principles	
3/31	Live Webinar (using live video and PowerPoint presentation); DukeAlums Engage Week Web site goes live	El Presidente and Supporting Cast	
4/17	CEC Leadership call		
4/20	Committee Call		
4/30	Launch Cities commit to participating in DukeAlums Engage Week (set up online registry)	Cam, Jennifer T.	Set up listserv group (hidden/password protected) with chatting capabilities
5/1	CEC Meeting	All	
Mid June	Webinar/conference call with DAE Launch Cities (substantive training commences; and DAE logistics addressed)	Amy/Betsy	Pilot city leaders (Dawn T., Jeff H., and Kathy W.) join call to share lessons-learned
6/12	CEC Leadership Call		
6/16	Committee Call		
6/30	Due date for DAE Launch Cities to identify community partners for DukeAlums Engage week project (online)	Launch Cities and Liaisons	Liaisons actively communicate and assist Launch Cities leading up to deadline
7/17	CEC Leadership call		
7/21	Committee Call		
July & August	DAE Launch Cities publicize DukeAlums Engage Week project and recruit club members to participate in; Launch Cities publicize project on club's Web site	Launch Cities and Liaisons	Volunteers register online
8/14	CEC Leadership call		
8/18	Committee Call		
9/11	CEC Leadership call		
9/14	Committee Call		
9/14 – 9/30	Webinar with DAE Launch Cities regarding DukeAlums Engage Week logistics	Training/Outreach Subcommittee and Liaisons	
10/15 – 10/31	Webinar with DAE Launch Cities regarding DukeAlums Engage Week logistics	Training/Outreach Subcommittee and Liaisons	Address questions from Launch Cities
10/16	CEC Leadership Call		

DUE DATE	TASK	RESPONSIBLE PARTY	COMMENTS
10/20	Committee Call		
11/6	CEC Committee Mtg. in Durham	All	
11/9	Fed Ex T-shirts to DAE Launch Cities	DAA Staff	
11/14 – 11/22	DukeAlums Engage Week Launch Cities hold projects	All	
December	Circulate survey to DAE participants, DAA Board Members, and collect pictures	DAA Staff	
January 2010	Evaluate surveys and prepare evaluation with recommendations	CEC leadership	
February 2010	“Hand off” DAE program to DAA to administer going forward	CEC	

Ongoing Tasks:

1. Web Page – Set up a Duke Alums Engage webpage (Cam) – February 2009
 - a. Sits on DAA Web page with links to DukeEngage Web page and to each DAE Club page
 - b. Cam updates it monthly (every 2 weeks?) with items c – k as they are available
 - c. Includes Webinar contents
 - d. Includes pictures and testimonials from the 4 “pilot” clubs as they become available
 - e. Offers online registration for Launch Cities and volunteers
 - f. Includes the timeline and logistics (as they affect the DAE Launch Cities)
 - g. Lists DAE Launch Cities
 - h. Lists the DAE Launch Cities’ and community partners
 - i. Includes pictures and testimonials from DAE events held during DukeAlums Engage Week
 - j. Lists FAQs
 - k. Place to submit comments and questions

2. Marketing – Coordinate with Sam – what does he need to help market the event?
 - a. Each DAE needs to designate a scribe to collect quotes on the day and a photographer

3. Logistics to be developed (Anne L’s subcommittee)
 - a. Logistics means the checklist of what each Launch City needs to get done and by when for DAE day

- b. Develop “job description” and checklist for DAA Board Liaisons prior to events
- c. Develop FAQs for the “logistics”
- d. Design the T-shirt for selection by the CEC
- e. Design/draft the post-event survey and measures of success
- f. Develop “checklist” for DAA Liaisons to use when attending and evaluating the events