



Armenian Students' Association, Inc.

333 Atlantic Avenue, Warwick, Rhode Island 02888 • Tel: (401) 461-6114 • asa@asainc.org

National Student Conference

2010 NSC: Focus on the Collegiate Armenian Community

October 16-17, 2010 • Harvard University

Saturday, October 16, 2010

Lunch Reception **11:30 AM**

Welcome Remarks **12:00 PM**

Haig Hovsepian, 2010 NSC Organizing Committee Chairperson

What is the ASA, Inc.? **12:05 PM**

Rafi Hovsepian, 2010 NSC Organizing Committee Member and ASA, Inc. New York Branch Chairperson

Introduction of Conference Participants **12:15 PM**

Rafi Hovsepian, 2010 NSC Organizing Committee Member and ASA, Inc. New York Branch Chairperson

Introduction to Panel Discussions **1:00 PM**

Armen Jesralyan, 2010 NSC Organizing Committee Member

Panel Discussion: **1:15 PM**

Defining the Role of the Armenian College Campus Group Today

Issues to cover will include:

- What roles can or do these groups have as “Armenian” groups and “Student” groups?
- What would you consider “basic” roles that should be common to all groups?
- What would you consider “ideal” roles to which all groups should aspire?
- What factors determine the range of roles that a group may have?
- What roles do or can the group play in developing, facilitating, supporting, and/or overseeing Armenian Studies on its campus?

Panel Discussion: **2:15 PM**

Current Issues and Challenges Facing Armenian College Campus Groups

Key areas to cover will include:

- What are some of the internal, within group challenges that these groups face?
- What are some of the external, between groups challenges these groups face?
- What are recurring issues that these groups address?

Brief Recess **3:15 PM**



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Introduction to Workshops and Facilitators **3:25 PM**

Garo Manjikian, 2010 NSC Organizing Committee Member

Workshop Session I **3:30 PM**

Participants will choose 1 of 5 workshops (see page 3 of this document for options)

Workshop Session II **4:30 PM**

Participants will choose 1 of 5 workshops (see page 3 of this document for options)

Workshop Session III **5:30 PM**

Participants will choose 1 of 5 workshops (see page 3 of this document for options)

Closing Conference Remarks **6:30 PM**

Haig Hovsepian, 2010 NSC Organizing Committee Member

Sunday, October 17, 2010

Morning Tour of Boston **9:00 AM to 1:00 PM**



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2010 National Student Conference: WORKSHOPS

Organizational Structure

Learn to transition your student club into a professional organization. The student cycle of 2-5 years creates challenges to successfully running your student group. In this workshop you will learn how to structure your club in a way that produces more efficiency and longevity in a high turnaround environment. This workshop will cover a range of solutions to this omnipresent challenge. Topics for this workshop include:

- What are the benefits of creating structure?
- Becoming "Official" on Campus
- Organizational Governing Documents (constitutions, by-laws, etc.)
- Leadership Roles and Accountability

Recruitment

Whether you are on a campus with a few hundred Armenians or just 20, a common issue shared by all is that the Armenian student club is too small. This workshop will provide the basic principles of attracting more students to your group as well as the nitty-gritty on the ground tactics to cast the widest net possible. Topics for the workshop include:

- Why is bigger better?
- Content vs. Recruitment Strategies
- Catering to a Diverse Range of Interests
- Tactics: E-mail, Phone Banking, Tabling, Posters, Class Announcements, Social Networking, etc.

Campus Relations

Your ability to run an effective organization and to be a real player on campus will depend on the relationships you have with other key players on campus. Each campus is different (private vs. public, small vs. large, etc.) so the workshop review the different ways campuses operate and how that relates to you. The workshop will discuss the variety of players you can work with and how to make it happen. Topics for this workshop include:

- Networking and Coalition Building
- Student Government and Other Student Groups
- Faculty and Administration
- Campus Media

Fundraising

Whether it is making a banner for your student group, throwing an Armenian BBQ, or organizing an educational event, much of your success will depend on how much money you have in the bank. In this workshop you will learn various fundraising methods and how to identify what works best for your group. Topics for this workshop include:

- Using Campus Funds
- Fundraising Events
- Membership Dues
- Other Tactics

Putting the "Armenian" in Your Armenian Student Group

While an important reason for having an Armenian student club on campus is to create a unique community for you and other Armenians on campus (and those who like hanging out with Armenians), another important aspect is to serve and educate the campus community about Armenian culture and history. This workshop will share success stories and brainstorm for future ones. Topics for this workshop include:

- Organizing cultural and educational events
- Being relevant to Armenian STUDENTS
- making ARMENIAN relevant to students
- Facilitating Armenian campus life