



**Volunteer Advocacy Workshop**

**February 28, 2015**

**James West Alumni Center**

**9:00 a.m. – 2:00 p.m**

8:30 a.m. – 9:00 a.m.	Registration & Continental Breakfast
9:00 a.m. – 9:10 a.m.	Welcome and Workshop Overview Albert Lemus, Chair Alumni Association Board of Directors
9:10 a.m. – 9:30 a.m.	Why I Am A UCLA Advocate Jeff Seymour, Seymour Consulting Group Former UC Alumni Regent Past Chair, Alumni Association Board of Directors
9:30 a.m. – 10:30 a.m.	Exercise I : Tell Your Story Jamie Zamora Assistant Director, State Government Relations Develop your introduction and message on why you are a UCLA Advocate
10:30 a.m. – 11:30 a.m.	Exercise II: Connecting with a Member Nicole Madani Assistant Director, State Government Relations Analyzing a member’s biography to identify areas of interest, Points of connection between UCLA and the member
11:30 a.m. – 12:00 p.m.	Lunch
12:00 p.m- 12:30 p.m.	UC Budget Issues Ramona Cortes Garza Executive Director, State Government Relations
12:30 p.m. – 1:30 p.m.	Exercise III: “Advocating for the UC Budget” Chai Komanduri Assistant Director, State Government Relations Developing your Budget Advocacy Message
1:30 p.m. – 2:00 p.m.	Tips for Advocates/Workshop Summary Keith S. Parker Assistant Vice Chancellor Government & Community Relations