

**National College Conference for Political Engagement**  
*Agenda*

\*\*We are in conversations with the staff of Senators McCain and Obama regarding scheduling a surrogate to address the conference attendees. We will adjust the schedule accordingly.

**Friday, September 19, 2008**

6:00 PM                    WELCOMING RECEPTION / REGISTRATION  
Location:                JFK Jr. Forum

7:00 PM                    Optional: Harvard – Holy Cross Football Game  
Location:                Harvard Stadium

**Saturday, September 20, 2008**

9:00 AM                    Continental Breakfast  
Location:                JFK, Jr. Forum

9:30 AM                    Why the Millennials Matter: A History of the Youth Vote  
Location:                JFK, Jr. Forum

Welcome:  
Catherine McLaughlin, Executive Director, Institute of Politics

Panelists:                John Della Volpe, Director of Polling, Institute of Politics  
                                 Carl Cannon, Washington Bureau Chief, *Reader's Digest*, Contributing  
                                 Editor, *National Journal*  
                                 Samantha Fang, Harvard College '10; Institute of Politics Survey Committee

10:45 AM                    Break

11:00 AM                    Pairing on the Ground and On-line Organizing: A New Model for Turning out the Campus Vote  
*How to combine tested on-the-ground organizing techniques with the increasingly wired world of the new voter to maximize student turnout on your campus.*  
Location:                JFK, Jr. Forum  
Led by:                    Student Public Interest Research Groups (PIRGs)  
                                 Andre Dellatre, Executive Director, Student PIRGs  
                                 Sujatha Jahagirdar, Program Director, Student PIRGs New Voters Project

12:30 PM

Panel: Web 2.0 and Election 2008

Location: Taubman ABC

Moderated by: Nicco Mele, Fellow, Institute of Politics; founder and president, EchoDitto

Panelists: Garrett Graff, editor at large, *The Washingtonian*

James Kotecki, writer, producer, and host, *KoteckiTV*

Rachel Sklar, Senior Contributing Editor, *The Huffington Post*

2:00 PM

GOTV Skills Training

*Conference participants were assigned rooms in their packet. Instructors will rotate rooms following each 30 minute session.*

Your Voter Registration SWAT Team

Led by: Andre Dellatre, Executive Director, Student PIRGs

Building the Buzz on Campus: Visibility and Educational Events

Led by: Eileen McGivney, Student PIRGs

Working with VIPs: How to work with campus media and local election officials to build your drive

Led by: Sasha Rosen, MassPIRG Organizing Director

Student Vote 2.0: How to use text messaging, online registration tools, Twitter and Facebook applications to mobilize huge numbers of voters to your campus

Led by: Sujatha Jahagirdar, Program Director, Student PIRGs New Voters Project

The Future of News: Editing in a Changing World

Led by: Eric Pooley, contributor, *TIME*; Fellow, Shorenstein Center on the Press, Politics and Public Policy

Location: L130

Topics: *How journalism is changing*  
*Editorial problem solving*  
*Ethics/scenario discussion*

4:00 – 4:15 PM

Campus Voices: Your Vote, Your Voice; Prep for Sunday

Led by: Greg Wilson and Eric Hysen

Location: JFK, Jr. Forum

6:00 – 7:30 PM

Optional: Reception at The Queen's Head Pub

Location: Harvard Yard

**Sunday, September 21, 2008**

9:00 am                      Breakfast  
                                    Location: JFK, Jr. Forum

*For the media training, students will be divided into Groups A – D. Every group will move through each of the following four sessions; by the end of the morning, every school will have a taped public service announcement on the importance of the November election that will be posted on the Campus Voices website.*

Session I                      Script Editing  
                                    Location:        L150  
                                    Led by:         Cathy McLaughlin, Esten Perez, and Laura Simolaris

Session II                     Performing for media and how to get media attention  
                                    Location:        L230  
                                    Led by:         Professor Mann

Session III                    Good video – or how to avoid the bad and the ugly  
                                    Location:        L280  
                                    Led by:         Dr. Kurpius

Session IV                    Taping your public service announcement (PSA)  
                                    Location:        L140  
                                    Led by:         Greg Wilson

**Group A**

9:00 AM                      L150  
9:30 AM                      L140  
10:00 AM                     L230  
10:30 AM                     L280

**Group B**

9:30 AM                      L150  
10:00 AM                     L140  
10:30 AM                     L230  
11:00 AM                     L280

**Group C**

9:30 AM                      L280  
10:00 AM                     L150  
10:30 AM                     L140  
11:00 AM                     L230

**Group D**

9:30 AM                      L230  
10:00 AM                     L280  
10:30 AM                     L150  
11:00 AM                     L140

11:45am                      Address by David Gergen, Director, Harvard Kennedy School Center for Public Leadership;  
                                    Senior Political Analyst, CNN (see attached)

Conference wrap up and de-brief  
Location: JFK, Jr. Forum

