**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  
Samantha Fang, Harvard College’10; Institute of Politics Survey Commitee

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

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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