



Virtual WEFMAX 2022
July 21, 2022 | 2:00 – 3:30 pm ET

Welcome Message – Jamie Eichenberger, WEF President

Update on WEF's Strategic Plan – Jamie Eichenberger (10 min)

WEFMAX Recap (45 min)

- **What We Learned at WEFMAX Honolulu** – Kristi Steiner, WEF Delegate (5 min)
 - HWEA Communication Avenues- Alicia Suzuki, President, HWEA (10 min)
- **What We Learned at WEFMAX Charleston** - Nashita Naureen, YP (5 min)
 - YP Engagement Strategies - Lauren McKnight, WEASC YP (10 min)
- **What We Learned at WEFMAX Fargo** - Donnell Duncan, WEF HOD Speaker-Elect (5 min)
 - Inclusive MA Events – Joe Navas, WEF Delegate-at-Large (10 min)

Breakout Session: (20 min)

- **Breakout Rooms and Discussion Questions**
 - **Communication** – facilitated by Kristi Steiner | Scribe: Alicia Suzuki
 - What platforms does your MA find the most effective to communicate to your members? What makes them effective?
 - Name a couple of your MA communication strategies, lessons learned or challenges.
 - **Emerging Leaders** – facilitated by Nashita Naureen | Scribe: Lauren McKnight
 - What are potential roles, opportunities, and growth paths available to YPS?
 - If a new professional would like to get involved, what strategies could be used to help them stay engaged within WEF/MAs?
 - **DE&I** – facilitated by Donnell Duncan | Scribe: Joe Navas
 - What specific inclusive event best practices can you apply to your MA?
 - Can you share any best practices you have already implemented? How have they worked?

Report Out (5 min) Scribes to enter notes in the chat box

Closing Statement – Jamie Eichenberger, WEF President

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