36 HOURS at DUKE

DO BETTER. BE BETTER

A PROGRAM OF THE DUKE LEADERSHIP ACCELERATOR
OVERVIEW

36 Hours at Duke is a weekend program for alumni and students to come together and recapture a sense of what it means to actively participate in the extended Duke community.

36 Hours at Duke brings together a group of alumni, 20 students, and community members from a Friday evening to Sunday afternoon to get to know each other, to develop enterprising ideas, to learn, to experience Duke and Durham - and to have fun in the process. The program provides participants a forum to discuss important personal enterprising leadership issues and ideas as well as personal reflection. Programs are intentionally flexible and designed to offer a combination of structured activities and free time to allow participants to engage in the breadth of the Duke experience in ways that are aligned with their priorities. Weekends are be based on specific themes and are planned and led by Tony Brown or other Sanford School, Innovation & Entrepreneurship Initiative, or Duke faculty and administrators. Program content, terrific participants, and substantive conversations make 36 Hours at Duke much more than a “meet and greet” weekend.

Alumni and student participants can inspire and learn from each other, especially if the program is designed to define issues that all participants can discuss as peers. Before the weekend, each alum is assigned a student partner and together they participate in program activities including workshops and other activities for the whole group. Also, alumni and student partners collaborate in creating a customized “36 hour plan” that includes optional organized small group events and additional activities of personal interest. Alumni and student partners will interact with each other before, during, and often after the weekend.

Five 36 Hours at Duke programs have been held in the past two years. In an anonymous survey following each of the first four programs, 92% of all alumni participants and 93% of all student participants evaluated the program experience as “Great” or “Very Good.” Based on such successful feedback, the 2016 plan is to offer four 36 Hours at Duke programs. At least one program will be restricted to RIPPLE members.

A front-page article in the News & Observer captures the essence of 36 Hours at Duke:

PROGRAM THEMES TO DATE

• Entrepreneurship and enterprising ideas (November 7-9, 2013 and November 7-9, 2014)
• Duke and Durham (March 20-22, 2014)
• Enterprising Leadership: Recalibrating Values and Behaviors (March 27-29, 2014)
• Contributing to the World in New Ways (March 20-22, 2015)
• Innovation & Entrepreneurship (September 25 – 27, 2015)
• Creating Equity in Durham: A Tale of Two Cities (March 4-6, 2016)
OBJECTIVES AND OUTCOMES

FOR ALUMNI AND STUDENTS:
36 Hours at Duke focuses on meaningful relationships, recharging batteries, and advancing enterprising ideas among alumni and students in a very short period of time. Additional personal outcomes include learning, clarified perspectives, and being inspired by conversations with other participants.

The objective is for alumni and student participants to assess the program to be a great experience, one that they would do again and enthusiastically recommend to others. A stand-alone program, 36 Hours at Duke’s purpose is limited to the weekend experience.

FOR DUKE UNIVERSITY, INSTITUTIONAL SPONSORS, AND FACULTY:
Additional objectives and outcomes include increased alumni engagement; opportunities for faculty to reconnect with former students; and a sustainable, scalable, and cost-effective initiative.

PROGRAM DESIGN: A COMPOSITE OF THE FIRST SEVEN PROGRAMS

EVENTS FOR THE WHOLE GROUP:
• Friday evening cohort reception and dinner
• Saturday morning enterprising idea workshop
  • Introductions
  • Ventures
  • Enterprising ideas
  • Enterprising leadership in Durham
  • Recalibrating values and behaviors
  • Strong-hearted leadership
• Saturday morning small group conversations:
  • Stories, challenges, and aspirations
  • Enterprising ideas
  • Student ventures and alumni ventures
• Guest speakers: Dean Kelly Brownell, Joel Fleishman, Dan Ariely, Matt Nash, and others
• Late Saturday afternoon meetup
• Sunday morning session: Synthesis, enterprising plans, and promises

OPTIONAL SMALL GROUP ACTIVITIES ON SATURDAY AFTERNOON AND EVENING:
• Conversations led by faculty, alumni participants, student participants, and community leaders on:
  • Resiliency: my Duke experiences and my life
  • Moral fiber: my Duke experience and my life
  • Failure
  • Calibrating my life values with my career
• Women and Adam Grant’s book, *Give and Take*
• Education in Durham
• Social enterprises in Durham
• East Durham Children’s Initiative
• Entrepreneurship preparation and support
• Terry Sanford
• TROSA visit
• Lunch at Joe’s Diner in downtown Durham
• Dinner at a Durham restaurant or in a local alumni home
• Dessert and conversation at Teddie and Tony’s house

**ALUMNI-STUDENT PARTNER ACTIVITIES ON SATURDAY AFTERNOON AND EVENING:**
- Attend optional small group activities (see above)
- Hang out with students or host a meal for several of their friends
- Take a walk on campus
- Visit downtown Durham
- Attend Duke athletic event
- Attend campus arts performance (Pitchforks, DEMAN activities, etc.)

**FRIDAY ACTIVITIES FOR THOSE ALUMNI WHO ARRIVE EARLY:**
- Meet with student partner
- Meet with favorite faculty and administrators
- Attend a class
- Tour the campus

**ASSESSMENT**

Anonymous electronic surveys of seven or eight closed- and open-ended questions are given to alumni and student participants following the end of each program. One question common to all the surveys is an evaluation of the overall program experience. The alumni and student responses to this question for the first four programs were very positive. (The data for recent programs has not yet been entered, but it also was very positive.)

“All things considered, my evaluation of the 36 Hours at Duke program is…”

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<th>Evaluation</th>
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Several examples of responses to open-ended survey questions illuminate the positive evaluations of the program experience:

“Mission accomplished! I arrived on campus hesitant, uncertain of what to expect and scrambling to remember my way around. After 36 Hours, I was confidently strolling through campus making new memories and feeling like I truly belonged there. I can think of no other program where alumni have the same freedom, access and willingness to engage in a meaningful way with current Duke life.”

“Exactly what I needed to reinvigorate, and awesome to give back to current students. I really felt it was a two-way street. Engagement and benefits for both sides, unlike many alumni initiatives.”

“I absolutely loved the opportunity to meet Duke alumni from all walks of life in an environment that was conducive to relationship building and inspiring change. So often, alumni events at Duke are structured around alumni looking in from the outside and the students trying to obtain something from the alumni (business card, job offer, etc.) that it was refreshing to be able to engage with alumni in a meaningful way.”

**EXPENSES AND ROI**

The program budget is approximately $4,000 per weekend ($100 per participant). Participating alumni are asked to pay for their own travel and lodging expenses and will be given the opportunity to contribute program expenses. Some travel subsidies are available as needed.

**INSTITUTIONAL SPONSORS**

For more information, contact Susan James at skg17@duke.edu and see the Enterprising Leadership Initiative website at [www.hart.sanford.duke.edu/eli/](http://www.hart.sanford.duke.edu/eli/)

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