Bell Student Leadership Symposium

The 4th annual (virtual) Bell Student Leadership Symposium took place on Saturday October 24th, 2020 from 8:30a-1:30p. This virtual retreat was the final event of SLL’s ?Leadership Week 2020? and further connects to the ?Leadership in a Digital Age? theme.

The Bell Symposium is an event dedicated to the development of UNC leaders through a day long, conference-styled program. The goal is to encourage and empower students to be the change they would like to see in the world through leadership development and social innovation! The Symposium features a diverse line up of presenters and workshop topics, headlined by international speaker, Adobe Creative Residency alumna, and award-winning infographic designer, Jessica Bellamy [1], and a keynote address from Kat Downs Mulder [2], UNC alumna and Director of Product and Product Design at The Washington Post.

Attendees at the Bell Student Leadership Symposium (and other parts of Leadership Week) are automatically entered into a raffle to win UNC gear as well as tech products such as a Google Home and a Carolina Mens' Basketball Jersey! The more events you attend, the better your chances to win!

Other leadership week events included:

10/19 Creating Your Leadership Philosophy
Students who participate in the Bell Leadership Symposium will:

- Be engaged by several campus and community speakers on ways to develop their leadership skills.
- Connect and engage with students that share similar interest to begin activating some of their individual ideas as a collective.
- Have an opportunity to put their leadership into practice though real world examples that are impacting the community around them.
- Gain strategies that will equip them to best tackle the challenges of tomorrow!
Saturday, October 24th 2020 | 8:30a - 1:30p

MORNING KEYNOTE WORKSHOP

Graphic Alley Hackathon Workshop | Jessica Bellamy

International speaker, Adobe Creative Residency alumna, and award-winning infographic designer, Jessica Bellamy, is a co-principal investigator at the Root Cause Research Center. As a trained research analyst, designer, and community organizer, in 2015, Jessica founded, GRIDS: The Grassroots Information Design Studio. Since then she has worked on over 170 design projects with nonprofits and community groups and has been featured in Arianna Huffington’s Thrive Global, Forbes, Communication Arts Magazine, The Great Discontent, Creative Magazine, Creative Mornings, Slack, The Beline, Revision Path, and more. Today, Jessica is a pioneer of data equity, design justice, and abolitionist planning in the American South. The Root Cause Research Center—which she works—works alongside and equips impacted community members to develop new strategies and research studies for authentic transformative change.

AFTERNOON SESSIONS

Leading Content Innovation at Junior, Mid-Level Management | Antonio Batts
First Stage Performing Arts Center

The Branding of Me Workshop | Gary Kayye
University of North Carolina School of Journalism

Self-Care in the Time of Despair | Charity Lackey
UNC School of Nursing

Interpersonal and Organizational Communication | Allison Schrapp
Kenan-Flagler Business School

AFTERNOON KEYNOTE ADDRESS

Lunch Keynote: Kat Downs Mulder

Kat is the director of product and product design at The Washington Post. Her team finds ways to grow the business by identifying opportunities to improve our products. She works on subscription products, like the paywall, profile and acquisition funnel, as well as their homepage, article page, navigation, native apps, and email products. She develops strategic and tactical approaches to company and user problems and build delightful, forward-thinking and useful products.

To register, visit https://go.unc.edu/bell2020