



**2025 Tennessee Conference on
Volunteerism & Service-Learning**

Corporate Social Purpose Track

Monday, February 17 | Cool Springs Marriot, Franklin, TN

7:30 – 9:00 a.m.	Continental Breakfast
8:30 – 9:00 a.m.	CSP Track Registration
9:00 – 9:15 a.m.	Welcome and Opening Remarks Melanie Luckey, Jackson Energy Authority, & Neki Catron, Sylvamo
9:15 – 10:05 a.m.	The Future of CSR: Trends, Challenges, and Opportunities for the Volunteer State <u>Johari Matthews</u> , Tennessee Titans Foundation
10:15 – 11:15 a.m.	Measuring and Communicating the Value of CSR Programs Panel Discussion <u>Moderator:</u> Jill Robinson, Asst Dean External Relations, Belmont University <u>Panelists:</u> Sheronda Green, Community Engagement Coordinator, Blue Oval SK Wade Munday, Director of Corporate Philanthropy, Bridgestone Ellen O'Neal, Director of Sponsorships, HCA Healthcare
11:15 – 11:25 a.m.	Networking Break
11:25 a.m. – 12:00 p.m.	Lunch
12:05 – 1:00 p.m.	Common Barriers and Future Directions for CSR in Tennessee Roundtable Discussion
1:10 – 2:00 p.m.	Leveraging Corporate Volunteer Programs: Strategies for Maximum Impact Panel Discussion <u>Moderator:</u> Monchiere' Holmes-Jones, CEO + Brand Curator, MOJO <u>Panelists:</u> Danielle Barnes, President & CEO, Girl Scouts of Middle Tennessee Nancy Keil, President & CEO, Second Harvest Matt Marshall, President & CEO, United Way of West Tennessee
2:10 – 3:00 p.m.	Fostering Sustainable and Effective Partnerships Between Corporations and Nonprofits <u>Speaker:</u> Dr. Kevin Dean, Executive Director, <u>Tennessee Nonprofit Network</u>
3:00 – 3:15 p.m.	Networking Break
3:15 – 3:45 p.m.	Special Announcement - Neki Catron & Wade Munday
3:45 – 4:00 p.m.	Closing Remarks & Adjourn

Register today!

Encouraging Volunteerism & Community Service

tn.gov/volunteer-tennessee | volunteer.tennessee@tn.gov

Note: While Corporate Social Purpose (CSP) is our focus, the term Corporate Social Responsibility (CSR) reflects traditional industry practices or foundational principles.