

MEMO

TO: _____
FR: _____
DA: _____
SU: **Request for Approval to Attend 12twenty_live, Washington, D.C., Dec. 16-17, 2025**

I am seeking approval to attend **12twenty_live** in Washington, D.C., December 16-17, 2025. 12twenty_live is hosted by our technology partner, 12twenty, and will be host to more than 200 career services professionals, student outcomes managers, employer relations staff, academic leaders, and technology managers who leverage 12twenty advanced technology to support student and alumni success.

12twenty_live Website: <https://12twenty.com/live>

Why Participation Matters:

- Through 15+ practical training sessions, best practices panel presentations, and hands-on learning workshops, 12twenty_live focuses on ensuring users optimize the full scope of capabilities and innovative tools that help us operationalize our strategy.
- Attending will allow me to gain actionable insights into emerging trends and to learn and apply product enhancements that support our ability to fully leverage our investment.
- Specific sessions on the topics of data reporting, employer relations strategy, custom dashboards, and process management will directly strengthen our capacity to measure outcomes, improve employer engagement, and refine our student readiness strategy.
- Connecting with other 12twenty users from benchmark institutions will help identify proven solutions to common challenges, more efficient and effective workflows, and improved management of system and user experience.

Initial Plan for Applying Learning:

- Upon return, I will prepare a summary report (or presentation) for our team, focusing on best practices and ideas that align with our strategic goals.
- I will implement at least one new initiative or process based on what I learn, within the first quarter of 2026.
- I will share workshop materials, notes, and tools with relevant colleagues so we can maximize the impact of this investment.

Estimated Total Investment (registration, travel, lodging and meals): \$ _____

Expected Return on Investment:

- Enhanced operational efficiency through updated tools and workflows
- Stronger data capabilities to track student outcomes and employer engagement
- Improved ability to stay competitive and aligned with best practices in career services
- Long-term value from actionable takeaways which may lead to resource sharing or cost savings

Given these unmatched training opportunities and institutional benefits, I believe my attendance at 12twenty_live represents a worthwhile investment that will yield returns in both short-term improvements and long-term strategic gains. Thank you for your time and consideration of this request.