



CONFERENCE

FUNDRAISING STRATEGIES FOR ACADEMIC LEADERS AND ADVANCEMENT PROFESSIONALS

March 25 - 26, 2013
Boston, MA



ACADEMIC
IMPRESSIONS



OVERVIEW

While advancement shops are generally successful at securing the gifts critical to meeting institutional goals, there remains no better representative than an academic leader to pitch an innovative program or solicit an important gift. Unfortunately, crowded agendas and divergent backgrounds often keep academic and advancement professionals from developing truly effective working relationships.

Join your colleagues to strengthen the relationship between these key stakeholders and more effectively raise philanthropic support for your institution. This event will help:

- Advancement professionals improve their academic interviews, manage academic transitions for success, and learn tactics for keeping faculty informed of advancement progress
- Academic administrators understand essential advancement concepts, articulate a clear vision for advancement success, and identify advancement prospects
- Both groups understand the underlying market conditions that challenge a successful relationship, improve advisory boards with a task-force meeting model, and design effective roles during advancement events

LEARNING OUTCOME

After participating in this conference, you will be able to use an initial plan to raise more money through a more intentional relationship.

WHO SHOULD ATTEND

Following two distinct learning tracks presented by an advancement professional and an academic dean, this event will bring together faculty, academic administrators, and development personnel to rethink their interactions to form more fruitful fundraising relationships. As such, we strongly encourage you to send stakeholders from each group to attend - including your advancement managers, corporate/foundation relations professionals, development officers, faculty members, department chairs, deans, provost, and president.

Raise more money by learning how academic and advancement professionals can work more effectively.



Bring your team!

To help make it possible for your team to attend, for every two registrants that pay full price from your institution, the third registrant is 50% off!



AGENDA

MONDAY, MARCH 25, 2013

- 8:30 - 9:00 a.m.** Registration and continental breakfast (included in registration fee)
- 9:00 - 9:15 a.m.** Welcome and introductions
- 9:15 - 10:30 a.m.** Looking Forward: Identifying the Upcoming Institutional and Philanthropic Challenges
The "future timeline" strategic thinking and planning tool will be used to conduct "horizon thinking" about the future of philanthropy in the context of higher education. You will identify the potential events, trends, and issues that could impact your institutional landscape over the next five to 10 years. You will use a prioritized list of trends and issues from the timeline to ground your thinking for the remainder of the event and effectively approach the challenges of the anticipated future.
- 10:30 - 10:45 a.m.** Morning break
- 10:45 a.m. - 12:00 p.m.** Preparing for the Upcoming Challenges By Understanding Our Current Position
As institutions sought ever-more ambitious campaign numbers over the past decade, advancement shops met their charges by turning to an ever-shrinking number of high-wealth donors. These actions only increased the percentage of alumni who feel the relationships with their institutions have been undervalued or even forgotten. This session will look at this phenomenon and similar issues that frame the challenge of the future of fundraising success.
- 12:00 - 1:00 p.m.** Lunch (included in registration fee)
- 1:00 - 2:00 p.m.** *Academic Track: Understanding Philanthropy Through Compelling Cases and Prospect Pipelines*
Oftentimes, the most generous prospects for your institution have arrived in their positions through years of hard analysis and negotiation. This session will help you understand how to formulate compelling reasons for these challenging prospects to donate and where those reasons fit in building prospect pipelines.

Advancement Track: Maximizing the Opportunity of Academic Onboardings and Transitions
Academic leaders provide the vision for a fundraising effort, and when they move on to pursue other opportunities, shops are often left in disarray. This session will help development managers understand the steps they must take to stay focused during leadership changeovers and vision transitions.
- 2:00 - 2:15 p.m.** Afternoon break I (Group together)



AGENDA

MONDAY, MARCH 25, 2013 (CONTINUED)

2:15 - 3:15 p.m.

Academic Track: Articulating Clear Priorities to Allow for Advancement Success

Fundraising success - already difficult in this philanthropic climate - is only more complicated when multiple gift officers express different center, school, or institutional priorities during donor conversations. This session will offer you tips for crystallizing your vision into clear support planks and help unify your external message across development staffers.

Advancement Track: Strategies for Keeping Faculty Informed of Advancement Work

Faculty disconnected from the advancement function are more likely to believe misinformation and act as fundraising "lone wolves," compromising the entire development effort. This session will give you techniques for keeping your faculty abreast of - and engaged in - your work.

3:15 - 3:30 p.m.

Afternoon break II

3:30 - 5:00 p.m.

Using White Papers and Projects to Maximize Prospect Interest

Approaching a prospect with a white paper draft can provide a substantive, early-stage connection to a project and allow you to build a focused, results-based relationship without social cultivation. This session will show both development and academic stakeholders how to work together to develop white papers that motivate prospects to give.

5:15 - 6:15 p.m.

Networking reception (included in registration fee)

Evening Project work

Prior to the conference, you will be asked to identify a challenging fundraising initiative at your institution. During the conference's first evening, you will be charged with incorporating new considerations to develop your initiative into a more compelling, white-paper-based project for donors, including:

- Project scope, scale, distinctions, and beneficiaries
- Success plans and accountability measures
- Matching content to gift size

TUESDAY, MARCH 26, 2013

8:30 - 9:30 a.m.

Continental breakfast (included in registration fee) and project discussions

9:30 - 10:30 a.m.

Setting Clear Responsibilities at Advancement Events

A strong faculty presentation at an alumni event or campaign rollout can drive far more support than a simple conversation with a development officer. However, well-coordinated, less-noticed duties are just as important to increasing affinity and securing gifts. This session will examine every piece of an advancement gathering and the responsibilities for each party at each step.



AGENDA

TUESDAY, MARCH 26, 2013 (CONTINUED)

10:30 - 11:00 a.m. Morning break and hotel check-out

11:00 a.m. - 12:00 p.m. *Academic Track:* What Would I Do if I Were an Academic?

Jim's depth of experience in higher education administration gives him the ability to offer both groups of stakeholders perspective on how to approach the often-difficult fundraising situations faced by most academic leaders. This session will address those situations by explaining when it is important to be collaborative versus independent and how to:

- Take advantage of central services
- Move up a chief executive's priority list
- Compete and cooperate for prospects
- Work with dissenting stakeholders to align them with your fundraising goals

Advancement Track: Meeting the Unique Challenge of Working with Academics in Corporate/Foundation Relations Work

Corporate/foundation relations work is often even more closely tied to research than individual giving, making close academic/advancement coordination even more important. This session will offer you effective tactics on navigating a productive relationship in our time of tighter grant-application requirements and the changing face of corporate philanthropy.

12:00 - 1:00 p.m. Lunch (included in registration fee - groups together)

1:00 - 2:00 p.m. *Academic Track:* Interacting with and Identifying Potential Donors

From former students to alumni met at club events, faculty and academic leaders have unique connections to an institution's external stakeholders. However, they must keep advancement staff apprised of these connections to keep development officers operating at peak performance – the more disciplined the communication, the greater the potential for institutional growth. This session will share helpful methods of ensuring these interactions are communicated, tracked, and responded to as needed.

Advancement Track: Interviewing Academics to Maximize Advancement Possibilities

Key interviewing skills are critical when talking to faculty about their groundbreaking research and translating those gains into digestible conversation points. This session will help you hone your faculty interview strategies, including preparing the right questions, identifying important responses, and utilizing post-interview best practices.

2:00 - 2:15 p.m. Afternoon break



AGENDA

TUESDAY, MARCH 26, 2013 (CONTINUED)

- 2:15 - 3:15 p.m.** Improving Advisory Board Performance With Task Force Solutions
Advisory boards can be helpful entities, but they often fail to reach their full potential due to one or more obstacles, including an ill-defined mission, unclear or poorly defined membership roles, ineffective group interaction, and uninspired or uninspiring leadership. A task force model can be more productive and offer more satisfying results. This session will help you troubleshoot your challenging advisory board situations with task force solutions.
- 3:15 - 3:30 p.m.** Afternoon break II
- 3:30 - 4:45 p.m.** Refocusing Your Efforts to Move Forward Effectively
With your roles and responsibilities clarified, now it's time to put it all together during a time where economic recovery may be slow but donor emotional recovery even slower. This session will help you prioritize your efforts and outline your work together moving forward. Following a brief discussion of the goals to such a plan, you will begin to design a longer-term plan for maximizing your future efforts.
- 4:45 - 5:00 p.m.** Closing Q&A

CFRE Continuing Education Credits

This Academic Impressions event has been approved for continuing education credits toward the CFRE International application for initial certification and/or recertification.

TESTIMONIALS

“Often times, conference descriptions sound too good to be true, but expectation are not met upon attendance. Academic Impressions delivers on it’s promotion. The conference and speaker were well worth the investment and the information shared will be used in the future.”

-Patricia Ariano, Executive Director, Special Project, Benedictine University

“Jim understands the sensibilities of today’s philanthropists and academic faculty, and presents a good plan for bringing the two groups together to accomplish common goals. You will learn from his role of presentation as much as his content.”

-Brian Gardner, Director of Development, Wheaton College



INSTRUCTORS



JAMES M. LANGLEY / Founder and President*Langley Innovations*

Before forming his own comprehensive advancement consulting firm, Jim served as vice president for advancement at Georgetown University. At Georgetown, he led the institution's offices of alumni affairs, strategic communications and marketing, development, medical center development, and advancement services. During his tenure, he produced record numbers in new commitments and dollars, despite a difficult economy. He also launched a number of innovative programs, including the acclaimed Student Discovery Initiative.

Jim arrived at Georgetown after spending eight years as the vice president for advancement at the University of California, San Diego. At UCSD, he led the planning and execution of the institution's seven-year \$1 billion campaign, then raised almost half the target amount in three years, despite a weak economy. Jim also previously served as vice president for external affairs at Georgia Institute of Technology, increasing annual gift income from \$26 million to \$76 million and more than tripling the institution's endowment to well over \$500 million. Operations under his management have won awards in virtually every area of university advancement.



CHESTER L. GILLIS, PH.D. / Dean, Georgetown College*Georgetown University*

Appointed dean in April 2009, Chet previously served Georgetown as chair of the Department of Theology, then as interim dean. He is an expert on the U.S. Catholic Church, the history of Catholicism, the papacy, interfaith dialogue, and religious pluralism. Chet received the Excellence in Teaching Award from the Liberal Studies Program in 2005, and, as a member of the American Theological Society, he served on the Academic Relations Task Force of the American Academy of Religion.

Chet previously chaired the Arts and Humanities Committee for the Heinz Awards and the national Teaching Award Committee for the Association of Graduate Liberal Studies. He is co-editor of the Columbia University series on Religion and Politics and past editorial board member of *Confluence: Journal of Graduate Liberal Studies*. Frequently consulted by the media about contemporary issues in religion, Chet has appeared on *Face the Nation*, *Meet the Press*, *NewsHour*, *Good Morning America*, *Nightline*, and National Public Radio, among other outlets. He is also a contributor to the *Washington Post/Newsweek* website *On Faith*.



INSTRUCTORS



MARC KASTNER / Dean, School of Science and Donner Professor of Physics

Massachusetts Institute of Technology

Marc Kastner joined the Department of Physics at MIT 1973, where he became the Donner Professor of Science in the Department of Physics in 1989 and Dean of the School of Science in 2007. In 1993, he became director of the MIT Center for Materials Science and Engineering, which became the largest NSF Materials Research Science and Engineering Center. In 1998 he left that position to become Head of the Physics Department.

In 1990, Kastner's group fabricated the first semiconductor single-electron transistor. His group continues to use these devices as a tool to study the quantum mechanical behavior of electrons confined to nanometer dimensions.

Kastner has served as the MIT representative on the board of directors of BSA, which operates Brookhaven National Laboratory, as Chair of the Solid State Sciences Committee of the National Research Council (NRC) of the National Academy of Sciences and as chair of the National Academy of Sciences NRC Board on Physics and Astronomy.

Kastner is a fellow of the American Association for the Advancement of Science and a member of the National Academy of Sciences. In 1995 he received the David Adler Lectureship Award of the American Physical Society, and in 2000 he won the Oliver E. Buckley Prize for condensed matter physics for his work on single-electron transistors. In 2010 Kastner joined the Science Advisory Board of the Gordon Moore Foundation.

Marc Kastner received his SB in Chemistry and his PhD in Physics, both from the University of Chicago.



ELIZABETH CHADIS / Assistant Dean for Development, School of Science

Massachusetts Institute of Technology

Elizabeth Chadis has been at MIT for over a decade working for Marc Kastner, first as his development officer for the department of physics and then as his assistant dean for development when he became dean of the school of science. Together they have raised millions of dollars for capital renovation projects, research, and endowment support for faculty and students with professorships and fellowships.

Chadis spent five years in development at the AIDS Action Committee of Massachusetts where she solicited major gifts, created a "circle of friends" and worked on major events including "from all walks of life" the annual AIDS walk. She began her career in high-tech communications and advertising working first at Cahners Publishing and Prime Computer.



HOTEL RESERVATIONS

The conference will be held at:

Hyatt Harborside
101 Harborside Drive
Boston, MA 02128

To reserve your room, call 888-421-1442. Please indicate that you are with the Academic Impressions group to receive the room rate of \$149 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of March 24 - 25, 2013. Reservations must be made by March 1, 2013. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Hyatt Harborside is a luxurious, historic Boston Logan Airport hotel offering captivating harbor and city views and outstanding dining options. Take the hotel's free shuttle to a public transportation site (T Subway system) or hop aboard a private water taxi (discounts available for attendees) to Boston's historic North End. Explore famous attractions including Faneuil Hall, Quincy Market, Boston Public Garden, New England Aquarium, Charlestown, and the USS Constitution. The hotel also offers free 24-hour transportation to and from Boston's Logan Airport (BOS).





PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Your registration fee includes: Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Monday, breakfast and lunch on Tuesday, as well as refreshments and snacks throughout the conference.

Conference
Conference - \$1095 USD
<input type="checkbox"/> __ # of attendees

Total_____



BRING YOUR TEAM! - To help make it possible for your team to attend, for every two registrants that pay full price from your institution, the third registrant is 50% off!

EARLY BIRD PRICING

Postmarked on or before March 8, 2013. For registrations postmarked after March 8, 2013, an additional \$100 fee per registrant applies.

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by December 28, 2012 . A \$100 processing fee will be assessed. After December 28, 2012 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.

Visit our website to register online:

<http://www.academicimpressions.com/conference/fundraising-strategies-academic-leaders-and-advancement-professionals-march-2013>



ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

WEBCASTS

For webcasts, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. You may also switch your webcast order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast date, you will receive a full refund, less a \$75.00 service charge. If you cancel within 8 weeks of the webcast date, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not login to view the webcast and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.



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CONFERENCE REGISTRATION INFORMATION

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What name do you prefer on your name badge?

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IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) _____

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

ADDITIONAL CONTACT INFORMATION

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



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PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



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Billing Zip Code/Postal Code	Exp. Date	Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)	

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Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:
(Check the boxes for the editions you would like to sign up for)

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List the names of the registrants you'd like to sign up:

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