

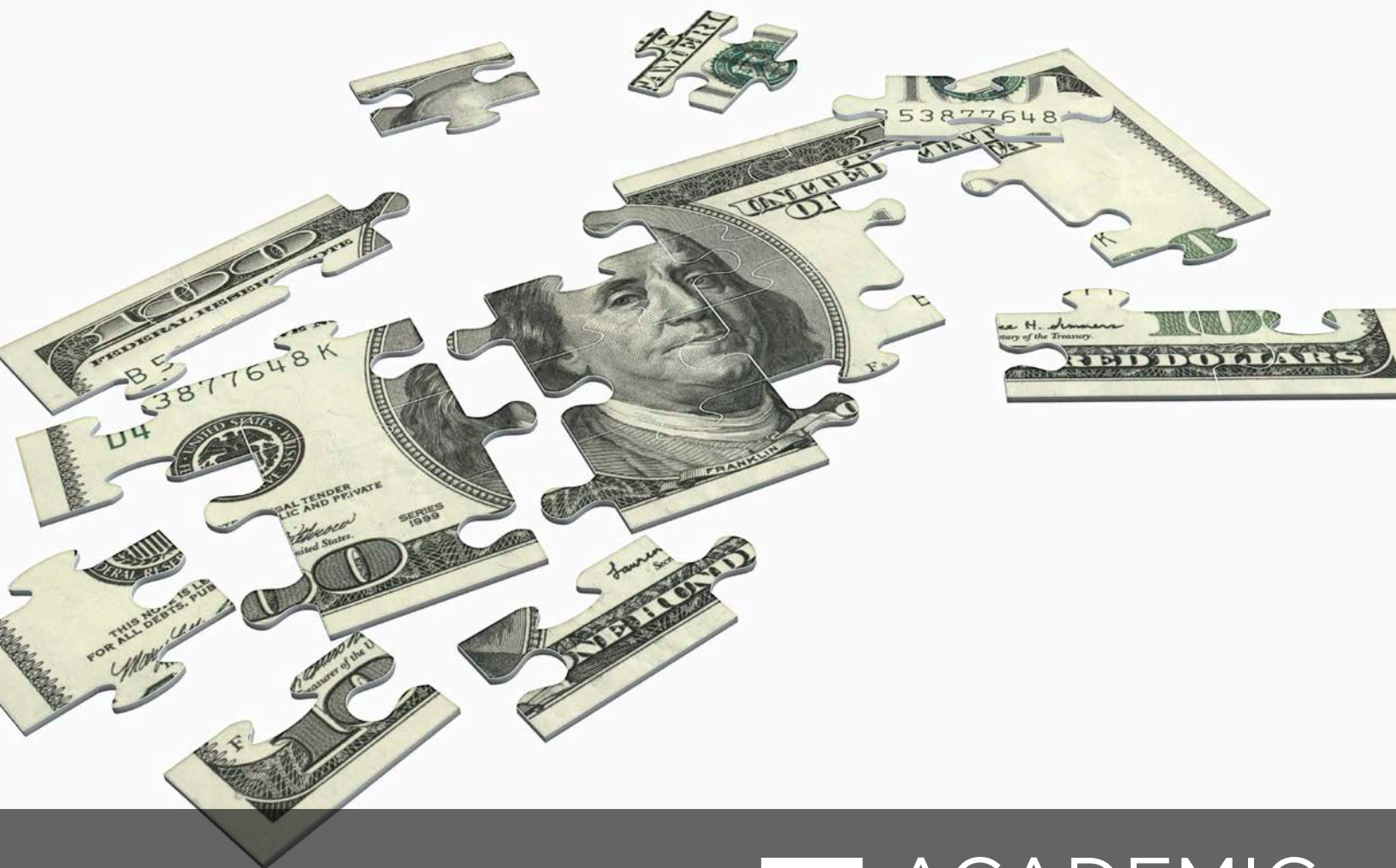


CONFERENCE

# FUNDRAISING FOR DEANS

October 30 - 31, 2017

Orlando, FL





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*Is fundraising one of your official responsibilities as a dean?*

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## OVERVIEW

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Fundraising has increasingly become a required component of every dean's responsibilities. This day and a half conference will equip academic leaders with the skills necessary to most effectively fundraise. During this conference, deans will:

- Gain an understanding of the current fundraising environment
- Examine three building blocks for developing a philanthropic culture on campus
- Outline specific priorities to share with development officers and faculty
- Get tips for better informing advancement about interactions with alumni
- Troubleshoot advisory board challenges to make those interactions more effective

Past participants have consistently said that our expert presenters, Jim Langley and Chet Gillis, provide practical advice for tackling the unique fundraising challenges facing deans. Academic deans and their fundraising counterparts will leave this conference better prepared to raise funds for their school, college, or department.

## WHO SHOULD ATTEND

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Academic leaders will leave this event with a framework to more effectively fundraise. This training will be especially beneficial to:

- New deans who are looking to develop their fundraising knowledge and skills
- Experienced deans who have had limited exposure to fundraising
- Deans who have a donor in mind, but aren't sure how best to approach the cultivation and solicitation process
- Deans looking to improve their relationships and partnerships with university advancement
- Chairs or associate deans who are looking to become a dean

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/conference/fundraising-deans-october-2017](http://www.academicimpressions.com/conference/fundraising-deans-october-2017)



## BRING YOUR TEAM - REGISTER 2, GET THE 3RD 50% OFF!

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Do you know of several deans who will find this event helpful? We encourage you to send a team of deans who are looking to sharpen their fundraising skills. To encourage team participation, if you register two attendees, the third is 50% off.

## LEARNING OUTCOME

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After participating in this conference, you will be more equipped to raise money for your school, college, or department.

## CONTACT US FOR MORE INFORMATION

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Contact David Boggs, Associate Program Manager at [david.boggs@academicimpressions.com](mailto:david.boggs@academicimpressions.com) or 720-988-1215 if you'd like additional information about the program.



## AGENDA

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### DAY ONE, OCTOBER 30, 2017

8:00 - 8:30 a.m.

**Registration and Continental Breakfast (included in registration fee)**

8:30 - 9:00 a.m.

**Opening Comments and Introductions**

9:00 - 10:30 a.m.

**Understanding Philanthropy and Preparing for the Upcoming Challenges in Higher Ed**

With the billion-dollar campaign increasingly becoming the norm in higher education fundraising, many institutions have met these ambitious goals by turning to a shrinking pool of high-wealth donors. However, these transactional interactions only increase the percentage of alumni who feel the relationship with their alma mater has been undervalued or forgotten. You will leave this session with a better understanding of this phenomenon and similar issues that frame the challenge of the future of fundraising success.

10:30 - 10:45 a.m.

**Morning Break**

10:45 - 11:30 a.m.

**Building a Stronger Philanthropic Culture with Your Team**

Building on the content of the opening session, this session will dig into the specifics of how deans can foster a culture of philanthropy at their institution. This session will highlight three key building blocks: appreciation, affiliation, and agency. It will also take an in-depth look at what has worked well over time and allow you to identify where there are opportunities for improvement within your existing structures.

11:30 a.m. - 12:30 p.m.

**Lunch (included in registration fee)**

12:30 - 1:30 p.m.

**Partnerships with Advancement: Understanding Their Role in Fundraising**

Your advancement team is going to be your greatest support in your philanthropic efforts and interactions with donors. Having a clear understanding of what advancement does, and where their obligations begin and end, will go a long way to build this critical relationship. This session will discuss the portfolios that gift officers manage and how they utilize prospect research. You will learn to what capacity your advancement colleagues can support you, and what tools they have to offer in the cultivation and solicitation process.

1:30 - 2:30 p.m.

**Cultivation and Solicitation: Identifying and Interacting with Potential Donors - Role Plays**

From former students to other alumni and even parent connections, faculty and academic leaders have unique connections to an institution's external stakeholders. It is imperative you 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. You will leave this session equipped with methods of ensuring that these interactions are communicated, tracked, and responded to as needed.

2:30 - 2:45 p.m.

**Afternoon Break**



## AGENDA

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### DAY ONE, OCTOBER 30, 2017 (CONTINUED)

2:45 - 4:15 p.m.

#### **Articulating Clear Priorities to Allow for Fundraising Success - Working Session**

Fundraising success—already difficult in this philanthropic climate—is only more complicated when donors are presented with numerous giving opportunities. This session will provide insights on how to crystallize your vision and help unify your external message across development staffers. You will leave this session equipped with a draft of fundraising priorities for you to share with your development officer and faculty members.

4:15 - 4:30 p.m.

#### **Day 1 Wrap-Up and Q & A**

4:30 - 5:30 p.m.

#### **Networking Reception (included in registration fee)**

### DAY TWO, OCTOBER 31, 2017

8:30 - 9:00 a.m.

#### **Continental Breakfast (included in registration fee)**

9:00 - 10:00 a.m.

#### **Using Whitepapers and Projects to Maximize Prospect Interest**

Approaching a prospect with a whitepaper draft can provide a substantive, early-stage connection to a project and allow you to build a focused, results-based relationship without social cultivation. Highlighting a variety of samples, this session will show you how to develop whitepapers that motivate prospects to give.

10:00 - 10:15 a.m.

#### **Morning Break**

10:15 - 11:30 a.m.

#### **Improving Advisory Board Performance**

Advisory boards can be helpful entities, but they often fail to reach their full potential. Their obstacles include: an ill-defined mission, unclear or poorly defined membership responsibilities, ineffective group interaction, or uninspired leadership. This session will help you troubleshoot your challenging advisory board situations and leave you equipped with tactics to make your advisory board more effective.

11:30 a.m. - 12:00 p.m.

#### **Debrief and Wrap-Up**



## INSTRUCTORS

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### **Chester 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*.

### **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.



## LOCATION

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October 30 - 31, 2017 :: Orlando, FL

### HOTEL

Hyatt Regency Orlando  
9801 International Drive  
Orlando, FL 32819

To reserve your room, please call 407-284-1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

### ROOM RATE

The rate is \$159 for single or double occupancy, plus applicable tax.

### ROOM BLOCK DATES

A room block has been reserved for the nights of October 29 and 30, 2017.

### RATE AVAILABLE UNTIL

Make your reservations prior to October 9, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

### ADDITIONAL INFORMATION

The hotel is located approximately 12 miles from Orlando International Airport (MCO).



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		<b>Intimate, workshop-style event with personalized attention</b>
Many concurrent sessions; forcing choice		<b>One focused learning track</b>
Uneven sessions and less outcome-focused, driven by an open call for proposals		<b>Needs-driven</b> and meticulously planned with practical outcomes <ul style="list-style-type: none"> <li>Action plans and next steps to use upon returning to campus</li> <li>Carefully-vetted expert instructors that are also practitioners in the field</li> </ul>
Lecture-based		<b>Learner-centric</b> and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to <b>truly connect with colleagues</b> in the same position at other institutions
Some slide presentations posted online after the event		<b>200+ page workbooks</b> with references, worksheets, articles, templates, exercises, and planning documents

**96%**  
of past attendees would recommend an AI conference to a colleague

**250+**  
and growing of AI member institutions (AI Pro)

**15,000+**  
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe





PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING (CIRCLE ONE)

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

### Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

CONFERENCE
Fundraising for Deans
\$995

### EARLY BIRD PRICING

Postmarked on or before October 13, 2017. For registrations postmarked after October 13, 2017, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## CONFERENCE REGISTRATION INFORMATION

Print Name | Job Title

Institution/Organization

What name do you prefer on your name badge? | Address

City | State/Province | Zip/Postal Code | Country

Telephone | Email

**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.**

Empty space for dietary or accessibility needs.

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

## ADDITIONAL CONTACT INFORMATION

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

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

## EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



**PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259**

## 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



Name on Card

Account Number

Billing Address

Billing City

Billing State

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)

**AMOUNT TO CHARGE:** \_\_\_\_\_

## CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_

Please invoice me, Purchase Order # \_\_\_\_\_ (PO # not required to receive invoice)

## HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

**DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.

**WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.

**DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

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

Learn more or sign up to receive Higher Ed Impact at: [www.academicimpressions.com/news-sign-up](http://www.academicimpressions.com/news-sign-up)

*\*Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



## 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.

### ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

### ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

### RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.