“Rewarding experience. In the nine years I have been in development, this conference is tops. The faculty was inspiring, interesting, and filled with valuable experience. I took great ideas away and had the opportunity to share my own ideas.” – Kristin Beckman, Assistant Director, Student Philanthropy, University of Iowa Foundation

“This conference provided me with a lot of concrete examples that have proven to be successful at other institutions. I am leaving having a better idea and understanding of philanthropy amongst my student body that will translate into their alumni years.” – Stacey Haas, Assistant Director, Annual Giving (Student Programs), Gettysburg College

“This program was the best I’ve seen. Not only did I get a slew of ideas, but I also learned how to harness them into a real program. This isn’t ‘pie in the sky’ theory — it is real and doable at any level!” – Betsy Hesselrode, Director, Alumni Relations, Freed-Hardeman University

“Of the dozens of conferences I have attended in 20 years of advancement work, this one was among the top five in terms of depth of engagement with the subject and with other practitioners.” – Randy Lofgren, Associate Vice President, Development Programs and Solutions, Baylor University

“This is the second Academic Impressions conference I’ve attended. I was so impressed with the first one that I recruited four colleagues to attend this one with me. Our collaboration as a team really maximized the benefit of the conference experience.” – Amy Turek, Associate Director, Young Alumni Programming, Wheaton College
OVERVIEW

With donor participation declining across higher education, it is increasingly important for advancement shops to nurture future alumni by engaging them while they are still on campus as students. While many institutions have created elements of student philanthropy programs, most lack a cohesive, strategic program that spans from first-year convocation to commencement.

Join us in San Diego to learn how to build a comprehensive student philanthropy program that cultivates awareness, gratitude, and giving in your future alumni.

WHO SHOULD ATTEND

Because a strong student philanthropy program requires an intense institutional commitment and buy-in from a wide range of individuals, we encourage advancement professionals (especially those in alumni relations and annual giving) charged with building a program to also invite their executive champions and other campus partners.

LEARNING OUTCOME

Recognize how to build a comprehensive student philanthropy program on your campus.

AGENDA

TUESDAY, FEBRUARY 1, 2011

12:30–1:00 p.m.  Registration

1:00–1:15 p.m.  Welcome and Opening Remarks

1:15–2:15 p.m.  Student Philanthropy: Vision and Strategy

In this opening session, Dr. Armenti will share his vision and strategy for creating a culture of philanthropy on campus and will discuss how higher education’s current context requires institutions to invest in student philanthropy programs. You will be introduced to student philanthropy as a strategic issue that will help you frame your goals, build your case for a comprehensive program, and get buy-in from the highest levels at your institution.

2:15–3:15 p.m.  Understanding Student Philanthropy: A Proven Model

A successful student philanthropy program is dependent on three core components: awareness, gratitude, and giving. Each program should include these components, although their individual prominence will vary depending on the stage of your initiative. This session will walk you through the model of student philanthropy, outlining the core components and how they come together to guide a holistic approach.

3:15–3:30 p.m.  Afternoon Break

3:30–4:15 p.m.  Student Philanthropy Gap Analysis

In this working session, you will consider:
• Your institution’s student population
• The level of awareness, gratitude, and giving of your current students
• Where you should focus your new efforts the most
AGENDA
TUESDAY, FEBRUARY 1, 2011 (CONTINUED)

4:15–5:30 p.m.  
**Creating Awareness and Developing Gratitude in Students**
Creating awareness and developing gratitude are two of the three core components in the student philanthropy model. In this session, you will learn how to make students aware of your institution’s mission, resources, and sources of funding as well as how to effectively educate students from day one on the importance of philanthropy. Additionally, by looking at the use of thank-a-thons and other, more subtle types of programming, you will learn how to develop gratitude in students and how to sustain that gratitude throughout their campus life cycle.

5:45–6:45 p.m.  
**Networking Reception (included in conference registration)**

WEDNESDAY, FEBRUARY 2, 2011

8:00–9:00 a.m.  
**Continental Breakfast (included in conference registration) and Discussion Round Tables**

9:00–10:15 a.m.  
**Cultivating Student Giving**
Students will be ready to give when they understand their school’s funding sources and develop donor gratitude. This session will build on the work you’ve done with the other components of the student philanthropy model. It will look at how and when to begin cultivating your student prospects and how to develop a giving habit in students — starting with a strong senior-gift program — that will be carried into alumni-hood.

10:15–10:30 a.m.  
**Morning Break**

10:30–11:45 a.m.  
**Elements of Tradition and Building Traditions Brainstorming**
Traditions serve as a valuable tool for engaging students in your institution’s community, inspiring connection, and driving giving. In the first part of this session, you will explore the elements of tradition by looking at examples of both longstanding and newly created traditions. Then you will work together with your faculty and colleagues to brainstorm ways of building or adapting traditions to fit your unique institutional contexts.

11:45 a.m.–1:00 p.m.  
**Lunch (included in conference registration)**

1:00–3:00 p.m.  
**Starting Student Philanthropy: A Case Study of Cal U**
This session will walk you through the development of Cal U’s student philanthropy program, including behind-the-scenes strategy and the comprehensive orientation that Cal U developed to kick off its student philanthropy program as soon as first-years arrived on campus.

3:00–3:15 p.m.  
**Afternoon Break**

3:15–4:30 p.m.  
**Dynamic Student Philanthropy Messaging**
Your student philanthropy message drives your entire program, so it should encompass the core components (awareness, gratitude, and giving) while being accessible across all media. You will have to use your institution’s mission and your specific student population to define a tailored message and then deliver that message to your students using both old and new media. This session will help you develop a message for your program and explore social media distribution to ensure your program gets press where your students and young alums will be engaging with it.
AGENDA

THURSDAY, FEBRUARY 3, 2011

8:00–9:00 a.m. Continental Breakfast (included in conference registration) and Discussion Round Tables

9:00–10:15 a.m. Budget Implications for Student Philanthropy
How will a new or re-energized student philanthropy program affect your budget? What pieces of your program should you devote the most resources toward? Who can you partner with on campus to shift some costs around? In this session, your faculty will address these questions and offer suggestions on how to get more bang for your buck as you launch your program.

10:15–10:45 a.m. Final Conference Break and Hotel Check-Out

10:45–11:30 a.m. Managing the Student-to-Young-Alumni Transition
After spending four years inculcating your students to a culture of philanthropy, you’d like to be as certain as possible that you continue to engage them as young alumni. This session will focus on how to engage with young alums, maintain their loyalty, and successfully garner their giving.

11:30 a.m.–12:15 p.m. Communicating the Vision of Student Philanthropy and Final Q&A
This final session will be a facilitated discussion around how to communicate the vision of student philanthropy to your various campus stakeholders as you move to initiate an effort on your own campus. Lingering conference questions will also be addressed.

12:15–12:30 p.m. Wrap-Up and Final Q&A

12:30–1:30 p.m. Lunch (included in post-conference workshop registration)

1:30–4:30 p.m. Optional Post-Conference Workshop: Connecting, Transitioning, and Soliciting Young Alumni
You will discover how well you did in building your culture of student philanthropy when your students graduate. After making your students aware of how giving works and why it’s important, giving them opportunities to show appreciation for gifts that have benefited them or the institution, and giving them a practice run with your senior gift, will your young alums continue the habit? Even schools with a strong culture of student giving see a drop-off of young alumni gifts their first year out. In this post-conference session, you will take a deep dive into what you can do to maintain your momentum, engage, and sustain giving from your young alumni.

CFRE Continuing Education Credits
Full participation in Building a Culture of Student Philanthropy is applicable for 14 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.
INSTRUCTORS

Dr. Angelo Armenti, Jr., President, California University of Pennsylvania
Since Dr. Armenti’s arrival at California University of Pennsylvania in 1992, applications have increased by 90%, average SAT scores have increased by 95 points, FTE enrollments have increased by 30%, and four-year graduation rates have increased by 80%. Many new academic programs have been initiated, including: Master of Social Work (MSW), Master of Arts in Teaching (MAT), Master of Science in Multi-Media Technology, physical therapy assistant, sports management, graphic design, computer engineering technology, criminal justice, and legal studies.

His leadership has led to other accomplishments as well, including the creation of an athletic hall of fame, completion of the college’s first capital campaign, adoption of a university bill of rights, formation of a new governance structure, introduction of a new general education curriculum, and construction of several new institutional buildings. Dr. Armenti is active with the Commission on Higher Education of the Middle States Association of Colleges and Schools and has served as campaign chair and president of the Mon Valley United Way.

Elise M. Betz, Executive Director, Penn Alumni and Penn Traditions, University of Pennsylvania
Elise began her tenure at Penn as an associate director of The Penn Fund and currently manages a majority of the institution’s alumni relations efforts, including communications, alumni education, the multicultural alliance, and alumni travel. She also founded and manages “Penn Traditions: Building Our Community,” Penn’s own comprehensive student advancement program. Elise’s work in this area helped increase senior gift participation from 18% in 2001 to over 68% in 2008 and earned her a 2006 Penn Models of Excellence Award. She presents at advancement conferences across the country and has consulted with numerous institutions interested in starting student advancement programs.

Cathy Hurley-Foose, Consultant
Cathy brings to the topic of student philanthropy more than 20 years of experience in key leadership positions in fundraising, business development, education administration, and entrepreneurship. Prior to her work as an independent consultant, she served as assistant vice president for development at Texas A&M University, Corpus Christi. At TAMU-CC, Cathy administered the institution’s planned giving, foundation relations, development, and alumni relations programs. While completing law school, she served as the founding director of Project NEW, a nationally recognized award-winning entrepreneurship training program for women established through Collin County Community College district. Cathy also previously worked as director of diversity and entrepreneurship training at Collin County Community College District and director of planned giving at Texas A&M University-Commerce.

HOTEL RESERVATIONS
The conference will be held at:
Hilton San Diego Resort & Spa
1775 E. Mission Bay Drive
San Diego, CA 92109

To reserve your room, call 800-445-8667. Please indicate that you are with the Academic Impressions group to receive the room rate of $159 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of January 31-February 2, 2011. Reservations must be made by January 11, 2011. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Hilton San Diego Resort is six miles from the San Diego International Airport and right on San Diego’s famous Mission Bay. Enjoy lush gardens, rolling lawns, and sandy beaches just steps from your door. The hotel is near Mission Beach, Old Town San Diego, and the Gaslamp District.
Attend as a team – remember, if you register as a group, every fourth registrant is free.

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, access to the networking reception on Tuesday, breakfast and lunch on Wednesday, and breakfast on Thursday, as well as refreshments and snacks throughout the conference.

Postmarked on or before January 21, 2011

☐ Building a Culture of Student Philanthropy and Post-Conference Workshop (BEST VALUE) $1395 USD
☐ Building a Culture of Student Philanthropy Conference only $1095 USD
(For registrations postmarked after January 21, 2011, an additional $100 fee per registrant applies)

☐ Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

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

CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name __________________________ Name Preferred for Badge __________________________

Job Title __________________________ Institution/Organization __________________________

Address __________________________

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

Telephone __________________________ Fax __________________________ Email __________________________

For registration confirmations and pre-conference communication. (FOR ADDITIONAL REGISTRANTS, PLEASE COMPLETE ADDITIONAL FORMS.)

Additional Contact Name __________________________ Additional Contact Phone __________________________

Additional Contact Title __________________________ Additional Contact Email __________________________

Emergency Contact Name __________________________ Emergency Contact Phone __________________________

(In case of emergency, we will contact this person on your behalf)

FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer Higher Ed Impact, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

☐ Sign me up for HEI: Daily Pulse – impactful news, trends, and practices, sent daily
☐ Sign me up for HEI: Weekly Scan – the week’s most critical news, with analysis of top stories and trends, sent on Fridays
☐ Sign me up for HEI: Monthly Diagnostic – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

PAYMENT METHOD
We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the “invoice me” option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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Please charge my credit card: (Visa, MC, AmEx)
Name on Card __________________________
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CHECK/INVOICE
☐ My check is included and covers _____ registration(s)
Check # __________________________

☐ Please invoice me
Purchase Order # __________________________
(PO# not required to receive invoice)

REFUND/CANCELLATION POLICY
Refunds will be issued only if cancellations are received in writing by November 5, 2010. A $100 processing fee will be assessed. After November 5, 2010 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.