



Preconference Sessions

Wednesday, November 3

Morning

Wednesday, November 3

9:00 am - Noon

Columbia A

Resource Development: The Artistry of Uncommon Solutions

Researching, facilitating and designing viable solutions to complex issues plus managing the institutionalization of change are two of the most critical duties of a chief development officer. This session provides the tools of integrative thinking to resolve the tension between competing approaches yielding results that far exceed simple either/or decisions with greater potential for adoption by stakeholders. Case studies will be used.

Learning Objectives:

- *Identify the key elements of an integrative decision process
- *Move from linear consideration of issues to multidimensional approach
- *Articulate the importance of constant monitoring of disconfirming data-that the situation has changed while a solution was being implemented

Dr. Mary A. Brumbach, Executive District Director of Strategic Funding, Dallas County Community College District, TX

Wednesday, November 3

9:00 am - Noon

Columbia B

Public-Private Partnerships for Community Colleges

Public-Private Partnerships (PPPs) are a way for community colleges to leverage limited resources and assets for the development of both infrastructures and services, thereby capitalizing the capabilities and resources of the private sector.

Learning Objectives:

- *Understanding the six keys to successful PPPs
- *Identify case studies that may apply to their situations
- *Recognize "underutilized assets" for use in PPPs
- *Understand the preparations needed BEFORE the issuing of an RFP

Richard Norment, Executive Director, National Council for Public-Private Partnerships, VA; Dr. Becky Paneitz, President, Northwest Arkansas Community College, AR; John Keegan, Vice President, Gilbane Development Company, VA

Wednesday, November 3

9:00 am – Noon

Capitol A

Winning a Title III or Title V Grant

Learn how to navigate the challenges to securing a Title III or Title V grant including basic eligibility, managing page limits, creating a compelling Comprehensive Development Plan, justifying your implementation plan, planning for institutionalization and designing an effective evaluation plan.

Learning Objectives:

- *Understand how to become eligible for Title III and V
- *Understand how to document Hispanic enrollment
- *Understand how to manage page limits
- *Understand how to improve each section of the proposal

Mike Gaudette, President, Lighthouse Consulting, Inc, OR; Adrienne Price, Director of Grants, Mt. San Antonio College, CA

Wednesday, November 3

9:00 am – Noon

Congressional B

The Role of Evaluation in the Grants Development Process

The presentation will give a comprehensive overview of developing and implementing a successful evaluation component in government and foundation proposals. The two presenters will share their many years of experience in developing successful proposals. The participants also have opportunity to work in small groups to identify challenges to developing a grant evaluation program and ways to overcome these barriers.

Learning Objectives:

- *identify the components of a successful evaluation plan
- *identify data collection methods commonly used in program evaluation
- *recognize potential challenges and barriers in implementing an evaluation plan

Edward F Duffy, VP for Development, York Technical College, SC; Nancy Morgan, Associate VP for Planning and Resource Development, Daytona State College, FL

Wednesday, November 3

1:30 pm – 4:30 pm

Capitol A

Using Compression Planning® with Storyboarding in Resource Development

This hands-on session provides an overview of a highly successful and structured process to plan projects (proposals, special events, websites, etc.) in a shorter period of time than traditional meetings. This process, developed by McNellis and Associates, has been used at Sinclair to develop proposals and projects since 1990.

Learning Objectives:

- *Explain the benefits of Compression Planning® with Storyboarding
- *Adapt and adopt segments of Compression Planning® with Storyboarding to facilitate a planning session
- *Improve their resource development program through more effective project planning

Neil Herbkersman, Senior Director of Advancement, Sinclair Community College, OH; Karla Hibbert-Jones, Assistant Director Grants Development, Sinclair Community College, OH; Nancy E. Jones, J.D., Grants Development Coordinator, Sinclair Community College, OH

Wednesday, November 3

1:30 pm – 4:30 pm

Columbia A

Grant Writing 101

Grant Writing 101 is comprehensive overview of grant development from the perspective of a grant professional at a two-year college. Topics will include: the difference between private and public funding sources; how to increase your odds of getting funded; collaborative grants; and electronic submission. Basic components of a grant will be discussed.

Learning Objectives:

- *Find appropriate funding sources
- *Identify ten basic grant proposal components
- *Tell the difference between a goal and an objective
- *Improve the odds of getting a grant award
- *See things from a reviewer's standpoint

Mary Ann Amelang, Executive Director of Institutional Advancement, Lee College, TX; Ginni Whitten, Institutional Advancement Officer, Lee College, TX

Wednesday, November 3

1:30 pm – 4:30 pm

Columbia B

Major Giving: Building a Sustainable Program

The CPB Major Giving Initiative (MGI) was a \$10 million capacity building project that engaged 111 PBS stations in developing sustainable major giving programs that increased their aggregate major gifts receipts by \$33 million. Drawing on MGI web resources (<http://www.majorgivingnow.org/>), this session will show participants how to establish and operate a sustainable major giving program. The presentation of this session at the 2008 & 2009 CRD conferences were a resounding success. Almost fifty participants requested copies of the PowerPoint. This response was due to the remarkable power of the MajorGivingNow website as a teaching tool and program management resource. Because time restrictions allowed only a superficial overview of the website at the previous conferences, I believe many participants (and others who have heard about the session) would like an opportunity to dig deeper into the website's vast resources. This time, rather than offering only the basics of major gifts fundraising, we could actually help participants create a foundation of knowledge that they build upon with continued use of the MajorGivingNow resource.

Learning Objectives:

- *Building a compelling case for support
- *Identifying, researching and cultivating major giving prospects
- *Creating an effective prospect management system
- *Successfully engaging board volunteers in cultivation and solicitation
- *Learning how to draw on the MGI website to develop and operate a sustainable major gifts program

Scott Lyons, President, Living Legacies Philanthropic Services; Marvin LeRoy, Chief Development Officer, Hudson Valley Community College Foundation, NY; Vladia Boniewski, Executive Director of the Schenectady County Community College Foundation, NY

Wednesday, November 3

1:30 pm – 4:30 pm

Capitol B

Using Data Mining to Uncover Fundraising Gold

Prospect research begins with uncovering your best prospects through data mining on your college database. The presenters will show you what to search for and how to mine your files for great

prospects. Bring your own laptop and an excel file of a sampling of your own donor database for hands-on practice.

Learning Objectives:

*Identify key data mining questions

*Proceed with their own data mining activities

*Understand how to analyze and implement the results of a data mining exercise

Lawrence C. Henze, J.D., Managing Director, Target Analytics, Blackbaud; Richard H. Morley, CFRE, CSPG, Executive Director, Mt. San Antonio College Foundation

Wednesday, November 3

1:30 pm – 4:30 pm

Congressional B

How to Build and Retain Your Donor Pool

Fundraising is by nature transactional, focused on annual appeals, special events, alumni drives, and similar activities. However the key to fundraising success is moving from a transactional culture to a relational culture in working with donors. In this session, learn how to maximize your investment in acquiring donors by learning how to engage and retain those donors. The session will include an overview of donor behavior, donor demographics, setting goals, creating metrics and reports to measure progress, team work, reporting and incentives, stewardship standards, and use of volunteers. You'll also learn how to review your current development program to identify the weak spots.

Kathryn W. Miree, Kathryn W. Miree & Associates, AL