



**Presidents Track  
Concurrent Sessions  
November 4 – 6  
Register at [www.crdnet.org](http://www.crdnet.org)**

**Statewide Recovery Act Response Planning**

Thursday, November 4

9:00 am - 10:15 am

This presentation provides a methodology for developing a proactive and coordinated framework for the pursuit of remaining ARRA funds and future large-scale federal funding initiatives. The aim is to facilitate and unify efforts that are regional in scope and/or that require statewide partnership in order to be highly competitive.

Learning Objectives:

- Facilitate the partnership of two or more institutions around common goals and/or initiatives that are strategic in nature and require federal grant support
- Facilitate the communications of a multi-institution effort for the pursuit of large-scale federal support
- Facilitate the identification of the roles and tasks of partnering institutions so that response and proposal development activities are effective and efficient

*Dr. Dana Zorovich, Director, Resource and Grant Development, Palm Beach State College, FL; Maureen Capp, Senior Grant Writer, Palm Beach State College, FL*

**Resource Development and Administration – An Investment in the Future**

Thursday, November 4

9:00 am - 10:15 am

Lone Star College System (LSCS) has recently centralized their state, local and federal grant activities into a single one-stop shop for grants. The new department includes resource development, compliance, grants accounting and the Institutional Review Board. This was a significant system-wide investment that has resulted in a large increase in funded grants in the last year. In addition, LSCS has implemented a system-wide Grant Review Committee that makes recommendations on all funding opportunities. This presentation will provide participants with tools for obtaining as well as managing grants.

Learning Objectives:

- Appreciate the advantages of a combined grants department
- Download manuals on resource development and compliance
- Get some new ideas on grant processes

*Eileen Booher, Director, Resource Development and Administration, Lone Star College System, TX*

**Feasibility Studies: A Creative Process and Your Roadmap to Success**

Thursday, November 4

9:00 am – 10:15 am

Do you have projects requiring major funding? Where are the donors and where will you find the volunteer leaders to champion your cause? What does the donor community think about your projects, your president, college, volunteer leaders and plans for the future? What is the process and are you ready for a campaign?

Learning Objectives:

- Determine why and how a feasibility study prepares you for major gifts campaign
- See the connection with your strategic plan, preliminary case, and plan of action
- Plan forward a methodology for involving your president, board, and senior staff
- Understand better the planning process, timelines, phases, and deliverables



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- Discern whether a planning process and feasibility study is right for you  
*Al Hove, Vice President, The Clements Group, UT; Jennifer Wheatley, Executive Director, RCC Foundation, Rogue Community College, OR*

### **Cohabitation of Grants and Foundation: Resolving the Mystery for the Best Return on Investment**

Thursday, November 4

9:00 am - 10:15 am

Just how do community college grants and foundation offices collaborate and generate the best bang for the buck for the institution? The session will provide the clues to unraveling decades old mystery and offer some ideas what each side can and should expect from the other.

#### Learning Objectives:

- Administrative harmony
- Institutional fund
- Sample MOUs to make it work
- Good relations bring good feelings

*Charles Wood, Director of Grants, Tallahassee Community College, FL; Jim Chitwood, Director of Development and Foundation Operations, Baltimore City Community College, MD*

### **Missouri Center for Waste to Energy**

Thursday, November 4

10:45 am - Noon

This session will describe how a public/private consortium was built for the development of alternative energy in buying down energy costs at a community college and an educational/training program

#### Learning Objectives:

- Create a step-by-step process for innovation and “thinking outside the typical resource development” box
- Develop a win/win environment for the expansion of public/private partnerships in the current economic environment
- Put together a resource development plan within the college’s mission/vision to meet the objectives of every partner

*Dr. Marsha Drennon, President, State Fair Community College, MO; Dr. Michael Ash, Vice President for Institutional Advancement and Resource Development, State Fair Community College, MO*

### **Entrepreneurial Resource Development – Grants, Gifts, and Profits**

Thursday, November 4

10:45 am - Noon

Profits at River Valley Community College’s Center for Business and Industry have quadrupled in just three years – the outcome of a unique partnership between the college, a local manufacturer, and a proprietary training organization. By leveraging each organizations unique talents and resources, industry specific degrees and certificates are now a major source of credits sold. This session describes the development and implementation of an Accelerated, 8 week, education model that awards college credit and guarantees jobs (with benefits) to the participants.

*Steven Budd, President, River Valley Community College, NH*

### **Catching Up with Capitol Hill: A Federal Legislative Update**

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2:15 pm - 3:30 pm

Join the AACC and ACCT government relations staffs for a briefing on the latest on federal issues that are crucial to your institution. Topics addressed will include the FY2010 education budget reconciliation, Workforce Investment Act reauthorization, federal funding, and more.

*David Baime, Senior Vice President of Government Relations and Research, American Association of Community Colleges, DC; Jee Hang Lee, Director of Public Policy, American Association of Community College Trustees, DC; Laurie Quarles, Legislative Associate, American Association of Community Colleges, DC*

**Trends Affecting the Future of Community Colleges**

Thursday, November 4

2:15 pm - 3:30 pm

Murky crystal ball? Watching the world shift under your feet? Updating one of the most highly rated sessions in 2009, this presentation will bring some order to the chaotic changing landscape of community colleges as they stand in the spotlight to put the nation back to work. Led by one of the thought leaders in community college resource development, the discussion will include trend research, possible wild cards, and the unexpected things that can keep you awake at night. Leave with a handle on tomorrow.

Learning Objectives:

- Identify key trends impacting community colleges in general
- Describe several scenarios playing out for funding and expectations for community colleges
- Describe implications of national changes for their own colleges
- Assemble the raw material of economic, educational, budgets, and shifting priorities into a cohesive understanding of their working environment

*Dr. Mary A. Brumbach, CFRE, Executive District Director of Strategic Funding, Dallas County CCCD, TX*

**The CEO/CDO Partnership**

Friday, November 5

10:15 am - 11:30 am

This presentation will address the elements of a successful partnership between the CEO/President of the institution and the Chief Development Officer (CDO). What roles do each play? What should the President expect from the CDO and the CDO from the President? Among the topics to be covered during the webinar are: working the President's calendar, prepping for the ask, scanning the president's community activities and linking them with resource development, and prepping for the elevator speech.

Learning Objectives:

- Understand the value of the CEO-CDO relationship
- Know how to build a collaborative and unified CEO-CDO front
- Implement effective communication strategies
- Explain the CEO and CDO roles
- Articulate CEO and CDO expectations of the other

*Marsha K. Drennon, Ed.D., President, State Fair Community College, CO; Jacqueline C. Almquist, Executive Director of the SFCC Foundation, State Fair Community College, CO*



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### **Tapping the World's Largest Donor: Securing Line-item Appropriations from the U.S. Congress**

Friday, November 5

10:15 am - 11:30 am

Explore how community and technical colleges can secure funding through the annual federal appropriations process. Presenters will describe the types of projects that are strong candidates for federal funding, discuss the process for securing appropriations, and examine facts and myths about earmarks.

#### Learning Objectives:

- Understand how the federal appropriations process works
- Learn how to approach the US Congress as a potential major donor
- Understand which community and technical college projects funding priorities are strong candidates for federal funding

*Mark McIntyre, Sr. Vice President/Director, Washington Office, Russ Reid, DC; Dr. Mary Brumbach, Executive District Director of Strategic Funding, Dallas County Community College District, TX*

### **The Role of the President in Community College Fundraising: A Best Practices Study**

Friday, November 5

1:45 pm - 3:00 pm

Presenter will disseminate findings from a study that is based on visits made to three community colleges last year. While the role of the president is the focus, the presenter will also share data about best practices in general.

#### Learning Objectives:

- Hear about pathway and professional development for those wishing to be or are currently serving as presidents
- Understand the importance level of fundraising presidents shared in the study
- Learn about the role these presidents played in the cultivation process, including asking

*Rudy Besikof, Ed.D, Professor, Long Beach City College, CA*

### **Grants - A National Perspective, A Local Solution**

Friday, November 5

3:15 pm - 4:30 pm

Learn how you compare. This 2010 national survey discusses success rates and levels of grants activity by college size. In particular, you will see how personnel, college leadership, freelance grant writers and vision impact quality. Be the first to come away with ideas to improve your program.

#### Learning Objectives:

- Gain a national perspective on the latest trends impacting the two-year college grant writing program
- Take away ideas to improve the grant-writing program
- Learn similarities, differences, strengths and challenges facing community colleges of all sizes, including community college systems

*Christine Anderson, Senior Vice President, The Clements Group, UT; Mark B. Hundley, Chief Grants Officer, Kentucky Community and Technical College System, KY; Dr. Steven G. Budd, President, River Valley Community College, NH*

### **Making the Ask: Volunteer Leadership and Messenger Training to Raise Millions**

Friday, November 5

3:15 pm - 4:30 pm



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Asking for big gifts requires the right volunteer, good leadership enlistment and effective messenger training. It's a team approach and it produces significant results. Bring your questions and build your confidence. Learn the process as you plan forward next steps toward maximizing your fundraising success and achieving your fundraising goals.

### Learning Objectives:

- Implement a step-by-step process for enlisting and preparing major gift solicitors
- Identify the right campaign leaders and find people of influence & affluence
- Enlist campaign leaders to be your messengers, understanding duties and roles
- Train volunteer leaders and key staff, with greater enthusiasm and confidence
- Plan forward the six essential components for implementing major gifts campaigns

*Al Hove, Vice President, The Clements Group, UT; Cathy Yasuda, Executive Director, TVCC Foundation, Treasure Valley Community College, OR*

## **P**

### **Leadership**

*Mid-level*

Friday, November 5

3:15 pm - 4:30 pm

### **The Leadership Triad: Board Chair/Chief Executive Officer/Chief Development Officer**

To maximize the fundraising potential of your college, the chief volunteer, president and chief fundraiser must build on each other's assets. The interactive session will explore strengths of this triad of leadership and expose some traditional challenges.

### Learning Objectives:

- Participants will know how to identify strengths in each role
- Participants will better understand how to promote unified development
- Participants will have an action plan to implement back on campus

*Timothy P. Snyder, CFRE, Senior Vice President, Brakeley Briscoe, DC; Brad, Gottfried (Invited), College of Southern Maryland, MD*

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