

Hey! Stay til Saturday!

We've arranged a full array of networking and professional development opportunities to maximize your *Return on Investment*

AM Wake-Up Activities

8:30 am – 9:15 am

Work out the kinks, relax, network with a walk. Your CRD colleagues will lead morning wake-up activities such as yoga class, fun run/walk on the Mall, and other body and spirit restorations.

Saturday SuperSessions

9:45 am – 11:15 am

In-depth 2-hour workshops

Understanding ROI

Understanding Return on Investment (ROI) is critical to your foundation's long term strategic planning—regardless of its size, age or mission. With today's tight economy and the increased pressure on foundations to improve every facet of their fundraising operation in terms of productivity, efficiency and value, organizations must be mindful of the relationship between their investment in fundraising and the return on that investment. Each attendee will receive a copy of the white paper *Measuring Fundraising Return on Investment and the Impact of Prospect Research*.

Learning Objectives:

- Set up and use a ROI-related metric for your foundation in strategic planning, budgeting, staffing and other key operational areas
- Maximize efficiency by providing the benchmark for understanding the overall cost of raising money
- Explore factors to consider when measuring the ROI of fundraising for your foundation and specifically the ROI when systematically deploying prospect research.

Tony Glowacki, President & CEO, WealthEngine, MD

Changing State Policy: The Role of Fundraising Principles and Foundation Funding in Transforming Your State

In 2007, with a grant from the Ford Foundation, the Louisiana Community and Technical College System engaged in an aggressive process to change state law and policy to support its emerging colleges and improve student access and outcomes through a public awareness campaign that proved to be very effective. In the following three years, the LCTCS applied fundraising principles to refine their public awareness campaigns and, with continuing support from the newly formed LCTCS Foundation, have made their policy development and public awareness work an integral part of their system operations. This session will describe the policy change principles that the LCTCS has adapted from the fundraising world that have helped them to transform the Louisiana higher education landscape and enabled them to pass over 20 pieces of legislation favorable to community and technical colleges. This work has now become the compelling case for support for the LCTCS Foundation's first state-wide campaign.

Dr. Joe D. May, System President, Louisiana Community and Technical College System, LA; Leah Goss, Executive Director of System Advancement, Louisiana Community and Technical College System; LA

Meet the E Team: Experts in External Evaluation

Evaluations help ensure compliance with agency regulations, assist in project management, provide direction for project improvement, and provide solid data on progress of grant projects to stakeholders and decision makers. More and more, federal agencies recommend or require the use of external evaluators. The use of external evaluators provides an unbiased assessment of a project and evaluators are often selected for their experience in evaluations or for their subject matter expertise. The panel of expert will discuss the role the evaluator in the development, implementation, and assessment of grant programs. They will discuss the type of data collected and common techniques used in data collection and evaluation.

Learning Objectives:

- Importance and benefits of grant evaluations
- How to convey program outcomes to stakeholders
- When it is appropriate to use an external evaluators
- Knowledge of different evaluation methods and how to effectively use data
- Knowledge of data collected and common techniques for collecting data

Mike Gaudette, President, Lighthouse Consulting, Inc, OR; Laura Qaissaunee, Director, Grants & Institutional Advancement, Brookdale Community College, NJ; Peggy Weeks, Senior Evaluation Associate, EvaluaATE, Western Michigan University, MI

Creating and Editing Effective Grant Performance Reports

The session will cover writing an effective program report narrative, and the key components of an effective narrative, including determining reporting requirements, and editing reports. Participants will also learn procedures for pre-submission review, how to gather information for the report, collaboration, and deadline preparation.

Learning Objectives:

- Recognize best practices for writing grant reports
- Learn writing and grammar techniques for more effective narrative reports
- Learn collaborative techniques for collecting data and sharing activities related to grant report

Hannah Love, Coordinator of Development, Dallas County Community College District Foundation, TX; Carrie Nelson, Coordinator of Development, Dallas County Community College District Foundation, TX

Closing Plenary Session

11:30 am – 12:30 pm

Featuring Keynote Speaker Dr. Kjell Christophersen

Dr. Christophersen is the co-founder and President of Economic Modeling Specialists Inc. (EMSI). A proper wind up to a fabulous conference, Dr. Christophersen will provide a comprehensive data framework for you to apply to your development activities. Hear an impassioned explanation of the data-driven case for the ROI that community colleges provide to tax payers, funders and students. Community colleges are, from a human capital perspective, a uniquely positive public investment. Discussion will include an overview of the economic principles behind your case (in layman's terms) and ideas and methods for communicating those principles to your community and your donors. You will leave better equipped to explain why your institution is such a good investment for stakeholders, using solid economic principles as a basis for presentations and proposals. With Dr. Christophersen's wealth of experience and passion for community colleges, you will leave the 44th annual CRD conference energized, motivated, and prepared for the challenges of the new year!

Register at www.crdnet.org