EDUVENTURES

Annual Member Meeting 2012
The Seaport Hotel, Boston, MA
June 11-12, 2012
Development Learning Collaborative Agenda

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DAY 1: Monday, June 11

7:30 – 8:30 A.M.
Breakfast and Registration
Plaza Ballroom, The Seaport Hotel Plaza Level

8:30 – 9:00 A.M.
Eduventures Welcome and Introduction
Plaza Ballroom, The Seaport Hotel Plaza Level
Mark R. Nemec, Ph.D, President and CEO, Eduventures, Inc.

9:00 – 10:30 A.M.
Presidents Panel
Plaza Ballroom, The Seaport Hotel Plaza Level
Moderator: Peter Stokes, Ph.D., Executive Search and Assessment Consultant, Russell Reynolds Associates
Panelists:
- Sandra J. Doran, J.D., President, American College of Education
- Dr. Geoffrey Bannister, President, Hawaii Pacific University
- Dr. John V. Lombardi, Professor of History, Louisiana State University and Co-director, Center for Measuring University Performance, Arizona State University

10:30 – 11:00 A.M.
Networking Break

11:00 – 12:30 P.M.
The Top Ten Things Advancement Leaders Need to Know This Year
Lighthouse I, The Seaport Hotel
Cara A. Quackenbush, Principal Analyst, Development Learning Collaborative

What is the ideal return on investment for advancement divisions? What is the target ratio of frontline staff for institutions of different sizes? How are a select number of institutions successfully bucking the national trend of declining participation rates? Test your knowledge and learn the latest findings that will allow you to develop actionable strategies to optimize the performance of your development operation in this interactive session.

12:30 – 2:00 P.M.
DEV-LC Lunch
Lighthouse II, The Seaport Hotel

2:00 – 3:00 P.M.
Marketing and Branding Across Your Institution: How Development and Enrollment Managers Can Work Together Effectively (joint session with the Enrollment Management Learning Collaborative)
Lighthouse I, The Seaport Hotel
Bob Brock, President and Co-Founder, Educational Marketing Group
Marlene Brock, Executive Vice President and Co-Founder, Educational Marketing Group

An institution's Development and Enrollment Management offices are the key players in marketing and branding, yet few institutions effectively coordinate their efforts, threatening to undermine the efficacy of their branding initiatives and waste resources. In this session, the Education Marketing Group will share case studies of coordinating branding across the institution and best practices for promoting similar cooperation between your Development and Enrollment Management offices*.*

3:00 – 3:30 P.M.   **Networking Break**

3:30 – 4:30 P.M.   **Keynote Presentation**
Plaza Ballroom, The Seaport Hotel Plaza Level
Shai Reshef, Founder and President, University of the People

4:30 – 5:30 P.M.   **Cocktail Reception**
Plaza Lobby, The Seaport Hotel Plaza Level

6:00 – 8:30 P.M.   **Networking Dinner**
New England Aquarium

DAY 2: Tuesday, June 12

8:00 – 9:00 A.M.   **Option 1: Breakfast**
Plaza Ballroom, The Seaport Hotel Plaza Level

Option 2: Introduction to the *Managing Returns* Interactive Data Tool Pilot *(continental breakfast will be provided)*
Constitution, The Seaport Hotel Mezzanine Level
Josh Keniston, Senior Analyst, Development Learning Collaborative
Doug Cogswell, President and CEO, ADVIZOR Solutions, Inc.

The *Managing Returns* data set is an essential benchmarking resource, used by members to determine appropriate staff and budget allocations to strategically drive increased productivity and higher returns. To further unlock the power of this valuable resource, Eduventures is partnering with ADVIZOR Solutions to pilot an interactive data tool, providing members with on-demand access to key metrics. This optional session will provide attendees with an overview of the pilot tool, which members will have access to following the Annual Member Meeting. Continental breakfast will be provided.

9:00 – 10:30 A.M.   **Plenary Panel: "Big Data in Higher Education: Getting Beyond Big Hype to Big Impact"**
Plaza Ballroom, The Seaport Hotel Plaza Level
Moderator: Richard Garrett, Vice President and Principal Analyst, Eduventures, Inc.
Panelists:
- Andrew P. Kelly, Research Fellow in Education Policy Studies, American Enterprise Institute (AEI)
- Dr. Phil Ice, Vice President of Research and Development, American Public University System and Principal Investigator for the Predictive Analytics Reporting Framework (PAR) Project
- Dr. Rita Kirshstein, Managing Director, American Institutes for Research (AIR), Director of the Delta Project on Postsecondary Education Costs

10:30 – 11:00 A.M.   **Networking Break**

11:00 – 12:30 P.M.   **Emerging Trends in Development: How DEV-LC Members are Using Fresh Approaches to Address Common Challenges**
Lighthouse I, The Seaport Hotel
Moderator: Josh Keniston, Senior Analyst, Development Learning Collaborative
Member Panelists:
- Joseph Donnelly, Associate Vice President for Advancement Services and Strategic Planning, Northeastern University
- Paul Elstone, Assistant Vice President, Schools and College Development, University of Oregon Postsecondary Education Costs
- Karen McCauley, Interim Associate Vice President for Central Development and Operations, Auburn University Foundation
- James Palinscar, Senior Vice President for Development, Texas A&M University Foundation

Every advancement leader faces an array of common challenges, chief among them: *How do I increase the productivity of my gift officers? Are there more innovative ways to approach campaign strategy? How are other institutions engaging students and young alumni in giving? Is*

there a more efficient method I could be using to manage my prospect pipeline? In this interactive session, learn about some of the most innovative solutions and tools your colleagues are developing to tackle some of the most important questions and issues faced by every development organization.

12:30 – 1:30 P.M.   **Lunch**
Plaza Ballroom, The Seaport Hotel Plaza Level

1:30 – 2:30 P.M.   **Leveraging New Technologies in Advancement**
Lighthouse I, The Seaport Hotel
Stephen Laster, Eduventures Senior Fellow and Chief Information Officer, Harvard Business School

At the 2010 Annual Member Meeting we discussed how a member institution implemented one of the first-ever text-to-give programs with disappointing results. How has the use of new technologies by advancement offices evolved since then? Stephen Laster will share with Development Learning Collaborative members his perspectives on the pioneering techniques that his institution and others are using to create customized donor engagement experiences and effectively leverage social media. Get answers to your questions about the use of popular tools like iPads and smart phones to enhance fundraising efforts, and more.

2:30 – 3:00 P.M.   **Implementing Donor-Driven Fundraising Strategies: A Closer Look at the 2012 *Alumni Pulse Survey***
Lighthouse I, The Seaport Hotel
Cara A. Quackenbush, Principal Analyst, Development Learning Collaborative
Cailin Ahern, Client Services Advisor, Development Learning Collaborative

Eduventures' inaugural *Alumni Pulse Survey,* a key 2012 Collaborative initiative, is designed to enable members to make tactical, data-driven adjustments to their strategies for annual giving, stewardship, communications and marketing, alumni programming, and board and volunteer engagement, among other areas of advancement. Offering a unique opportunity to hear directly from your alumni, this study will provide you with analysis of their attitudes, affinities and giving preferences compared to a national sample. Learn more about how you can participate and implement the results.

3:00 P.M.   **Networking Break/Departure Snack**