



# 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*  
  
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*  
  
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.**      **Breakfast**  
*Plaza Ballroom, The Seaport Hotel Plaza Level*

**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 of Research (AIR), host to the Delta Project on Postsecondary Education Costs

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

**11:00 – 12:30 P.M.**      **Unlocking Innovation: How DEV-LC Members are Using Fresh Approaches to Address Common Challenges**  
*Lighthouse I, The Seaport Hotel*

Every advancement organization faces an array of common challenges, chief among them: *What are the best ways to more effectively increase gift officer productivity? What are the most innovative ways to navigate campaign strategy? Is the comprehensive campaign still the best model to use?* 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 advancement leader.

**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*

At the 2010 Annual Member Meeting we discussed how one 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, Chief Information Officer at Harvard Business School and Eduventures Senior Fellow, will share with DEV-LC 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 i-Pads 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*

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,

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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 a national sample. Learn more about how you can participate and implement the results.

**3:00 P.M.**

**Networking Break/Departure Snack**