



EDUVENTURES

Annual Member Meeting 2012

The Seaport Hotel, Boston, MA

June 11-12, 2012

Development Learning Collaborative Preliminary Agenda

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:
 - Dr. John V. Lombardi, President, Louisiana State University System
 - Dr. Elizabeth Tice, President, Ashford University
 - Additional Panelists TBD
- 10:30 – 11:00 A.M.** **Networking Break**
- 11:00 – 12:30 P.M.** **Top Ten Things Advancement Leaders Need to Know this Year**
- 12:30 – 2:00 P.M.** **Lunch**
- 2:00 – 3:00 P.M.** **Marketing and Branding Across Your Institution: How Fundraisers and Enrollment Managers Can Work Together Effectively (joint session with the Development Learning Collaborative)**

An institution's Enrollment Management and Development 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

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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”**
Plaza Ballroom, The Seaport Hotel Plaza Level
Moderator: Richard Garrett, Managing Director, Eduventures, Inc.
Panelists:
 - 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)
 - Additional Panelists TBD
- 10:30 – 11:00 A.M.** **Networking Break**
- 11:00 – 12:30 P.M.** **Managing Return on Investment in Advancement**
- 12:30 – 1:30 P.M.** **Lunch**
Plaza Ballroom, The Seaport Hotel Plaza Level
- 1:30 – 2:30 P.M.** **Rethinking the Comprehensive Campaign**
- 2:30 – 2:45 P.M.** **Implementing Donor-Driven Fundraising Strategies: a Closer Look at the 2012 Alumni Pulse Survey**
- 2:45 – 3:00 P.M.** **Networking Break/Departure Snack**