



2018 NASPA Student Affairs Fundraising Conference



NASPA®

Student Affairs Administrators
in Higher Education

JULY 26-28, 2018
ALBANY, NY



Reach Millennial Alumni

and Convert Them Into Repeat Donors

Our creative digital campaigns and fundraising volunteer software helps schools and universities increase young alumni participation and grow their annual fund



“ The buzz on social media was incredible; people really liked the giving day! We really enjoyed working with Funderful on our project and can't wait to recommend them to anyone who will listen.



Casey Jacobs

Director of Development, American University Annual Giving

Funderful®

learn more at
Funderful.com/NASPA

SCHEDULE AT-A-GLANCE

THURSDAY, JULY 26, 2018

7:45 a.m. – 5:00 p.m.	Registration Check-in Open
9:00 a.m. – 12:00 p.m.	Pre-Conference Workshops
1:00 p.m. – 2:00 p.m.	Welcome & Opening Keynote Speaker
2:20 p.m. – 3:20 p.m.	Concurrent Sessions I
3:30 p.m. – 4:30 p.m.	Concurrent Sessions II
4:40 p.m. – 5:40 p.m.	Concurrent Sessions III
6:00 p.m. – 7:30 p.m.	Networking & Donor Reception

FRIDAY, JULY 27, 2018

7:45 a.m. – 5:00 p.m.	Registration & Exhibitor Tables Open
7:45 a.m. – 8:30 a.m.	Continental Breakfast (Provided)
8:30 a.m. – 9:45 a.m.	Morning Keynote Speaker
10:15 a.m. – 11:45 a.m.	Idea Accelerator
12:00 p.m. – 1:30 p.m.	Lunch & Plenary Fundraising Panel
1:50 p.m. – 2:50 p.m.	Concurrent Sessions IV
3:00 p.m. – 3:30 p.m.	Toolbox Sessions I
3:45 p.m. – 4:15 p.m.	Toolbox Sessions II
4:30 p.m. – 5:30 p.m.	Optional Campus Tour

SATURDAY, JULY 28, 2018

7:45 a.m. – 11:00 a.m.	Registration & Exhibitor Tables Open
7:45 a.m. – 8:30 a.m.	Continental Breakfast (Provided)
8:30 a.m. – 9:45 a.m.	Concurrent Sessions V
10:05 a.m. – 11:30 a.m.	Closing Keynote Speaker

THANK YOU

WELCOME FROM NASPA

NASPA is excited to welcome you to Albany, NY for the 2018 NASPA Student Affairs Fundraising Conference. Hosted every-other year, the NASPA Fundraising Conference is a professional development forum for professionals with specific fundraising, development, and donor communication responsibility for student affairs divisions. The primary audience includes prospective, aspiring and seasoned development professionals; new and seasoned student affairs professionals with roles connected to fundraising and external relations; and senior student affairs officers. The conference facilitates an exchange of strategies, ideas, and resources between participants regarding fundraising for student affairs. Conference educational sessions promote an exchange of best practices.

This professional development event should be considered a working conference. Please take time to network with your colleagues, ask questions, and involve yourself in every aspect of the event. Again, welcome; we hope you have a great conference!

A SPECIAL THANKS TO THE CONFERENCE PLANNING COMMITTEE AND HOST INSTITUTION

NASPA owes a debt of gratitude to the planning committee and host campus liaisons for the 2018 NASPA Student Affairs Fundraising Conference. The time, dedication, and expertise shared by the committee is much appreciated

Conference Planning Committee

Jason Guilbeau, Doctoral Candidate – Florida State University

Sue Harris, Director of Development, Division of Student Affairs
University of Arkansas

Patricia Mahon, Vice President for Student Development & Dean of Students
South Dakota School of Mines and Technology

Dorsey Spencer, Jr., Director of Administration, Office of the Vice President for Student Affairs - Florida State University

WELCOME FROM UNIVERSITY AT ALBANY

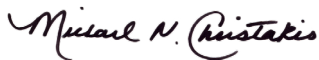
Dear Friends and Colleagues,

Welcome to the University at Albany and the 2018 NASPA Student Affairs Fundraising Conference!

We are pleased to be your host over the next few days as we come together to learn from each other and discuss issues related to student affairs fundraising and external relations. In times of shrinking budgets and limited resources, it is important for colleges and universities to focus on their fundraising efforts. In student affairs, it is essential that we partner with our colleagues in advancement to cultivate donors and share the impact of our work to achieve our fundraising goals.

The conference planning committee has assembled a well-rounded schedule with opportunities for each of us to learn, share ideas, and network. We hope you take full advantage of this conference and even get to know a bit more about our wonderful University and our surrounding community.

Here's wishing you much success today and in the future. Go Great Danes

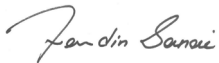


*Michael N. Christakis, Ph.D.
Vice President for Student Affairs
University at Albany*



UNIVERSITY
AT ALBANY

State University of New York



*Fardin Sanai
Vice President for University Advancement
Executive Director of The University at Albany Foundation
University at Albany.*

University at Albany: Host Institution Committee

Cynthia Riggi, Assistant Vice President, Student Affairs – University at Albany, SUNY

Brian Rudolph, Associate Director, Annual Giving – University at Albany, SUNY

We would also like to express our gratitude to those volunteers who took time to review programs. We would not have been able to put together these events without your time and dedication, and we hope you will consider reviewing programs again next year.

GENERAL INFORMATION

REGISTRATION

Conference registration is located in the Campus Center on the ground floor between the multi-use room and the auditorium (see Campus Center ground floor map on page 30). Look for directional signage once you enter the building.

Thursday, July 26 | 7:45 a.m. – 5:00 p.m.

Friday, July 27 | 7:45 a.m. – 5:00 p.m.

Saturday, July 28 | 7:45 a.m. – 11:00 a.m.

CONFERENCE LOCATION

All conference activities will be held at the **Campus Center** and are open to conference participants only.

University of Albany, SUNY

1400 Washington Avenue

Albany, NY 12206

CONFERENCE HOTEL

Fairfield Inn Albany University Area

1383 Washington Avenue

Albany, NY 12206

ATTIRE

Attire for the conference is business casual.

ACCESSIBILITY/DIETARY NEEDS

Please speak with the NASPA staff at the conference registration desk for accommodations.

CELL PHONES

As a courtesy to presenters, speakers, panelists and attendees, please turn off cell phones during program sessions. Please leave the session room if you must take a call.

CONFERENCE EVALUATION

The NASPA Student Affairs Fundraising Conference evaluation will be available online following the conclusion of the conference and will be sent via email to all participants.

GENERAL INFORMATION

CONFERENCE HANDOUTS

Session materials will be posted to the NASPA Professional Development Archive behind the members-only section of the NASPA website. To view the program materials, log in using the credentials you used at the time of registration and select the *2018 NASPA Student Affairs Fundraising Conference*. You will then see a listing of program titles which are hyperlinked to uploaded materials.

Please note: only materials that have been uploaded by presenters will be available

EXHIBITORS

Please visit the conference exhibitor tables near the registration area. A complete listing of conference exhibitors is located in the back of the program book. Exhibits will be open on Friday, July 27 from 7:45 a.m. – 5:00 p.m.

FLOOR PLANS AND MAPS

A map of the meeting space can be found at the back of the program book.

LOST & FOUND

Lost and found articles should be turned in to the conference registration desk.

NASPA PUBLICATION SALES

Each year, NASPA publishes a range of books designed specifically for student affairs educators. We are pleased to extend a special discount on our publications to NASPA Student Affairs Fundraising Conference participants. To save 30% on your entire order, enter the discount code **FUNDS18** at checkout before 8/31/18.

SHUTTLE SERVICE

The University at Albany has provided shuttle service throughout the conference to/from the hotel and the campus center. In addition, on Saturday, July 28 shuttle service will be offered to the Albany International Airport. For a full schedule, please see page 32.

SOCIAL MEDIA

Join in the on the conversation via Twitter and Instagram! Participants should use **#SAFC18** as the hashtag, and for all the latest tweets and photos, be sure to follow @NASPAtweets.

WIFI

Internet access is complimentary and available on the UAGuest network. When prompted enter the username **UAGuest** (*case sensitive*) and password **liberty** (*case sensitive*).

GENERAL INFORMATION

PROFESSIONAL COMPETENCIES FOR STUDENT AFFAIRS PRACTITIONERS

In July 2015, the NASPA Board of Directors approved Professional Competency Areas for Student Affairs Practitioners. The set of professional competency areas is intended to define the broad professional knowledge, skills, and in some cases, the attitudes expected of student affairs professionals regardless of their area of specialization or positional role within the field. As you make your session selections, look for the icons below in order to focus your learning on one or more of these additional competencies during your conference experience.

All sessions focus on the following:



ADVISING AND SUPPORTING



ASSESSMENT, EVALUATION,
AND RESEARCH



LAW, POLICY, AND
GOVERNANCE



LEADERSHIP



ORGANIZATIONAL AND
HUMAN RESOURCES



PERSONAL AND ETHICAL
FOUNDATIONS



SOCIAL JUSTICE AND
INCLUSION



STUDENT LEARNING AND
DEVELOPMENT



TECHNOLOGY



VALUES, PHILOSOPHY, AND
HISTORY

EDUCATIONAL WORKSHOPS

In addition to our keynote speakers and panelists there are numerous educational workshops to attend. Sessions focus on the following topical areas which are also indicated throughout the program book.

Fundraising Fundamentals

Developing and Maintaining Relationships

The Partnership Between Student Affairs and Development Offices

Sustainable External Relations

Fundraising Innovations for Specific Donor Prospects and Projects



*Best-in-Class Digital,
Fundraising, & Alumni
Engagement Tools on
a Unified CRM.*

everyaction.com/education

 **everyaction**

FEATURED SPEAKERS



Isaac W. K. Thweatt

**Executive Director of Individual Giving,
Columbia University, Columbia Business School**

Isaac W. K. Thweatt is a New York-based fundraiser, performing artist, and clinician who currently serves as executive director of individual giving at Columbia Business School. Prior to this position, he held fundraising and relationship management roles in the D.C. metro area for 15 years. He also maintains private consulting in talent search, leadership development, fundraising, higher education, and non-profit management. Thweatt earned a bachelor of music in performance from George Mason University and a master of science in management from The Catholic University of America. Additionally, Thweatt has completed advanced degree coursework from the University of Pennsylvania's Graduate School of Education.



Marybeth Gasman, Ph.D.

**Judy and Howard Berkowitz Professor of Education,
University of Pennsylvania**

Marybeth Gasman is the Judy & Howard Berkowitz professor of education in the Graduate School of Education at the University of Pennsylvania. She is the founding director of the Penn Center for Minority Serving Institutions (MSIs), which works to amplify the contributions, strengthen, and support MSIs and those scholars interested in them.

Marybeth holds secondary appointments in history, Africana Studies, and the School of Social Policy and Practice. Marybeth is the author or editor of 25 books, including *Educating a Diverse Nation* (Harvard University Press, 2015 with Clif Conrad), *Envisioning Black Colleges* (Johns Hopkins University Press, 2007), and *Academics Going Public* (Rutledge Press, 2016). She has raised \$22 million in grant funding to support her research and that of her students, mentees, and MSI partners. Marybeth serves on the board of trustees of The College Board as well as Paul Quinn College, a small, urban, historically Black College in Dallas, Texas. She considers her proudest accomplishment to be receiving the University of Pennsylvania's Provost Award for Distinguished Ph.D. Teaching and Mentoring, serving as the dissertation chair for over 70 doctoral students since 2003.

FEATURED SPEAKERS



DeShanna Brown, Ed.D.

**Director of Development,
Louisiana State University**

Dr. DeShanna Brown is the director of development for the Division of Student Affairs at Louisiana State University. She has more than a decade of diverse higher education development and external relations experience, which includes a broad background in annual giving, corporate sponsorships, campaign development, prospect/donor cultivation, alumni engagement and historically black colleges and universities philanthropic giving.

Dr. Brown has been recognized by the Council for the Advancement and Support of Education (CASE) for best practices in advancement and was selected by the White House Initiatives on Historically Black Colleges and Universities as a thought leader on HBCU Alumni Giving Rates. She recently published her dissertation on the *Development of Strategic Fundraising Practices for Divisions of Student Affairs* at 4-year Public Flagship Institutions and co-authored *Student Affairs Staff: Raising Funds to Raise the Bar* for NASPA-Student Affairs Administrators in Higher Education.

Dr. Brown holds a bachelor's degree in Communication from Kennesaw State University, masters of public administration from the Keller Graduate School of Management at DeVry University and a doctorate in Higher Education Leadership from Nova Southeastern University. Dr. Brown's civic and social memberships include Delta Sigma Theta Sorority, Incorporated, Baton Rouge Bar Foundation Teen Court Program of Greater Baton Rouge, the Louisiana Association of Nonprofits, and the African American Development Officers Network.



Lloyd A. Holmes, Ph.D.

**Vice President of Student Services,
Monroe Community College**

Dr. Lloyd Holmes, vice president of student services at Monroe Community College since April 2014, is an administrator with over 20 years of experience in higher education. From the development of leadership development programs and volunteer opportunities for students, to building strong collaborations within the college and with individuals and organizations in the community outside the college, Dr. Holmes has worked to create partnerships which impact the success of students.

His involvement in the local community includes service on the Action for a Better Community Foundation Board, the GEVA Theatre Board of Directors, and the Growing Downtown Rochester Committee. He serves as Monroe Community College's representative to the League for Innovation in the Community College. Further, Dr. Holmes serves on the State University of New York Food Insecurity Task Force, which seeks to solve issues of food insecurity within the SUNY system.



Kathy Woughter

**Vice President for Student Affairs,
Alfred University**

Kathy Woughter has been the vice president for student affairs at Alfred University in New York since 2004 and recently served as interim vice president for enrollment management. Prior to 2004 she was the director of the career development center at AU, and has also worked in Residence Life and coached men's swimming at Alfred State College.

Kathy has a master's degree in Counselor Education from Alfred University and a bachelor's degree in Biology and Secondary Education from SUNY Geneseo. In the community, Kathy is on the board of the Allegany-Cattaraugus-Chautauqua Fund for Women, which raises funds to support grants that allow women the chance to grow and succeed financially. She has served as a six-year board member on the Wellsville Area Chamber of Commerce, including two years as its President, and a Jones Memorial Hospital board member. She is the past Region II director for the NASPA (Student Affairs Administrators in Higher Education) and served as the 2012 regional conference Chair. Kathy's partner is an elementary school principal and she has two sons.



Brian Rose, J.D.

**Vice President for Student Affairs,
Binghamton University**

Brian T. Rose has served as Vice President of Student Affairs at Binghamton University since January 2008 and oversees student affairs and auxiliary services programs. Additionally, Brian served as Binghamton's Interim Vice President for Alumni Engagement from January-July of this year. Prior to his arrival at Binghamton, Brian spent 17 years at Rutgers University where he served in various capacities in both student affairs and central administration.

Brian teaches law and administration for a higher education graduate program within Binghamton's College of Community and Public Affairs and has also led undergraduate seminars for the Binghamton University Scholars Program in topics related to both law and urban planning.

Originally from Old Orchard Beach Maine, Brian earned his bachelor's degree in history and international relations from the University of Pennsylvania and his juris doctor from Georgetown University Law Center.

Brian currently serves on the Board of Directors for Ascension Lourdes Hospital in Binghamton NY and previously served on the Board of Directors for the Maine-Endwell Little League, the 2016 Little League World Series Champions.



THURSDAY, JULY 26

REGISTRATION OPEN

Campus Center Ground Floor | 7:45 a.m. - 5:00 p.m.

PRE-CONFERENCE WORKSHOPS | 9:00 A.M. – 12:00 P.M.

Additional Registration Required

Board Room | 9:00 a.m. - 12:00 p.m.

Fundamentals of Fundraising

PRESENTER: **Sue Harris**, Director of Development for Student Affairs,
University of Arkansas

Many colleges and universities lack a fundraising professional dedicated to student affairs development. This workshop will provide an overall understanding of fundraising on campus and specific ideas to implement for all student affairs leaders. The Presenter will explore: uniqueness of fundraising in student affairs; donor/prospect portfolio development; utilizing campus resources; making the ask/major gifts; fundraising with your vice president; and donor involvement strategies.

Multi-Purpose Room | 9:00 a.m. - 12:00 p.m.

Taking Your Student Affairs Program to the Next Level

PRESENTERS: **DeShanna Brown**, Director of Development,
Louisiana State University

Jason Guilbeau, Doctoral Candidate,
Florida State University

Robert Snyder, Executive Director of Planning and Outreach,
George Washington University

Fundraising within student affairs divisions is an emerging job function of vice presidents, associate vice presidents, deans, and directors. Many divisions are also hiring directors of development, or partnering with their institution's development office, to solicit donations for student affairs projects. This workshop will provide all levels of student affairs professionals with the knowledge necessary to assess their fundraising program and to take it to the next level of a divisional culture of donor cultivation which impacts your strategic priorities. The program will end with how one organization developed and initiated a one-year \$1 million capital campaign to support student and professional success.



WELCOME & OPENING KEYNOTE | 1:00 P.M. – 2:00 P.M.

Ballroom

Creating a Culture of Institutional Engagement

SPEAKER: **Isaac W. K. Thweatt**, Executive Director of Individual Giving,
Columbia University Business School

While the success of today's colleges is increasingly dependent on private support, many institutions find their traditional donor communities dwindling and their infrastructure of staff support shrinking. Let's explore how student affairs fundraising professionals can elevate their division's giving needs by deconstructing historical identities around fundraising, mixing marketing and relationship management with traditional fundraising practices, and spicing up implementation with a matrix leadership model.

The end result is an outline to positively shift your school's tactical practices and behaviors around institutional engagement and philanthropy.

CONCURRENT SESSIONS I | 2:20 P.M. – 3:20 P.M.

Board Room | 2:20 p.m. - 3:20 p.m.

Beyond Scholarships: Setting Goals Aligned With your Needs

PRESENTER: **M. Angela Dimit**, Director of Advancement,
University of Illinois at Urbana Champaign

COMPETENCY: Leadership

PROGRAM TRACK: Fundraising Fundamentals

Raising money for student affairs is different in many ways from degree-granting units. Administrators, department heads, directors, and managers don't always understand the differences and can make inaccurate assumptions. This session will lead participants through a process of understanding how private funding can help support their needs in ways beyond the well-understood--and much needed--scholarships.





THURSDAY, JULY 26



Multi-Purpose Room | 2:20 p.m. - 3:20 p.m.

Commercialization in Student Affairs: How Corporate Partnerships can Build Community

PRESENTER: **Troy Murray**, Manager of Community Engagement and Partnerships, Ryerson University

COMPETENCY: Values, Philosophy, and History

PROGRAM TRACK: Sustainable External Relations

Commercialization on campus is on the rise. There has been an increase in sponsorship and external funding from corporations in non-traditional areas of the university, including student affairs. Since the introduction of a development type role housed within Ryerson's Department of Student Affairs in 2014, it has been benefiting from new revenue generation that has enhanced student programming. This entrepreneurial approach has successfully navigated uncharted waters to establish a need and a benchmark in the Canadian Post Secondary landscape.

Studio West | 2:20 p.m. - 3:20 p.m.

It's all about the Base: Using Annual Giving to Build a Pipeline for Success in Student Affairs Development

PRESENTER: **Anna Knepler**, Assistant Director of Annual Giving and Alumni Engagement, Illinois State University

COMPETENCIES: Assessment, Evaluation, and Research; Leadership

PROGRAM TRACK: Fundraising Fundamentals

We all want to bring in six figure gifts to support our programs and services within student affairs, but you have to have a base of annual giving donors to support your programs each year and create a pipeline to major gifts. This session will share how Illinois State University has implemented an annual giving model and increased alumni engagement within the Division of Student Affairs through strong partnerships, innovation ideas within the division of student affairs, and research.





CONCURRENT SESSIONS II | 3:30 P.M. – 4:30 P.M.

Studio West | 3:30 p.m. - 4:30 p.m.

A Statue, a Garden, and a Cannon Walk into a....

PRESENTERS: **Jan Wilson McKinney**, Director of Communications and Administration,
The University of Texas at San Antonio

Heather Locke Green, Director of Communications,
Annual Giving and Alumni Engagement, The University of Texas at San Antonio

COMPETENCIES: Advising and Supporting; Leadership

PROGRAM TRACK: Fundraising Innovations for Specific Donor Prospects and Projects

Successful collaborations on fundraising are challenging for student affairs and development. Differing organizational cultures matched with student leader passions and decision making are some of the factors. Join the presenters for a discussion on collaboration framed with several projects turned traditions at one institution. There are lessons for the established fundraiser and the student affairs professional. What happens when an iconic statue, a memorial garden and a canon, meet central development with the challenge and support of student affairs?

Board Room | 3:30 p.m. - 4:30 p.m.

Growing Community Partnerships in Support of First-generation and Underrepresented Minority Populations

PRESENTER: **Erica Marken**, Director of Undergraduate Advancement,
University of Utah

COMPETENCY: Social Justice and Inclusion

PROGRAM TRACK: Fundraising Innovations for Specific Donor Prospects and Projects

The Office of Undergraduate Advancement at the University of Utah, in collaboration with the vice president of student affairs and the senior associate vice president of academic affairs/ dean of undergraduate studies, innovated a unique program that pairs first-generation and underrepresented minority students with financial need with mentors in the profession to which the student aspires. Four years later the program, Community Partners, has matched nearly 100 students with professionals from the health sciences, architecture, law, and business, as well as other professions. Mentors also commit to providing a \$2,000, renewable scholarship. Learn how you can build internal and external partnerships towards engaging donors in a rewarding way while supporting students traditionally most at risk for attrition.





THURSDAY, JULY 26



Multi-Purpose Room | 3:30 p.m. - 4:30 p.m.

Leveraging Technology to Build a Robust Student Philanthropy Program

PRESENTERS: **Elaine Ezrapour**, Assistant Director of Development, Affinity Giving, Fordham University

Felicity Meu, Director of Partner Success, Give Campus

COMPETENCY: Technology

PROGRAM TRACK: Developing and Maintaining Relationships

The soccer team wants to fundraise for jerseys. The drama club is selling candy bars to pay for new lights. It can feel like herding cats when it comes to student affairs fundraising. The presenter of this session will share the tested techniques that Fordham has utilized to effectively engage student organizations in a cohesive fundraising strategy. These techniques will be painted against a review of high-level strategies utilized by more than 500 educational institutions.

CONCURRENT SESSIONS III | 4:40 P.M. – 5:40 P.M.

Board Room | 4:40 p.m. - 5:40 p.m.

Developing Endowments for Special Populations when Development Office Support is not Available

PRESENTERS: **Larry Phillippe**, Director of Student Disability Services, Texas Tech University

Brandi Schreiber, Program Director, TECHniques Center of Student Disability Services, Texas Tech University

Blayne Alaniz, Assistant Director of Student Disability Services Texas Tech University

COMPETENCY: Social Justice and Inclusion

PROGRAM TRACK: Partnership between Student Affairs and Development Offices

This workshop will walk participants through the process used by the Disability Services office at one large public university to implement an effective development program without the help of a designated development officer. Strategies covered will include: building partnerships with the development office; developing a data base for donors; and, keys to smaller gifts and continuous donors. Participants will be provided with examples of materials and checklists that can be used to establish similar programs on their campus.





Multi-Purpose Room | 4:40p.m. - 5:40 p.m.

Fundraising Essentials Primer

PRESENTER: **Kathy Drucquer Duff**, Owner, KDD Philanthropy, Inc.

COMPETENCY: Leadership

PROGRAM TRACK: Developing and Maintaining Relationships

Do you need to build a better understanding of why philanthropy is a critical component of many campus programs? This session will discuss the donor cycle, current trends and how talking about philanthropy does not need to be scary. When we bring our passion to the table, we can make philanthropy a conversational and enjoyable experience. Workshop will include group discussion and an exercise to take back to campuses to support how philanthropy is discussed in a conversational way.

Studio West | 4:40 p.m. - 5:40 p.m.

Positioning Student Affairs for Campaign

PRESENTERS: **Cindy Riggi**, Assistant Vice President for Student Affairs,
University at Albany, SUNY

Brian Rudolph, Associate Director, University at Albany Fund,
University at Albany, SUNY

COMPETENCY: Leadership

PROGRAM TRACK: Developing and Maintaining Relationships

This session will explore how UAlbany's student affairs and development teams have partnered and collaborated in advance of a public campaign launch. The focus will be on both internal and external constituencies covering successes, challenges, and everything in between.

NETWORKING & DONOR RECEPTION

University Art Museum | 6:00 p.m. – 7:30 p.m.

Join us for an evening of networking and engagement as we wrap up the first day of our events. Enjoy some time with your colleagues to debrief, catchup, and share perspectives while enjoying a cash bar and light hors d'oeuvres.





FRIDAY, JULY 27

REGISTRATION

Campus Center Ground Floor | 7:45 a.m. - 5:00 p.m.

Registration Check-In and Exhibitor Tables

BREAKFAST

Ballroom | 7:45 a.m. - 8:30 a.m.

Continental Breakfast Available

MORNING KEYNOTE | 8:30 A.M. – 9:45 A.M.

Ballroom

Strategic Fundraising Practices for Student Affairs

SPEAKER: **DeShanna Brown, Ed.D.**, Director of Development, Louisiana State University

Fundraising, especially for student affairs divisions is extremely important. This session will review a research study on fundraising needs, challenges, and opportunities for student affairs divisions. Participants will gain insight into strategies and best practices for increasing private support for this growing functional area within student affairs.

IDEA ACCELERATOR

Ballroom | 10:15 a.m. - 11:45 a.m.

During this time, participants will engage with one another in small group guided conversations and action planning to evaluate potential challenges and solutions to their fundraising efforts.

LUNCH AND PLENARY PANEL | 12:00 P.M. – 1:30 P.M.

Ballroom

MODERATOR: **Lawrence Lichtenstein**, Associate Vice President for Development, University at Albany

PANELISTS: **Lloyd Holmes**, Vice President for Student Services, Monroe Community College

Brian Rose, Vice President for Student Affairs, Binghamton University

Kathy Woughter, Vice President for Student Affairs, Alfred University

After you've had a chance to chat with your colleagues over a great meal, we'll be joined by three vice presidents from various institution types to discuss their perspective on fundraising.



CONCURRENT SESSIONS IV | 1:50 P.M. – 2:50 P.M.

Studio West | 1:50 p.m. - 2:50 p.m.

Lessons Learned from Pilot Fundraising Campaign for Muslim Community Meals during Ramadan

PRESENTER: **Anita Husen**, Associate Dean and Director, Stanford University

COMPETENCIES: Advising and Supporting; Social Justice and Inclusion

PROGRAM TRACK: Fundraising Innovations for Specific Donor Prospects and Projects

This presentation will overview, evaluate, and share best practices and lessons learned of a fundraising innovation stewarded by student affairs professionals for the benefit of the Muslim Student Union in order to support the spiritual practice of breaking fast during the Islamic month of Ramadan.

Multi-Purpose Room | 1:50 p.m. - 2:50 p.m.

Leveraging In-Person and Virtual Career Programming to Cultivate a Network of Supporters

PRESENTER: **Katrina Ward**, Director of Strategic Outreach and Engagement, University of California, Los Angeles

COMPETENCIES: Leadership; Student Learning and Development

PROGRAM TRACK: Developing and Maintaining Relationships

Loyal donors often start out as program volunteers sharing their expertise or time with your cause. Learn how UCLA activated a network of mentors, volunteers, and industry experts to support their mission while also awakening new channels of philanthropic support. This interactive workshop will help participants discover how they can leverage new and existing programming to identify and engage volunteers, deepen industry commitment, and cultivate a network of supporters. Participants will walk away with tangible tools for engagement and measurement, program resources, and actionable tips to implement similar strategies at their campus.





FRIDAY, JULY 27



Board Room | 1:50 p.m. - 2:50 p.m.

Raising Four, Six, and Eight Figure Major Gifts

PRESENTER: **Sophie Penney**, Senior Program Coordinator/Lecturer,
Pennsylvania State University

COMPETENCY: Leadership

PROGRAM TRACK: Fundraising Fundamentals

Would your Division of Student Affairs benefit from gifts of four, six, or eight figure gifts? Yes? Then you will want to attend this interactive program in which you will use case studies to practice techniques employed to raise major and planned gifts. You will go home with tips, tools, and techniques that will enable you to raise more funds to raise the bar on programs and/or services that you provide.

TOOLBOX SESSIONS I

These dynamic 30 minute sessions are designed to give participants actionable ideas and tools to take back to their campus. Presenters will share ideas for 20 minutes followed by 10 minutes for questions.

Board Room | 3:00 p.m. - 3:30 p.m.

Connecting Alumni and Student Experiences

PRESENTER: **Jason Guilbeau**, Doctoral Candidate, Florida State University

COMPETENCIES: Personal and Ethical Foundations; Student Learning and Development

PROGRAM TRACK: Developing and Maintaining Relationships

This toolbox session will share how one university created a strong partnership between the alumni association and student affairs. In a single year, the institution mobilized over 200 alumni to engage with over 1,000 students through university recruitment events, professional development events, and university traditions. Initially, partnerships were based on existing events where alumni were introduced as additional support, volunteers, or sponsors. However, new events were created to expand engagement efforts of both students and alumni as the partnership grew.





Multi-Purpose Room | 3:00 p.m. - 3:30 p.m.

The “Why” in Student Affairs Fundraising

PRESENTER: **M. Angela Dimit**, Director of Advancement, Office of the Vice Chancellor for Student Affairs, University of Illinois at Urbana Champaign

COMPETENCY: Leadership

PROGRAM TRACK: Fundraising Innovations for Specific Donor Prospects and Projects

In this toolbox session you will hear about some of our favorite impact “stories” of philanthropy in student affairs at Illinois. Join the discussion and discover your “why” in fundraising, and be inspired to create your own “favorites” when you return home!



NASPA.
Student Affairs Administrators
in Higher Education



**2019
NASPA
SYMPOSIUM ON
MILITARY-CONNECTED
STUDENTS**

February 7 - 9, 2019 | Las Vegas, NV | bit.ly/SMCS-19



FRIDAY, JULY 27

TOOLBOX SESSIONS II

These dynamic 30 minute sessions are designed to give participants actionable ideas and tools to take back to their campus. Presenters will share ideas for 20 minutes followed by 10 minutes for questions.

Board Room | 3:45 p.m. - 4:15 p.m.

What we Know and What we Don't about Alumni Donors: A Review of Contemporary Research

PRESENTER: **Jason Guilbeau**, Doctoral Candidate,
Florida State University

COMPETENCIES: Social Justice and Inclusion; Values, Philosophy, and History

PROGRAM TRACK: Fundraising Fundamentals

A continuously emerging line of research informs our knowledge of donors. In this session, an overview of what we know about higher education donors will be presented. This will include both institutional characteristics (such as Carnegie classification and athletics) as well as individual characteristics of donors (including involvement as a student and demographics as alumni). In addition to what research tells us, the presentation will also review what we don't know. Because research has been limited mostly to individual campuses, there's still a lot we don't know about alumni donors. Most notably, differences in engagement and giving by race has been largely unexplored--and this has huge implications for our work as fundraisers.

OPTIONAL CAMPUS TOUR

Campus Center Ground Floor | 4:30 p.m. - 5:30 p.m.

Meet your UAlbany student tour guides at the conference registration table. Tour will highlight notable areas on campus and leave you with some fun facts about the University.



CENTER FOR FIRST-GENERATION STUDENT SUCCESS

AN INITIATIVE OF NASPA AND THE SUDER FOUNDATION



The Center is the premiere source of evidence-based practices, professional development, and knowledge creation for the higher education community to advance the success of first-generation students.



STRATEGIC PRIORITIES INCLUDE:

- Comprehensive landscape analysis of first-generation programs and services
- Dynamic web interface to provide centralized resources, best practices, and access to offerings
- Advancing first-generation scholarship and practice through conferences, workshops, and events
- Recognition program featuring cohort-based professional and program development
- Community of practice for idea sharing, innovation, and support
- Toolkits for creating student workshops and faculty/staff training



@FirstgenCenter

bit.ly/FirstgenCenter



first-gencenter@naspa.org



NASPA

Student Affairs Administrators
in Higher Education



SATURDAY, JULY 28

REGISTRATION

Campus Center Ground Floor | 7:30 a.m. - 11:00 a.m.

Registration Check-In Open

BREAKFAST

Ballroom | 7:45 a.m. - 8:30 a.m.

Continental Breakfast Available

CONCURRENT SESSIONS V | 8:30 A.M. – 9:45 A.M.

Board Room | 8:30 a.m. - 9:45 a.m

Powerful Partnerships for Parent/Family Fundraising

PRESENTER: **Kathy Drucquer Duff**, Owner, KDD Philanthropy, Inc.

COMPETENCY: Leadership

PROGRAM TRACK: Fundraising Fundamentals

Parent/family fundraising continues to be a hot topic on campuses, but the missed opportunities are everywhere when an institution does not have a holistic and comprehensive approach. This workshop will provide tips for building a thoughtful and comprehensive fundraising model for parents. Presenters will identify engagement opportunities across the life of the relationship, from early admission to post-graduation, and how to create the tools to capitalize on those opportunities effectively. Workshop will include an exercise to assist in building buy-in.

Multi-Purpose Room | 8:30 a.m. - 9:45 a.m

Raising the Bar to Benefit Students

PRESENTER: **Barbara Rose**, President and Senior Partner, New Generation Partnerships, Inc.

COMPETENCIES: Advising and Supporting; Leadership

PROGRAM TRACK: Partnership between Student Affairs and Development Offices

Student affairs future successes can be determined by the staff's fundraising successes. Since institutions are trimming their budgets, they are telling their campuses that each area must raise its own funds. For many student affairs staff this will be a new challenge and an entirely foreign emphasis to everyday duties. For others it will be a time to reassess efforts to add dollars to their current fundraising. Attendees will leave with an understanding of fundraising structures, actions and expected results.





CLOSING KEYNOTE | 10:05 A.M. – 11:30 A.M.

Ballroom

Engaging Diverse College Alumni in Student Affairs Work

SPEAKER: **Marybeth Gasman, Ph.D.**, Judy & Howard Berkowitz Professor of Education,
University of Pennsylvania

Dr. Gasman closes out our conference by sharing practical ways to engage a diversity of college alumni in giving, with a special emphasis on giving to student affairs functions within the college and university setting.

Interested in Hosting SAFC 2020?



Contact Jake Frasier

Assistant Director of Professional Development

202-719-1180 | jfrasier@naspa.org



EXHIBITORS

EXHIBITORS

Please visit the conference exhibitor tables near the registration area in the Campus Center Atrium from 7:45 a.m. to 5:00 p.m. on Friday, July 27. A complete listing of conference exhibitors is below.

CampusESP

www.campusesp.com

CampusESP addresses parent, college and student needs by creating a personalized online experience that provides a one-stop shop for parents. The CampusESP platform centrally manages parent information and preferences, which allows for targeted communication that alerts parents to the most critical information for their student's success.

EveryAction

www.everyaction.com

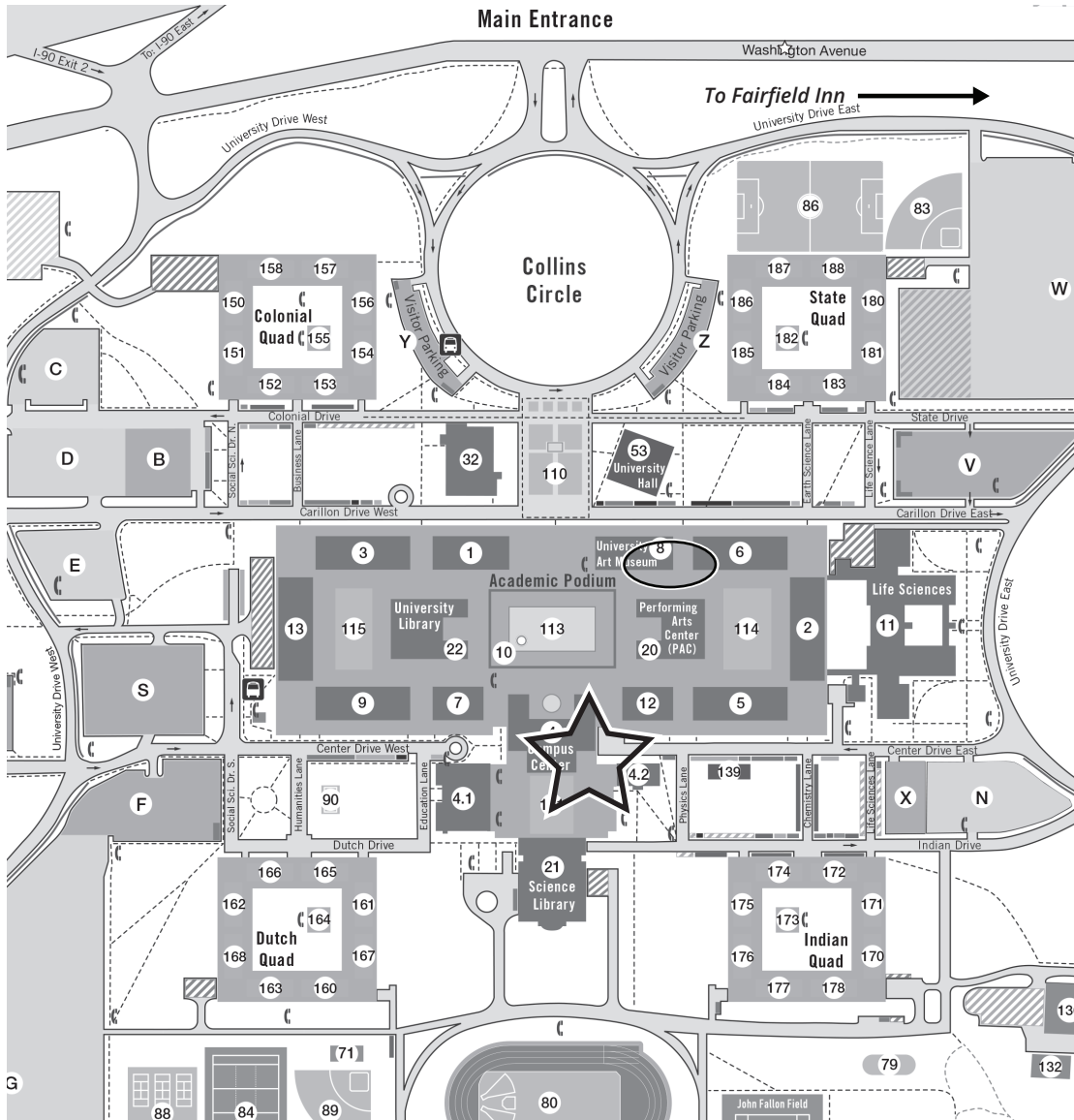
EveryAction is a technology provider that offers best-in-class digital, donor management, advocacy, and organizing tools on a single, unified CRM!



GiveCampus

www.givecampus.com

GiveCampus is the leading social fundraising and volunteer management platform for educational institutions. Schools of all sizes use GiveCampus for everything from record-breaking giving days to reunions to crowdfunding. Advancement professionals have called it "a game changer for annual giving."

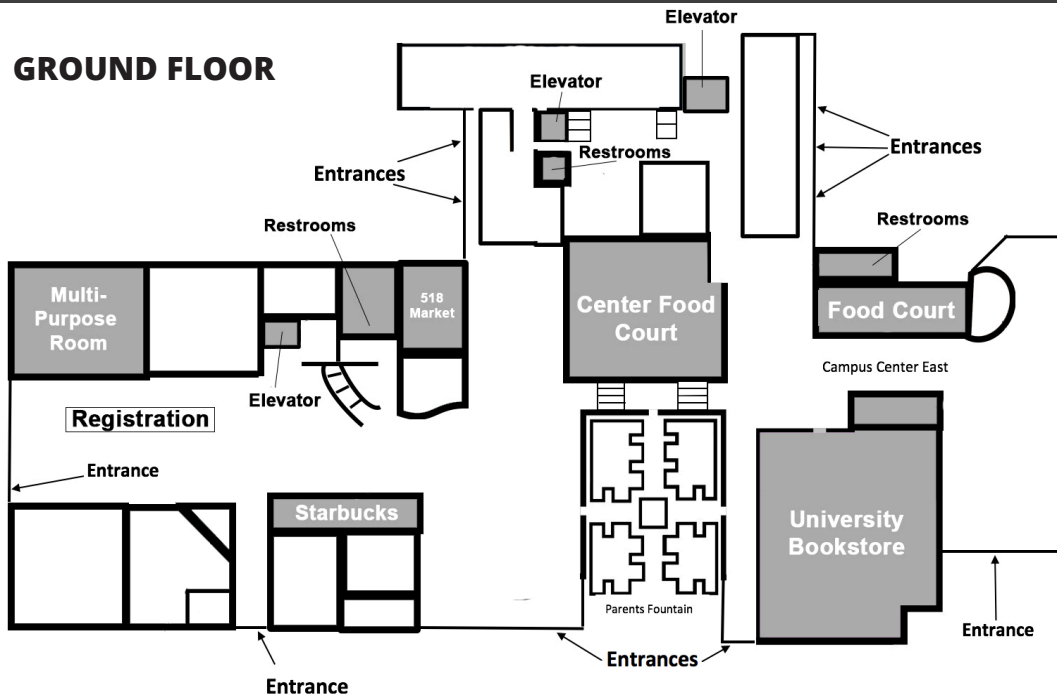
CAMPUS MAP



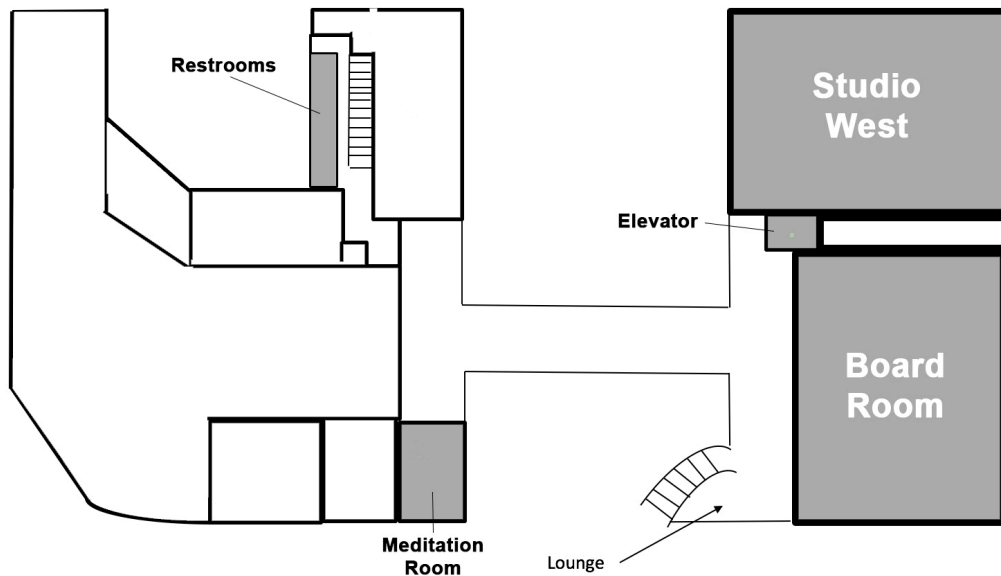
-  **Campus Center** (all conference activities)
-  **University Art Museum** (opening reception)

CAMPUS CENTER

GROUND FLOOR



FIRST FLOOR

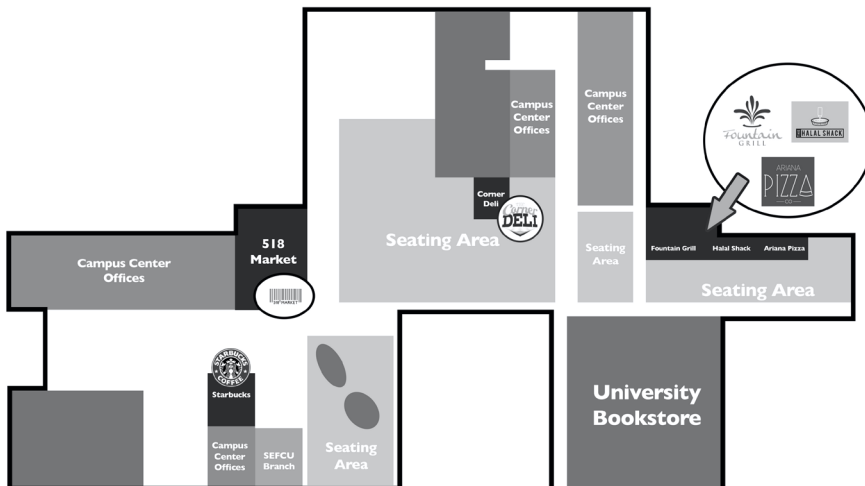




CAMPUS CENTER DINING

7/26 - 7/27

- Starbucks 7:30am-2pm
- 518 Market: 8am-2pm
- Fountain Grill: 8am-2pm
- Corner Deli: 11am-2pm
- Ariana Pizza: 11am-3pm
- Halal Shack: 11am-3pm





CAMPUS SHUTTLE

Campus Shuttle Service

Thursday, July 26

- 8:15am:** Fairfield Inn to Campus Center bus stop
- 11:30am - 1:00pm:** Every ten minutes between Fairfield Inn and Campus Center bus stop (last run departs at 12:50pm)
- 6:00pm:** Campus Center bus stop to Fairfield Inn
- 6:15pm - 8:15pm:** Every ten minutes between Fairfield Inn: Washington Avenue & Collins Circle (Last run departs at 8:05pm)

Friday, July 27

- 7:30am - 8:00am:** Every 10 minutes between Fairfield Inn and Campus Center bus stop (Last run departs at 7:50am)
- 4:30pm - 6:00pm:** Every 10 minutes between Fairfield Inn and Campus Center bus stop (Last run departs at 5:50pm)

Saturday, July 28

- 7:30am - 8:00am:** Every 10 minutes between Fairfield Inn and Campus Center bus stop (Last run departs at 7:50am)
- 8:00am:** Fairfield Inn to Albany International Airport
- 11:45am:** Campus Center bus stop to Albany International Airport





University at Albany Fit Path



The Fit Path is .7 miles, and will take approximately 15 minutes to walk (1,700 steps!).

Skipping the shuttle and walking the Fit Path will not only energize you for the day ahead, but will also allow you to see spectacular view of the University at Albany, the Entry Plaza, and the Fountains. See you on the path!





NOTES

[illegible]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Join us for the unforgettable conclusion
of our 100th Anniversary Celebration!

2019 NASPA *Annual Conference*

MARCH 9-13, 2019



LOS ANGELES, CA



the placement
exchange

MARCH 6-10, 2019