



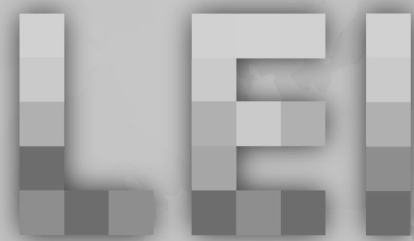
JULY 28 - 30
THE OHIO STATE UNIVERSITY
COLUMBUS, OH

2016 NASPA Student Affairs Fundraising Conference



NASPA[®]

Student Affairs Administrators
in Higher Education



LEADERSHIP EDUCATORS INSTITUTE

December 11-13, 2016
Renaissance Long Beach
Long Beach, CA

The Leadership Educators Institute will engage early and mid-level student affairs educators in active learning and dialogue to assist with program and leadership course development.

Visit the event website for more information:

www.naspa.org/events/2016LEI

Submit your program by July 29!



Full Registration

Early-Bird
by 9/30/16

Regular
by 11/11/16

Late
after 11/11/16

ACPA, NASPA, NCLP Member	\$425	\$525	\$625
Non-Member	\$625	\$725	\$825
ACPA, NASPA, NCLP Student Member	\$210	\$270	\$320
Pre-Institute Workshops	\$75	\$85	\$95

The Leadership Educators Institute aims to create a space where student affairs administrators and educators will discuss critical topics within Institute themes.

Themes:

- Leadership Development Theory and Models & Celebrating the 20th Anniversary of the Social Change Model
- Leadership in Context
- Technology, Research, and Assessment in Leadership Programs
- Leadership Curriculum and Programs



Dr. Alexander Astin

*Allan M. Cartier Professor Emeritus & Higher Education Research Institute Founding Director
University of California, Los Angeles*



Dr. Susan R. Komives

*Professor Emerita
University of Maryland*



Dr. Julie Owen

*Associate Professor of Leadership Studies School of Integrative Studies
George Mason University*



Rev. Dr. Jamie Washington

*President and Founder
Washington Consulting Group (WCG)*



SCHEDULE AT-A-GLANCE



THURSDAY, JULY 28

8:00 a.m. – 5:00 p.m.	Registration Open
9:00 a.m. – 12:00 p.m.	Pre-Conference Workshop
1:30 p.m. – 3:00 p.m.	Welcome and Opening Keynote
3:15 p.m. – 4:00 p.m.	Concurrent Sessions I
4:15 p.m. – 5:00 p.m.	Concurrent Sessions II
5:30 p.m. – 7:00 p.m.	Opening Reception

FRIDAY, JULY 29

7:30 a.m. – 8:30 a.m.	Continental Breakfast at the Hyatt Regency Columbus
8:00 a.m. – 5:00 p.m.	Registration Open
8:00 a.m. – 5:00 p.m.	NASPA Publication Sales
9:00 a.m. – 10:00 a.m.	Morning Keynote
10:15 a.m. – 11:45 a.m.	Mini-Institutes
12:00 p.m. – 1:30 p.m.	Provided Lunch and Donor Panel
1:45 p.m. – 2:45 p.m.	Seasoned Roundtable Discussion
1:45 p.m. – 2:45 p.m.	Twenty Minute Toolbox I and II
3:00 p.m. – 3:45 p.m.	Concurrent Sessions III
4:00 p.m. – 5:00 p.m.	Afternoon General Session
6:00 p.m. – 7:30 p.m.	Donor Development Reception

SATURDAY, JULY 30

7:30 a.m. – 8:30 a.m.	Continental Breakfast at the Hyatt Regency Columbus
8:00 a.m. – 11:00 a.m.	Registration Open
8:00 a.m. – 10:30 a.m.	NASPA Publication Sales
9:00 a.m. – 10:15 a.m.	Morning Keynote and Workshop
10:30 a.m. – 11:15 a.m.	Concurrent Sessions IV
11:30 a.m. – 12:30 p.m.	Actionable Roundtables and Closing Discussion
12:30 p.m.	Optional Campus Tour



WELCOME

NASPA welcomes you to Columbus, and to the 2016 NASPA Student Affairs Fundraising Conference. The NASPA Fundraising Conference is a three-day educational 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, resources, and best practices between participants regarding fundraising for student affairs.

The conference is co-sponsored by the NASPA Student Affairs Fundraising and External Relations Knowledge Community (KC). The vision of the KC is to enable NASPA members to develop fundraising knowledge and skills to enhance programs and services for student affairs at their individual institutions. The KC provides a professional home within NASPA for professionals working in, or connected to, student affairs development and external relations. The KC provides senior student affairs officers with a place to connect for the latest fundraising trends and strategies.

This professional development event should be considered a working conference. Given the range of issues presented, you will find colleagues from a wide range of institutional audiences. 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 is very thankful for the time, effort, and guidance of the conference planning committee, and to the further planning, logistics, and support of our host institution, The Ohio State University. This conference would not be possible without all of your efforts.

2016 NASPA Student Affairs Fundraising Conference Committee

LESLIE GALE coordinator for parent relations, University of Missouri

GLENN GITTINGS director of special programs, University of Louisville; Student Affairs Fundraising and External Relations Knowledge Community Chair

CEDRIC HOWARD vice chancellor for student affairs, University of Washington-Tacoma

PAT MAHON vice president for student development and dean of students, South Dakota School of Mines & Technology

MYRA MORGAN director of external relations, University of Florida

DEANNA VATAN WOODHOUSE director of the office of the division of student affairs, Bowling Green State University

The Ohio State University: Host Institution Committee

HALI BUCK assistant director of Ohio union events, The Ohio State University

KURT FORISKA director of development for student life, The Ohio State University

TRACY STUCK assistant vice president for student life – The Ohio State University

THANK YOU TO THE STUDENT AFFAIRS FUNDRAISING AND EXTERNAL RELATIONS KNOWLEDGE COMMUNITY



NASPA[®]

Student Affairs
Fundraising and
External Relations KC

GENERAL INFORMATION

REGISTRATION

The conference registration desk is located in the Performance Hall Foyer (enter through the first floor of the Ohio Union), and is open during the following hours:

Thursday, July 28 – 8:00 a.m. – 5:00 p.m.

Friday, July 29 – 8:00 a.m. – 5:00 p.m.

Saturday, July 30 – 8:00 a.m. – 11:00 a.m.

CONFERENCE LOCATION

All conference activities will be held at The Ohio Union at Ohio State University and are open to conference participants only.

The Ohio Union at Ohio State University
1739 N. High Street
Columbus, OH 43210
(614) 688-4636

SHUTTLE SCHEDULE

Thursday, July 28

Between the Hyatt and Ohio Union:

- Departure at 8:00 a.m. for the pre-conference workshop
- Continuous shuttle service, 12:00 p.m. – 2:00 p.m.
- Pick up at the Union to go to the Opening Reception: 5:15 p.m.

Friday, July 29

Between the Hyatt and Ohio Union:

- Continuous shuttle service, 7:30 a.m. – 9:30 a.m.
- Pick up at the Union to go to the Ohio Stadium: 5:30 p.m.

Between the Ohio Stadium and the Hyatt:

- Continuous shuttle service, 7:30 p.m. – 9:30 p.m.

Saturday, July 30

Between the Hyatt and Ohio Union:

- Continuous shuttle service, 7:30 a.m. – 9:30 a.m.

ATTIRE

Attire for the conference is business casual.

ACCESSIBILITY/DIETARY NEEDS

Please speak with a NASPA staff member at the registration desk for accommodation requests and accessibility needs.

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 2016 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.

CONFERENCE HANDOUTS

Session materials will be posted to the NASPA Professional Development Archive behind the members-only section of the NASPA website. Participants will receive an email that describes how to access the handouts following the conference.

CONTINUING EDUCATION

The programs and workshops at this conference do not qualify for National Board of Certified Counselors credit. If you have any questions, please speak with a NASPA staff member at the registration desk.

EXHIBITORS & CORPORATE SPONSORS

Please visit the conference exhibitor tables during the conference on Friday, July 29, 2016. The exhibits will be available near conference registration from 8:00 a.m. – 5:00 p.m. A complete listing of conference exhibitors is located in the back of the program book.

HOTEL FLOOR PLAN

A map of the meeting space can be found at the back of the program book. All gender restrooms are located outside of the Performance Hall on the first floor and the Brutus Buckeye room on the third floor.

LOST & FOUND

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

NASPA PUBLICATION SALES

NASPA has a variety of publications for sale during the conference at the registration area. Publications will be on sale from 8:00 a.m. on Friday until 10:30 a.m. on Saturday. You may purchase publications onsite at the conference for a reduced rate and take them home today! Reduced conference rates are only available at the conference and do not apply to purchases made after July 30, 2016.

SOCIAL MEDIA

Take part in a rich social media conversation between attendees, presenters, and NASPA staff during the conference by using the hashtag **#2016SAFC** on Twitter and Instagram. For all the latest tweets and pictures, be sure to follow the official NASPA Twitter, **@NASPAtweets**.

NASPA MOBILE APP

Enhance your conference experience with the NASPA Mobile App, powered by Guidebook! View the schedule and create your own itinerary, browse exhibitors and sponsors, read up on speakers, floor plans, and more. To download, visit the Apple App Store or Google Play and search for “NASPA Mobile App,” and after installation download the 2016 NASPA Student Affairs Fundraising Conference guide from within the NASPA Mobile App.



PERSONALIZE YOUR EXPERIENCE

EDUCATIONAL TRACKS

The 2016 NASPA Student Affairs Fundraising Conference sessions are aligned into clearly designated tracks throughout the program to speak to a broad range of student affairs educators, faculty, and student attendees.

FOUNDATIONAL

These workshops will cover the essentials to student affairs fundraising, giving insights into building a donor base, organizing fundraising activities, and sustaining advancement efforts. Professionals who are just beginning their student affairs fundraising journey will find these programs helpful.

INTERMEDIATE

Intermediate workshops will take a closer look at what makes fundraising efforts more successful, how to best leverage volunteers, and more nuanced ways of connecting with donors. Professionals who have been fundraising within student affairs divisions for a few years and are looking to improve their results will benefit from these sessions.

SEASONED

For those professionals who have been working in student affairs fundraising for a long period of time, this seasoned track will offer opportunities to think creatively about new ways to move forward. They will give participants the ability to network with others who have a similar level of experience and to share ideas.

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. Within the conference program, sessions that fall into particular competency areas are marked with the icons as indicated below.



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



Fundamentals to catalyzing fundraising initiatives within student affairs

- Nuts and bolts of successfully organizing fundraising activities within student affairs
- Identifying student affairs major gift projects
- Reporting lines defined between advancement and student affairs

Developing and managing volunteers

- How to work with internal and external advisory committees, alumni boards, and parent boards
- Developing social media for volunteers

Identifying target audiences for potential fundraising activities

- Defining potential donor segmentation
- Data to identify a prospective donor
- Starting or growing parent fundraising

Building collaborative strategies for fundraising success

- Engaging other student affairs professionals with the division to leverage skills for fundraising
- Ways to collaborate and engage advancement professionals in other units at your institution

External relations and alumni relations for student affairs

- Possible partnerships within the surrounding community
- Events and activities that engage, cultivate, and steward alumni and supporters

Building and enhancing strategies and practices for student affairs fundraising success

- Effective donor communication/stewardship tools
- Types of programs, and initiatives most attractive to potential donors
- Emerging fundraising trends that could be applied to student affairs



Noah Drezner, Ph.D.

OPENING KEYNOTE

Associate Professor of Higher Education, Program Coordinator for Higher and Postsecondary Education, Teachers College, Columbia University

Dr. Noah Drezner was instrumental in the establishment of the Center for Philanthropy and Nonprofit Leadership at Maryland's School of Public Policy, where he continues to hold an affiliate appointment as Senior Research Fellow. His research interests include philanthropy and fundraising as it pertains to colleges and universities, including higher education's role in the cultivation of prosocial behaviors. Currently, Dr. Drezner is researching how a person's social identities affect their giving to higher education and how colleges and universities can engage their alumni in more inclusive ways. He is the co-principal investigator for the National Study of Lesbian, Gay, Bisexual, and Transgender (LGBT) Alumni, a multi-institutional mixed methods project, and recently completed a population-based survey, The National Alumni Giving Experiment, that evaluates how a person's social identities affect their propensity to donate and at what level when exposed to different types of fundraising solicitations.

Dr. Drezner has published numerous articles and six books and given several presentations on related topics. His edited volume *Expanding the Donor Base in Higher Education: Engaging Non-Traditional Donors* (2013) received wide acclaim, including winning the Association of Fundraising Professionals' (AFP) 2014 Skystone Partners Prize for Research on Fundraising and Philanthropy. He was also named the inaugural AFP Early Career Emerging Scholar in 2014. In 2015 his research was awarded the Council for the Advancement and Support of Education (CASE) John Grenzebach Award for Outstanding Research in Philanthropy for Educational Advancement. He was awarded the Barbara Townsend Memorial Lecture at the 2015 Association for the Study of Higher Education (ASHE) conference on his most recent book, *Fundraising and Institutional Advancement: Theory, Practice, and New Paradigms* (with Frances Huehls).

Kelly Ruoff

FRIDAY MORNING KEYNOTE

Partner and Chief Creative Officer, Ologie

Kelly Ruoff is partner and chief creative officer at Ologie, a 75-person branding firm in Columbus, Ohio. Ruoff has helped shaped the brands of Food Network, University of California, Susan G. Komen, Finish Line, University of Notre Dame, and Smith College. Her work has been recognized by One Show, Print, and How. With an editorial background, her career started at Hearst Magazines, then on to Martha Stewart Living Omnimedia. She holds a B.A. in Journalism from Penn State, but built her portfolio up through lots of night classes at NYU and School of Visual Arts.



Amy Sajko, CFRE

SATURDAY MORNING KEYNOTE

Senior Director, NASPA Foundation

Amy Sajko is the senior director of the NASPA Foundation. She began her philanthropic career in 1996 and has been a Certified Fund Raising Executive (CFRE) since 2002. She has worked in a variety of higher education settings including Bradley University, Illinois Central College (a community college) and Illinois State University. She joined Illinois State in 2002 as the Director of Development for Student Affairs and eventually became the chief development advisor for the President and Vice Presidents. She has been fortunate to play a part in two successful capital campaigns (\$125M and \$88M). To further develop her planned giving expertise, Amy also worked five years as a bank trust officer: advising charitable clients, administering charitable trusts, and overseeing \$140M in assets.

Amy joined the NASPA Foundation in January 2013 as its first ever development professional. Since joining NASPA, Amy has helped the Foundation Board grow the donor base by 137%, increase revenue by 132% and, most notably, double the amount the Foundation distributes for scholarships, research grants, and awards.

A Minnesota native, Amy has a B.A. in Business Administration from Bowling Green State University (Ohio) and an M.B.A. from Illinois State University.



THURSDAY, JULY 28

Performance Hall Foyer | 8:00 a.m. – 5:00 p.m.

Registration Open

PRE-CONFERENCE WORKSHOP | 9:00 a.m. – 12:00 p.m.

Cartoon Room | 9:00 a.m. – 12:00 p.m.

+1 Degree of Difference: Practical Tips for New and Aspiring Major Gift Fundraisers

PRESENTER: **Todd Jensen**, director of development for student life, Purdue University

LEVEL: Foundational

THEME: Building and enhancing strategies and practices for student affairs fundraising success

COMPETENCIES: Assessment, Evaluation, and Research; Values, Philosophy, and History

One Degree. Over a short distance or change in temperature, one degree may not seem like that big of a deal, but factor in time, distance, or other components and it's huge. Imagine if NASA was one degree off when sending Purdue alumni Neil Armstrong to the moon. This interactive program, geared towards new fundraising professionals, highlights the key concepts, strategies, and practical help that development officers can learn to assist them in securing major gifts.

WELCOME AND OPENING KEYNOTE | 1:30 p.m. – 3:00 p.m.

Performance Hall | 1:30 p.m. – 3:00 p.m.

Engaging the Previously Engaged: Leveraging Prior-Student Involvement in Current Alumni Giving

PRESENTER: **Noah Drezner**, associate professor and program director, higher and postsecondary education, Teachers College, Columbia University

Fundraising is both an art and a science. An art in that there is a dance to match a donor's interests and an institution's needs. A science because there are some proven predictors of giving that can help in the dance that closes the gift. Research shows that those involved in student activities are more likely to give. We will explore the importance of using data in fundraising, identifying potential donors, and how it can enhance your success.





CONCURRENT SESSIONS I | 3:15 p.m. – 4:00 p.m.

Ohio Staters, Inc. Traditions Room | 3:15 p.m. – 4:00 p.m.

Finding Donors: When EVERYONE is a Potential Donor

PRESENTERS: **Kurt Foriska**, director of development for student life,
The Ohio State University
Habiba Kamagate, stewardship coordinator for student life,
The Ohio State University

LEVEL: Foundational

THEME: Identifying target audiences for potential fundraising activities

COMPETENCY: Assesment, Evalutaion, and Research

Everyone graduates and gets a code in your alumni database. The business school uses these codes to focus on business alumni, engineering targets engineering grads, etc., but who are good student affairs prospects? Learn how to quench your thirst when drinking from the fire hose by creatively using campus resources and your student affairs network to identify quality prospects.

Tanya Rutner Room | 3:15 p.m. – 4:00 p.m.

Hiring and Retaining Quality Talent in Development

PRESENTER: **Justin Fincher**, assistant vice president and chief administrative officer for the
office of advancement, The Ohio State University

LEVEL: Seasoned

THEME: Building and enhancing strategies and practices for student affairs
fundraising success

COMPETENCY: Organizational and Human Resources

The success of your fundraising strategy is tied to your ability to attract, hire, and retain top talent. This session will discuss tips and best practices to help you build and sustain fundraising growth.

Barbie Tootle Room | 3:15 p.m. – 4:00 p.m.

Like It, Favorite, Share It: Incorporating Multimedia and Social Media in Your Development Efforts

PRESENTER: **Carol Harper**, digital communications coordinator, The Ohio State University

LEVEL: Intermediate

THEME: Building and enhancing strategies and practices for student affairs
fundraising success

COMPETENCY: Technology

Using digital media in the non-profit world can grow awareness of your funding priorities and allow you to thank donors in unique, genuine, and heartfelt ways. A strategic campaign can inspire future giving and provide innovative ways to approach your work. This session will showcase successful digital media campaigns and provide tips for planning your own.





THURSDAY, JULY 28

CONCURRENT SESSIONS I cont'd | 3:15 p.m. – 4:00 p.m.

Cartoon Room | 3:15 p.m. – 4:00 p.m.

Shaping Strategies for Sustainable Student Affairs Fundraising

PRESENTER: Jason Meriwether, vice chancellor for enrollment management and student affairs, Indiana University Southeast

LEVEL: Foundational

THEMES: Building collaborative strategies for fundraising success; Building and enhancing strategies and practices for student affairs fundraising success

COMPETENCIES: Leadership; Organizational and Human Resources

Student affairs fundraising is a means of effectively sustaining services and launching new initiatives. External funds are necessary due to scarcity in resources, decreases in government and state funding, rising student costs, and increased expectation for delivering outcomes. This interactive and robust discussion will provide participants with tools and strategies to develop lasting fundraising models that are long-term and sustainable.

CONCURRENT SESSIONS II | 4:15 p.m. – 5:00 p.m.

Cartoon Room | 4:15 p.m. – 5:00 p.m.

Dollars for Dreams: Fundraising Lessons Learned

PRESENTER: Sophie Penney, program coordinator and lecturer, Penn State University

LEVEL: Foundational

THEMES: Building collaborative strategies for fundraising success; Building and enhancing strategies and practices for student affairs fundraising success

COMPETENCY: Leadership

Dollars for Dreams: Student Affairs Staff as Fundraisers was a book born as an outgrowth of presentations made at NASPA symposia on fundraising for student affairs in early 2000. One of the co-authors and early career fundraising professional at the time, Dr. Sophie Penney, has since had a long and varied career as a fundraising leader. Come hear about lessons learned by Dr. Penney over the course of her career and share your own lessons learned.

Barbie Tootle Room | 4:15 p.m. – 5:00 p.m.

Engaging Events – Attracting Donors

PRESENTER: Tracy Stuck, assistant vice president for student life, The Ohio State University

LEVEL: Intermediate

THEME: Building and enhancing strategies and practices for student affairs fundraising success

COMPETENCY: Leadership

Hosting development and engagement events is often a way for development officers to introduce potential supporters to your cause. Join us for a showcase of events that were strategically developed to attract and engage your audience and that create an emotional connection between your guests that can help turn them into potential donors.



Suzanne Scharer Room | 4:15 p.m. – 5:00 p.m.

Fundraising for Diversity

PRESENTER: Tierney Bates, director of the cultural center, University of Louisville

LEVEL: Foundational

THEMES: Identifying target audiences for potential fundraising activities; Building collaborative strategies for fundraising success

COMPETENCIES: Leadership; Social Justice and Inclusion

This program is for cultural centers, multicultural affairs, development officers, or individuals who work in the realm of student diversity. On most campuses we are often faced with small budgets, lack of financial support, institutional commitment, and decreases in resources. The work we do is vital to the institution, community, and student body. This presentation will help you create strategies, research, and methods particular to your institution on increasing your bottom line! Hear personally from a presenter who has worked directly in multicultural affairs and university development.

Ohio Staters, Inc. Traditions Room | 4:15 p.m. – 5:00 p.m.

In Donors' Voices: Assessment's Role in Fundraising

PRESENTER: D'Arcy Oaks, senior associate director for the center for the study of student life, The Ohio State University

LEVEL: Foundational

THEME: Fundamentals to catalyzing fundraising initiatives within student affairs

COMPETENCY: Assessment, Evaluation, and Research

Learning and understanding who our donors are, how they give, and why they give ultimately benefits fundraising in student affairs. This session will explore practical assessment basics to help development efforts. Participants will gain skills to design and execute fundraising assessments and focus groups.

OPENING RECEPTION | 5:30 p.m. – 7:00 p.m.

Denmark On High Cocktail Bistro

Join us for hors d'oeuvres and a cash bar at Denmark on High, a Euro-style bistro in the Short North art district of Columbus. Shuttles for the reception will leave the Ohio Union at 5:15 p.m.





FRIDAY, JULY 29

Nationwide A & B (Hyatt Regency Columbus) | 7:30 a.m. – 8:30 a.m.
Continental Breakfast

Performance Hall Foyer | 8:00 a.m. – 5:00 p.m.
Registration Open

MORNING KEYNOTE | 9:00 a.m. – 10:00 a.m.

Performance Hall | 9:00 a.m. – 10:00 a.m.

Cutting through the Clutter of the Fundraising Landscape

PRESENTER: **Kelly Ruoff**, partner and chief creative officer, Ologie

In this keynote session, we'll look at inspiration within higher education as well as other categories, and translate the best practices of these big campaigns into do-able tactics at any level for any campus.

MINI-INSTITUTES | 10:15 a.m. – 11:45 a.m.

Cartoon Room 1 | 10:15 a.m. – 11:45 a.m.

Building a Forever Community for Student Affairs

PRESENTER: **Angela Dimit**, director of advancement for the office of the vice chancellor for student affairs, University of Illinois at Urbana Champaign

LEVEL: Foundational

THEMES: Building collaborative strategies for fundraising success; Building and enhancing strategies and practices for student affairs fundraising success

COMPETENCY: Leadership

Affinity and affiliation with student affairs is a key portal to relevant, meaningful, and lasting relationships. An effective advancement program begins with first year students, is collaborative across all of student affairs, and is grounded in inter-generational connectivity. This program provides a basis for understanding advancement, including early engagement strategies; the integral role of all student affairs professionals in cultivating and sustaining lifelong connectedness; and how to create and steward a culture of giving back.





Cartoon Room 2 | 10:15 a.m. – 11:45 a.m.
Collaborating Across Units

PRESENTERS: **Chaz Jennings**, development officer for student life,
The Ohio State University
Kurt Foriska, director of development for student life,
The Ohio State University

LEVEL: Intermediate

THEME: Building and enhancing strategies and practices for student affairs fundraising success

COMPETENCY: Leadership

With tightening resources, collaboration with other units across campus can help you stretch your budget, raise awareness of your programs and services, and produce bigger and better events. Presenters will share examples of successful cross-campus partnerships that resulted in fundraising success stories.

Ohio Staters, Inc. Traditions Room | 10:15 a.m. – 11:45 a.m.
Parent Programming and Parent Fundraising

PRESENTER: **Lynne Deschler**, director of parent and family relations,
The Ohio State University

LEVEL: Intermediate

THEME: Identifying target audiences for potential fundraising activities

COMPETENCY: Leadership

The Ohio State University moved to a model that provides programming and resources for all parents while simultaneously soliciting parents for an annual fund campaign and major gift opportunities. This session will provide lessons learned, programming ideas, and strategies for identifying, cultivating, and soliciting parents.

Suzanne Scharer Room | 10:15 a.m. – 11:45 a.m.
Social Identity & Fundraising: An Interactive, Empirically-Based Workshop

PRESENTER: **Noah Drezner**, associate professor and program director of higher and postsecondary education, Teachers College, Columbia University

LEVEL: Intermediate

THEME: Fundamentals to catalyzing fundraising initiatives within student affairs

COMPETENCIES: Assessment, Evaluation, and Research; Leadership

Identity-based philanthropy is an emerging field and topic of research. The key premise is that a person's social identities can affect their philanthropic giving. In this interactive workshop we will explore the topic and briefly discuss recent findings from two national studies, The National Study of LGBT Alumni and The National Alumni Giving Experiment, and together work through how you might create and implement these strategies in your student affairs programs.





PROVIDED LUNCH AND DONOR PANEL | 12:00 p.m. – 1:30 p.m.

Performance Hall

What motivates donors to give? Join us for lunch and a panel discussion with The Ohio State University donors to find out more about what they find most compelling in fundraising campaigns.

SEASONED ROUNDTABLE DISCUSSION | 1:45 p.m. – 2:45 p.m.

Brutus Buckeye Room

MODERATOR: **Myra Morgan**, director of external relations, University of Florida

LEVEL: Seasoned

What topics are most pressing to you in your work? How do you take your fundraising efforts to the next level – or what has you stuck? For this roundtable discussion, we will be asking seasoned professionals to crowd source topics via a white board at the conference registration desk. Use this time to meet with fellow fundraisers who have been doing this work for several years and are looking for new ways to improve their fundraising game.

TWENTY MINUTE TOOLBOX I | 1:45 p.m. – 2:15 p.m.

Senate Chamber | 1:45 p.m. – 2:15 p.m.

9 Tips on How You Can Use Technology to Fundraise

PRESENTER: **Heather Green**, director of development communications and student affairs development officer, The University of Texas at San Antonio

LEVEL: Foundational

THEMES: Fundamentals to catalyzing fundraising initiatives within student affairs;
Building and enhancing strategies and practices for student affairs fundraising success

COMPETENCY: Technology

Are you getting the most out of technology to help you fundraise for student affairs? During this session, you'll hear tips from the front lines to help technology work for your institution. Whether it's utilizing your website, turning to crowd funding, or embracing email solicitations, this toolbox session will review 9 tips (and more!) that you can use immediately to enhance your fundraising capabilities.





TWENTY MINUTE TOOLBOX I cont'd | 1:45 p.m. – 2:15 p.m.

Ohio Staters, Inc. Traditions Room | 1:45 p.m. – 2:15 p.m.

“Is There an Org Chart For This?” Balancing Reporting Lines in Student Affairs Fundraising

PRESENTER: **Glenn Gittings**, director of special programs, University of Louisville
 LEVEL: Foundational
 THEME: Fundamentals to catalyzing fundraising initiatives within student affairs
 COMPETENCY: Leadership

As the director of development for student affairs, the people to whom you report – directly and indirectly – are critical to your success. Student affairs fundraising is an evolving area and therefore the structures are not as common. The goal of this session is a review of 3-4 reporting structures; balancing varying reporting structures; understand potential structures; and discuss prospect management and gift processing structure. The key is trying to ensure regular, direct communication to both student affairs and advancement and that you fully understand the vision and priorities set in tandem by the leaders.

TWENTY MINUTE TOOLBOX II | 2:15 p.m. – 2:45 p.m.

Senate Chamber | 2:15 p.m. – 2:45 p.m.

Fundraiser was Terrified to Discuss Planned Gifts, but Then She Read These Tips!

PRESENTER: **Amy Sajko**, senior director, NASPA Foundation
 LEVEL: Intermediate
 THEME: Identifying target audiences for potential fundraising activities
 COMPETENCY: Leadership

Even ‘ordinary people’ can be planned gift donors. And you don’t have to be a planned giving expert to start the conversation. Learn where, when, and how you can introduce the topic.

Ohio Staters, Inc. Traditions Room | 2:15 p.m. – 2:45 p.m.

When Development Gets Added to Your Job Description

PRESENTER: **Tracy Stuck**, assistant vice president for student life, The Ohio State University
 LEVEL: Foundational
 THEME: Fundamentals to catalyzing fundraising initiatives within student affairs
 COMPETENCY: Leadership

In student affairs, “Other Duties As Assigned” can turn into a full time job. Learn from professionals who had “development” added to their job descriptions and how they navigated learning how to become a development officer while integrating these new responsibilities into their current roles.





CONCURRENT SESSION BLOCK III | 3:00 p.m. – 3:45 p.m.

Senate Chamber | 3:00 p.m. – 3:45 p.m.

Fundraising for a Cause

PRESENTER: Chaz Jennings, development officer for student life, The Ohio State University

LEVEL: Intermediate

THEME: Building and enhancing strategies and practices for student affairs fundraising success

COMPETENCY: Social Justice and Inclusion

Join us for a discussion on how three programs – the Collegiate Recover Community, Buck-I-SERV Alternative Service Trips, and Social Change – have been transformed through development efforts. Each program offered opportunities for students, but by sharing those experiences with donors, the programs were able to receive additional funds that have transformed their programs. Participants will learn how to engage non-development, institutional partners, and students to engage, cultivate, and solicit donors.

Brutus Buckeye Room | 3:00 p.m. – 3:45 p.m.

Making an Ask in the Midst of Chaos: Strategy Development

PRESENTER: Tamara Himmelstein, assistant dean of students and director of student life, Occidental College

LEVEL: Foundational

THEMES: Developing and managing volunteers; External relations and alumni relations for student affairs

COMPETENCIES: Leadership; Student Learning and Development

With federal investigations and campus unrest happening across colleges and universities nationwide, development offices often struggle when potential donors ask, “What’s going on over there?” Come and hear how student affairs at one college helped their advancement office develop strategies for describing campus discourse positively and with authenticity and transparency.

Ohio Staters, Inc. Traditions Room | 3:00 p.m. – 3:45 p.m.

Student Involvement and Engagement: A Model for Fundraising

PRESENTERS: Nicholas Rau, associate director for the student center complex, University of Miami
Jennifer Rau, assistant to the vice president and university ombudsperson, University of Miami

LEVEL: Foundational

THEMES: Identifying target audiences for potential fundraising activities; Building and enhancing strategies and practices for student affairs fundraising success

COMPETENCY: Leadership

Postsecondary education institutions only have a limited amount of time and resources to direct at acquiring new donors for private funding and support. There is a need for student affairs to better understand why an individual chooses to give, and to utilize that understanding to create an improved, more informed practice of donor acquisition. By using the National Survey of Student Engagement (NSSE), student engagement and civic engagement are explored as possible determinants in predicting donors.



A PANEL DISCUSSION WITH SENIOR LEADERS

Interfaith Prayer & Reflection Room | 3:00 p.m. – 3:45 p.m.

Gain insight from senior university leaders who will join participants for a panel discussion on fundraising. The facilitated discussion will allow participants to ask Vice Presidents for Student Affairs how development fits in their roles, best practices for relationships with their development professionals, and any other question without the worry of getting fired for asking.

VICE PRESIDENTS RECEPTION

Alonso Family Room (Multicultural Center) | 4:00 p.m. – 5:00 p.m.

College and university vice presidents are invited to join NASPA Vice President for Professional Development Stephanie Gordon for coffee and sweets. Network with other senior student affairs officers who are also taking on fundraising initiatives on their campuses. By invitation only. Please see the registration desk for more details.

AFTERNOON GENERAL SESSION

Major Donors and Named Spaces: A Tour of The Ohio Union

Performance Hall | 4:00 p.m. – 5:00 p.m.

Join the staff of the Ohio Union for a walking tour of named spaces in the building. Throughout the tour, you will learn about the process for soliciting donors and developing creative ways to fund the project.

DONOR DEVELOPMENT RECEPTION

Ohio Stadium | 6:00 p.m. – 7:30 p.m.

Join us Friday night as The Ohio State University hosts NASPA attendees and their invited donor guests for a fun evening of food, fellowship and fun at the Huntington Suites in Ohio Stadium. Each NASPA participant is welcome to invite up to five of their donors from the central Ohio region to the event. This opportunity is a great way to network with your alumni and supporters in the region while putting what you've learned at the conference into practice.



SATURDAY, JULY 30

Nationwide A & B (Hyatt Regency Columbus) | 7:30 a.m. – 8:30 a.m.
Continental Breakfast

Performance Hall Foyer | 8:00 a.m. – 11:00 a.m.
Registration Open

MORNING KEYNOTE & WORKSHOP | 9:00 a.m. – 10:15 a.m.

Performance Hall | 9:00 a.m. – 10:15 a.m.
Student Affairs Fundraising: The Square Peg in a Round Hole

PRESENTER: **Amy Sajko**, senior director, NASPA Foundation

In this interactive session, we will explore a bit about the history of student affairs fundraising, how we got to where we are, and where we are going. Attendees will take the opportunity to review our “aha” moments from the conference and share the ideas we hope to implement in our own programs. We will also take time to explore those burning questions which have not yet been answered.

CONCURRENT SESSIONS IV | 10:30 a.m. – 11:15 a.m.

Interfaith Prayer & Reflection Room | 10:30 a.m. – 11:15 a.m.
Engaging Young Alumni: Millennials Participation in Homecoming Events at Indiana University Bloomington

PRESENTER: **Roy Y. Chan**, doctoral candidate, Indiana University, Bloomington

LEVEL: Foundational

THEMES: Fundamentals to catalyzing fundraising initiatives within student affairs;
Identifying target audiences for potential fundraising activities

COMPETENCIES: Assessment, Evaluation, and Research; Leadership

Recent research suggests that Millennial alumni giving rates have steadily declined. Furthermore, past studies claim that Millennials are far less likely than previous generations to give back to their alma mater. To address this concern, this research utilizes survey data of 628 alumni from Indiana University, Bloomington (IUB) to understand how often Millennial alumni return to campus for alumni activities, with special attention to Homecoming events. The finding suggests that Millennials affinity, belonging, and engagement significantly influences philanthropic support to IUB.





Ohio Staters, Inc. Traditions Room | 10:30 a.m. – 11:15 a.m.

Fundraising in the Worst of Times: Dealing with Adversity

PRESENTER: Sophie Penney, program coordinator and lecturer, Penn State University
LEVEL: Seasoned
THEMES: Building collaborative strategies for fundraising success; Building and enhancing strategies and practices for student affairs fundraising success
COMPETENCY: Leadership

Events such as the Jerry Sandusky scandal at Penn State and the Rolling Stone allegations levied against the University of Virginia are just two examples of the worst of times, cases that had significant implications for fundraisers. What is a student affairs fundraising practitioner to do in these dark days? Can fundraising succeed despite such challenges? If so, what activities and partnerships can lead to success? Come and discuss ways in which advancement professionals succeeded despite overwhelming odds.

Great Hall Meeting Room #3 | 10:30 a.m. – 11:15 a.m.

Made for Each Other: Crowdfunding and Student Affairs

PRESENTER: Heather Green, director for development communication & student affairs development officer, The University of Texas at San Antonio
LEVEL: Seasoned
THEMES: Building collaborative strategies for fundraising success; Building and enhancing strategies and practices for student affairs fundraising success
COMPETENCY: Organizational and Human Resources

Crowdfunding requires a compelling story and an engaged crowd – students affairs may be the perfect match. This session will be a case study of how the team at The University of Texas at San Antonio (UTSA) launched the first higher education crowdfunding platform in Texas. You will learn about how UTSA works with students to launch crowdfunding projects as well as gain insight into how crowdfunding can produce results beyond raising important funds.

Great Hall Meeting Room #2 | 10:30 a.m. – 11:15 a.m.

Telling Compelling Stories: A Feasibility Study Exemplar

PRESENTER: Tracy Stuck, assistant vice president for student life, The Ohio State University
 Michelle Cramer, president and chief executive officer, Cramer & Associates
LEVEL: Seasoned
THEME: Building and enhancing strategies and practices for student affairs fundraising success
COMPETENCY: Leadership

This presentation will walk participants through creating a compelling and engaging feasibility study using a case study of the Ohio Union, which opened in 2010. Participants will learn creative storytelling techniques that create connections between donors and potential projects to help push those projects into reality.





SATURDAY, JULY 30

ACTIONABLE ROUNDTABLES AND CLOSING

Performance Hall | 11:30 a.m. – 12:30 p.m.

As we bring our 2016 Student Affairs Fundraising Conference to a close, we leave this session open as an opportunity to find a topic that was not fully explored during our two day experience. Led by the Conference Planning and Host Committees, this session will be shaped during the conference, as we hear more from participants about what subjects we still need to delve into.

OPTIONAL CAMPUS TOUR | 12:30 p.m.

Before you leave The Ohio State University and Columbus, take a tour of the beautiful campus. Sign up at the registration table by Friday at noon. Tours will take approximately an hour and a half, and our departure location will be announced Saturday morning.



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- ♥ Live interaction with experts
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- ♥ Better, high-quality presentations
- ♥ No sales pitches
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NASPA LIVE BRIEFINGS



NASPA
Online Learning Community



Please visit our Exhibitor Tables, located near the registration desk, on Friday, July 29 from 8:00 a.m. to 5:00 p.m.

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Funderful provides creative digital campaigns and high-impact volunteer management software that helps colleges and universities increase young alumni participation, grow their annual fund and manage fundraising volunteers efficiently.

GiveCampus

givecampus.com

GiveCampus is the leading social fundraising and engagement platform for educational institutions. Schools of all sizes use GiveCampus for everything from record-breaking giving days and short-term challenges, to reunions and senior class gifts, to athletics development and capital projects, to crowdfunding, peer-to-peer fundraising, and volunteer management. Built by a former Facebook engineer, advancement professionals have called it “a game changer for annual giving.”

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

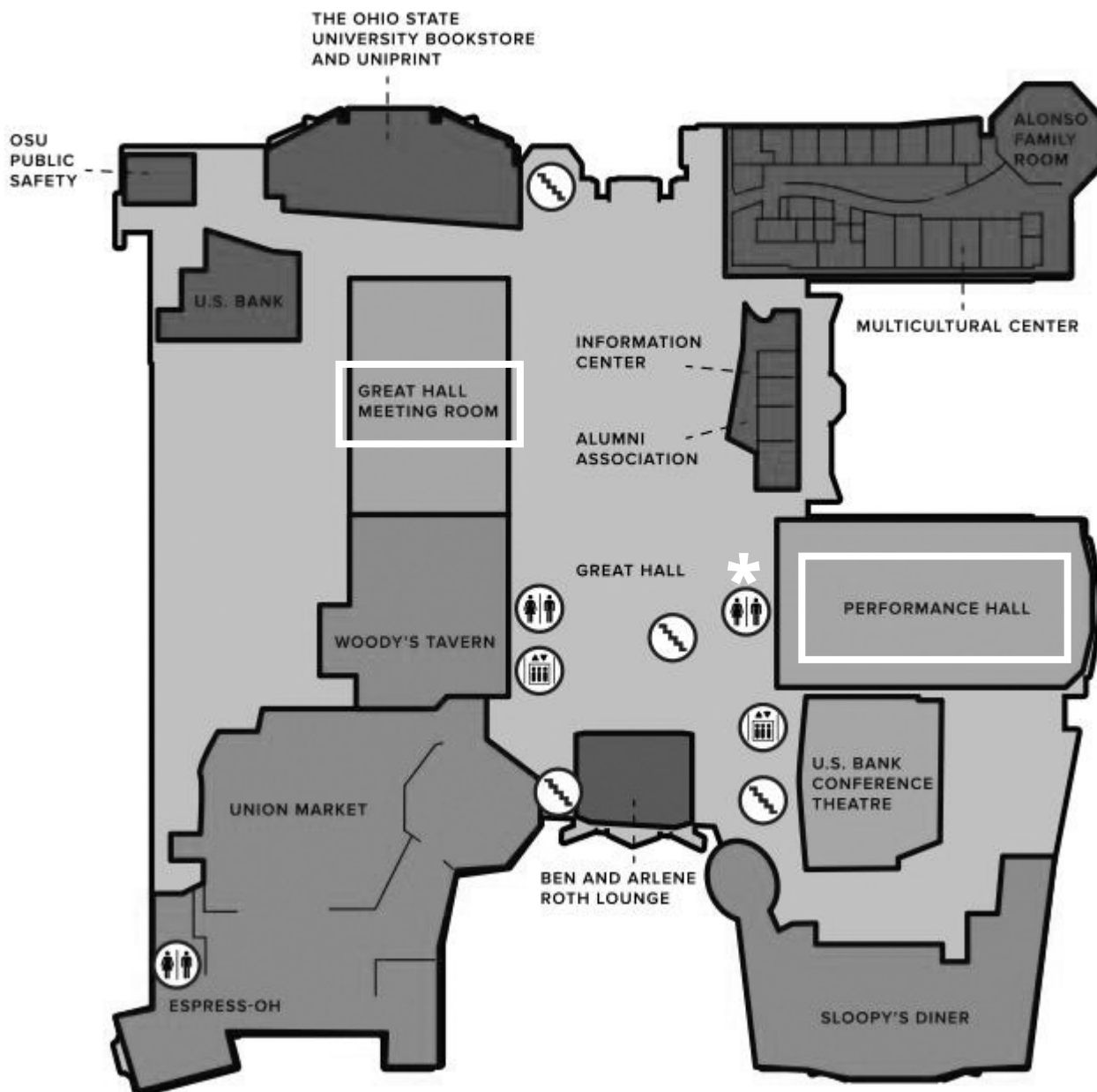
Director of Development, American University Annual Giving

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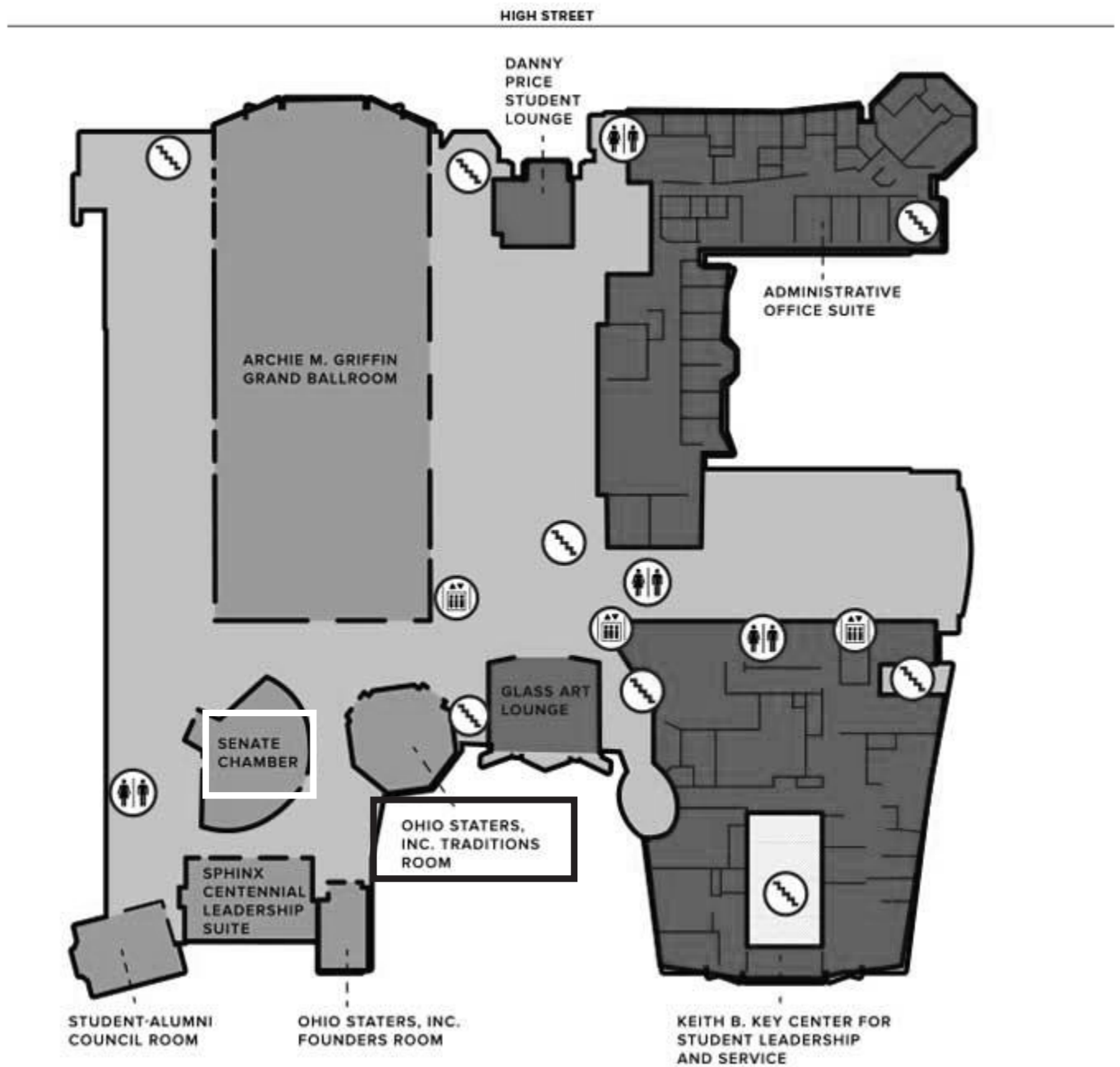
FIRST FLOOR

HIGH STREET

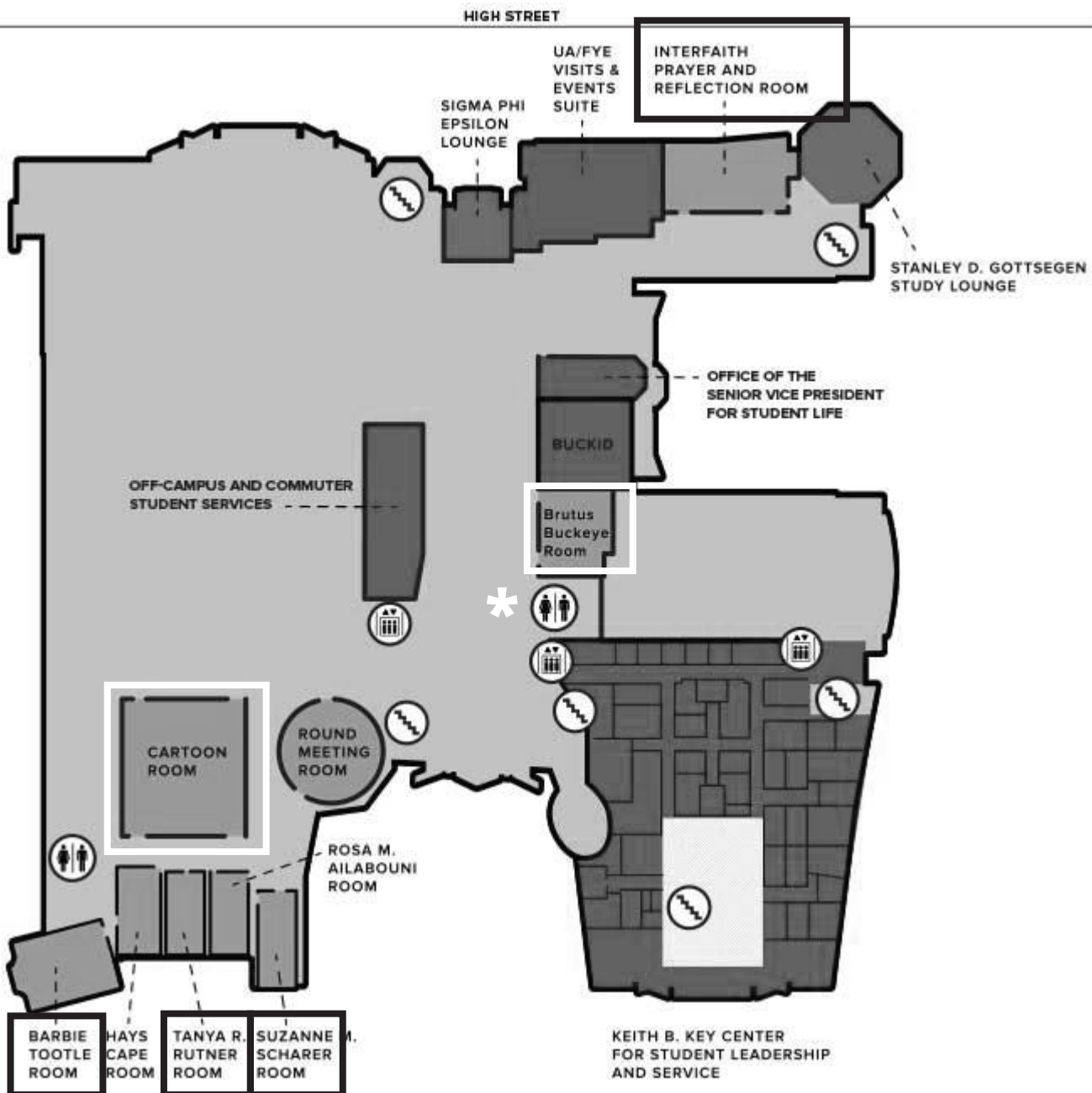


* All gender restroom

SECOND FLOOR



THIRD FLOOR



* All gender restroom

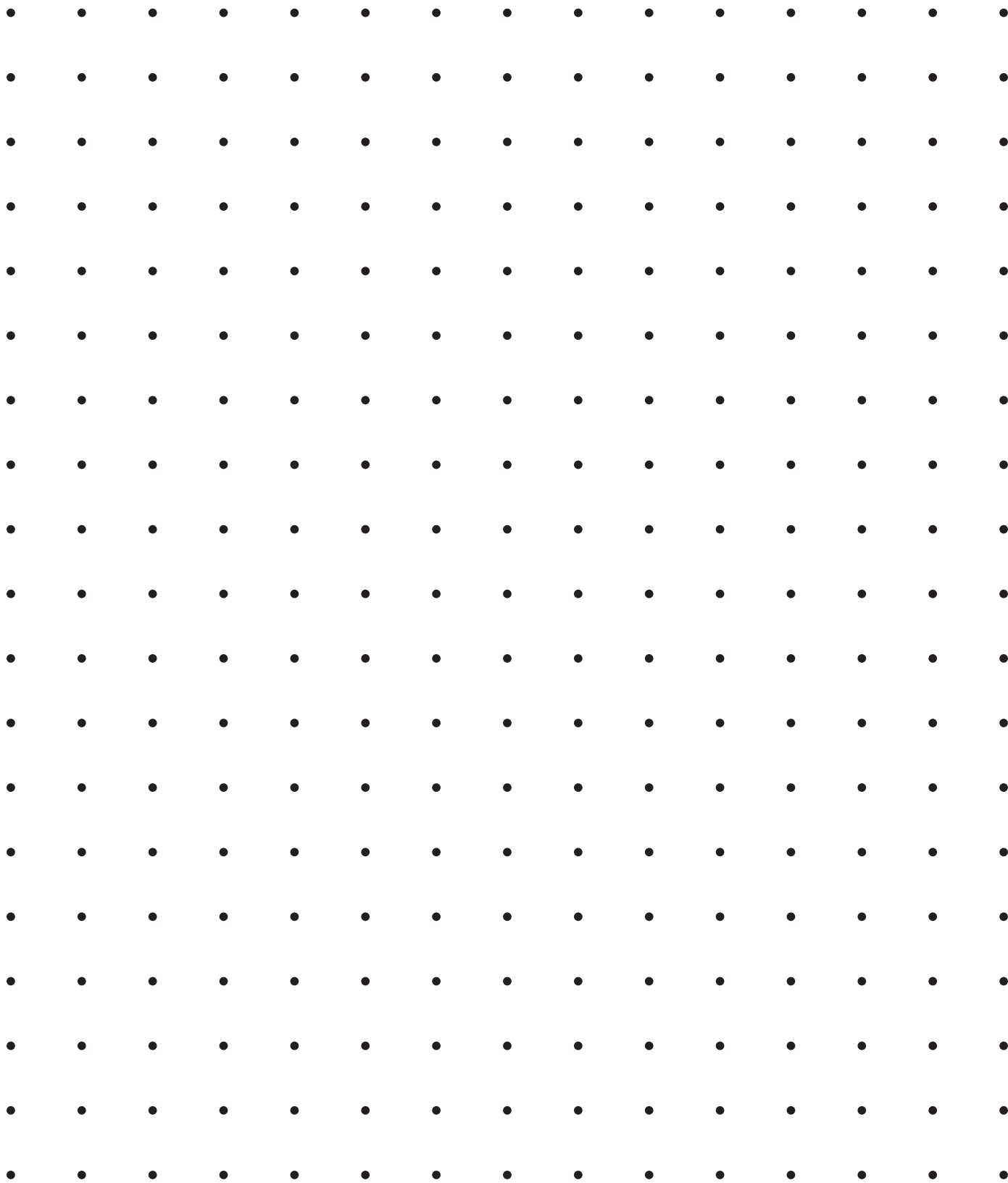


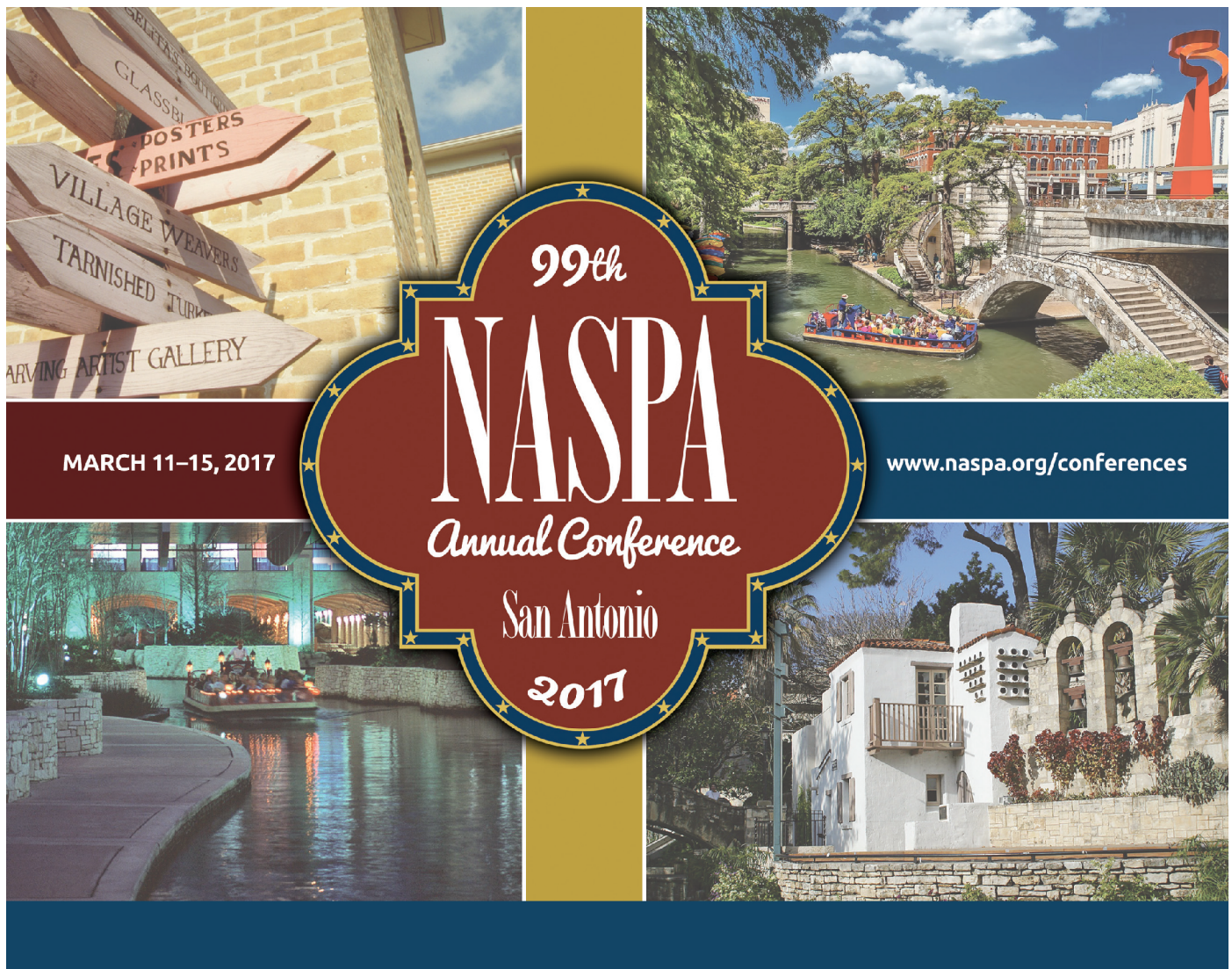
 NOTES

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PLAY!

Take turns adding a single horizontal or vertical line between two unjoined adjacent dots. A player who completes the fourth side of a 1x1 box earns one point and takes another turn. The game ends when no more lines can be placed. The winner of the game is the player with the most points.





The 99th NASPA Annual Conference will convene in San Antonio, Texas. The 2017 conference will provide an opportunity to imagine how student affairs must evolve to meet the changing higher education environment. Through a critical examination of our work and an evaluation of where the profession needs to be, the annual conference featured speakers and innovative program sessions will offer participants a unique opportunity to discuss the future of the student affairs profession.

The conference committee invites you to "Mission City" to explore the big ideas, big challenges, big dreams, and big opportunities that focus on NASPA's guiding principles of integrity, innovation, inclusion, and inquiry.

Nancy P. Crimmin, Ed.D.
Becker College
2017 NASPA Annual Conference Chair

Lori S. White, Ph.D.
Washington University in St. Louis
2016 – 2017 NASPA Board Chair

Submission details are available at www.naspa.org/conf

#NASPA17

Stephanie Gordon
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