Shifts and Trends in Development in the Wake of a Global Experience

an in-person workshop for advancement professionals

Wednesday afternoon, September 27 and Thursday morning, September 28, 2023
San Juan Marriott Resort in San Juan, Puerto Rico

12:15 p.m.
Welcome from Sondra Lomax, Executive Director and Assistant Dean of Development, College of Fine Arts, University of Texas Austin and Diane Zapach, Senior Director of Development, College of Fine Arts, University of Nevada, Las Vegas

Self-Introductions

1:00 – 2:15 p.m. with participants in the Leadership Development Workshop

Capital Campaign Practices and Strategies for Institutions of All Sizes will address how to set fundraising priorities and goals in alignment within the broader institution’s campaign theme, identifying and cultivating your largest donors, engaging your donor base, and avoiding “donor fatigue” in a multi-year campaign. Ramón H. Rivera-Servera, Effie Marie Cain Regents Chair in Fine Arts, University of Texas Austin and Sondra Lomax, Executive Director and Assistant Dean of Development, College of Fine Arts, University of Texas Austin will present alongside Mark Heckler, President Emeritus, Valparaiso University. Ramón and Sondra will focus on how a 2,100 student-enrolled College of Fine Arts conducts a campaign within large state university’s guidelines, as Mark speaks from the presidential perspective about capital campaigns and talks about what a president and development officer perceive as needs from units and how units can best interact at the smaller institutions. This interactive presentation may also call upon experience and wisdom from Leadership Development Workshop mentors and experienced Advancement Officers in attendance, drawing on their perspectives.

2:15 – 2:30 p.m.
Break

2:30 – 3:45 p.m.

Foundational Philanthropy Success Stories. When are you ready; when are you not; and what can you do in the meantime?! Exploring family foundations and how to find them. How do you work with central advancement and other institutional colleagues on collaborative opportunities? Presenting will be Diane Zapach, Senior Director of Development, College of Fine Arts, University of Nevada, Las Vegas.

3:45 – 4:00 p.m.
Break

4:00 – 5:30 p.m.

Current Dynamics in Advancement

• “Building bigger and better collaborative gifts by breaking down internal institutional silos” will be the focus a presentation by Jennifer R. Jordan’s, Director of Development at West Virginia University College of Creative Arts. She will share information about two 7+-figure gifts that the WVU College of Creative Arts received that reflect the result of collaboration made possible by
breaking down silos, the engagement before the gifts were made, and the stewardship that followed. One of these gifts was received through an estate plan, the other cash.

- “Established partnerships within the institutional core” will be the focus of a presentation by Alice K. Alt, Vice President of Advancement and Fundraising, Kentucky College of Art + Design (KyCAD). Relationships between advancement and other departments at the post-secondary level have a long history of fundraising collaborations for leadership gifts; however, the coupling is usually thought of as the need arises, not one that is considered to be an established partnership within the institutional core. We will learn how KyCAD faculty and staff work together to create unique, donor-centric fundraising and friendraising experiences across departments that allow supporters to understand the level of connectedness that focuses on students.

Reception with Deans, Arts Administrators and Advancement Officers opening ICFAD’s 59th Annual Conference

**Thursday, September 28, 2023**

Breakfast and Roundtable Discussions with Colleagues alongside Curators and Directors of Campus Galleries and Museums

Opening Keynote Speaker for ICFAD’s 59th Annual Conference

Tentatively another speaker who is the vice president of a foundation with international stature

Adjourn for travel home to campus mid-day

*Tentative agenda, subject to change*

Topics to possibly addressed during Roundtable Discussions (and during subsequent online discussions) include:

- Friendraising: Utilizing Departments for Legislative Success
- Funding Trends for University-based Galleries, Museums and Public Art
- How are advancement best practices evolving in the United States?
- Global Influences Impacting advancement
- Onboarding new leadership