

***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**

Wednesday

12:15 p.m.

Welcome

- Sondra Lomax, Executive Director and Assistant Dean of Development, College of Fine Arts, University of Texas Austin
- 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.

- Mark Heckler, President Emeritus, Valparaiso University.
- Ramón H. Rivera-Servera, Dean, College of Fine Arts, University of Texas Austin
- Sondra Lomax, Executive Director and Assistant Dean of Development, College of Fine Arts, University of Texas Austin

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?

- Diane Zapach, Senior Director of Development, College of Fine Arts, University of Nevada, Las Vegas

3:45 – 4:00 p.m.

Break

4:00 – 5:00 p.m.

Current Dynamics in Advancement

"Building bigger and better collaborative gifts by breaking down internal institutional silos"

• Jennifer R. Jordan, 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.

5:30 p.m.

Reception with Deans and Arts Administrators, opening ICFAD's 59th Annual Conference

Thursday, September 28, 2023

8:00 a.m.

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

9:15 a.m.

Welcome and Opening Keynote Speaker for ICFAD's 59th Annual Conference -- tentatively a speaker who is the vice president of a foundation with international stature

10:30 a.m.

Adjourn for travel home to campus mid-day

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

- Friend-raising: Utilizing Departments for Legislative Success
- Funding Trends for University-based Galleries, Museums and Public Art
- "Getting to Yes" . . . it involves compromise, negotiation tactic, stewardship, cultivation
- and open discussion of the issues and ideas that are on your mind