

# BWF's Public Comprehensive University Conference

Smart Strategies for Mid-Size Programs  
July 27-28, 2021

## Agenda *(Times below listed in Eastern Time)*

### Day One: Tuesday, July 27

- |                                |   |
|--------------------------------|---|
| <b>9:15 a.m. – 9:30 a.m.</b>   | <b>Conference Overview and Welcome</b>  |
| <b>9:30 a.m. – 10:30 a.m.</b>  | <b>Board Development: Transitioning the Board from Fiduciary to Philanthropist</b><br><i>Speaker:</i> Brad Walker, Texas A&M University – Kingsville<br><i>Description:</i> Institutional Advancement at a regional public university can certainly be challenging, but the needs are great and the results can be quite gratifying. Start with your Board and be bold! |
| <b>10:30 a.m. – 10:45 a.m.</b> | <b>Break</b>  |
| <b>10:45 a.m. – 11:45 a.m.</b> | <b>Trends in Philanthropy: A Year in Review and Look Ahead</b><br><i>Speaker:</i> Josh Birkholz, BWF<br><i>Description:</i> With an unprecedented year due to a global pandemic layered with social justice and political movements, we delve into industry insights and trends both looking back and what could lie ahead.   |
| <b>11:45 a.m. – 12:00 p.m.</b> | <b>Break</b>  |
| <b>12:00 p.m. – 1:00 p.m.</b>  | <b>Campaigns: Is Bigger Really Better?</b><br><i>Speakers:</i> Dennis Prescott and Nick Perlick, BWF<br><i>Description:</i> Fundraising has entered a demanding time of greater university dependence on philanthropy, and with these increased demands, ambitious goals are inevitable. But is bigger truly better?  |
| <b>1:00 p.m. – 1:15 p.m.</b>   | <b>Day One Wrap-Up and Adjourn</b>  |

# BWF's Public Comprehensive University Conference

Smart Strategies for Mid-Size Programs  
July 27-28, 2021

## Day Two: Wednesday, July 28

- |                                |   |
|--------------------------------|---|
| <b>9:00 a.m. – 9:10 a.m.</b>   | <b>Day One Recap and Day Two Introduction</b>   |
| <b>9:10 a.m. – 10:00 a.m.</b>  | <b>Roundtable Discussions</b><br><i>Moderators:</i> Nick Perlick, Mark Marshall, and Katrina Klaproth, BWF<br><i>Topics:</i> Campaign Planning, Post-Pandemic Metrics, CRM Migration  |
| <b>10:00 a.m. – 10:15 a.m.</b> | <b>Break</b>  |
| <b>10:15 a.m. – 10:45 a.m.</b> | <b>Meetings that Matter: Driving Fundraising Success through Deliberate Planning</b><br><i>Speakers:</i> Jacqui Coones, Missouri State University and Bond Lammey, BWF<br><i>Description:</i> Do you struggle with meeting fatigue within your development shop? In pandemic-times, this fatigue moved fully into the virtual space and only intensified. Missouri State University's one-person prospect development shop used this as an opportunity to re-think their approach to discussing prospect strategies, balanced portfolios, and proposals in the pipeline as a development shop and in 1:1 partnership with gift officers. Join Jacqui and Bond as they discuss roadblocks and success towards this new approach and give practical advice for how to set your organization up for success. |
| <b>10:45 a.m. – 11:00 a.m.</b> | <b>Break</b>  |

# BWF's Public Comprehensive University Conference

Smart Strategies for Mid-Size Programs  
July 27-28, 2021

## *Day 2: continued*

**11:00 a.m. – 11:45 a.m.**

### **Innovations in Annual Giving: Emerging Digital Strategies**

*Speakers:* Justin Ware, {{firstname}} and Ryan Sargent, Idaho State University

*Description:* As traditional phone programs continue to deliver dwindling ROI, higher education institutions are searching for "what comes next?" to replace the donors and dollars no longer provided by calling centers. BWF partner company {{firstname}} has answered this "what's next?" question with the revolutionary Student Engagement Team program. To learn more about how this program works in the real world, Idaho State University's Ryan Sargent will share his team's experience with launching ISU's SET program in late 2020.

**11:45 a.m. – 12:00 p.m.**

### **Break**

**12:00 p.m. – 1:00 p.m.**

### **Presidential Panel**

*Panelists:* Mary Papazian, San José State University, Scott Gordon, Stephen F. Austin State University, and Michael Benson, Coastal Carolina University

*Description:* Join our distinguished panel of university presidents as we discuss the challenges facing the role and insights into their fundraising perspectives.

**1:00 p.m. – 1:15 p.m.**

### **Conference Closing Remarks**

*\*Agenda is subject to change.*