

# BWF's 20th Annual Liberal Arts Vice Presidents Conference

Fostering a Culture of Agility  
January 11-12, 2022

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

### Day One: Tuesday, January 11

12:00 p.m. – 12:15 p.m.

**Conference Welcome**

12:15 p.m. – 1:15 p.m.

**Year in Review and 2022 Predictions**

*Josh Birkholz, BWF*

With the continued impacts from the global pandemic layered with social justice and political movements, we delve into industry insights and trends throughout the past year and make predications for 2022.

1:15 p.m. – 1:30 p.m.

**Break**

1:30 p.m. – 2:30 p.m.

**Advancement Talent: Retaining, Recruiting and Reigniting Teams in 2022**

*Deb Taft, Lindauer*

Always a hot topic for advancement leaders, talent in 2022 is more complex than ever. Impacts of COVID 19, economic and digital divides, and social justice reckonings continue to unfold, and leaders are navigating a context of The Great Resignation, inclusion and equity commitment, upward compensation pressure, life reevaluations by employees, the remote-hybrid-in person calibration, and more. Global talent leader Deb Taft rolls up her sleeves with us on how to retain and recruit, how to sustain morale and influence organizational culture, and how to inspire performance and measure productivity in the nonprofit sector.

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**2:30 p.m. – 2:45 p.m.**

**Break**

**2:45 p.m. – 3:45 p.m.**

**Principal Gifts in the Liberal Arts**

*Colleen Garland, Kenyon College and Hugh Porter, Reed College*

These two principal gift case studies will dive into the process of cultivating and soliciting transformational gifts while also touching on the impact these gifts have on campaigns and strategic planning.

**3:45 p.m. – 4:00 p.m.**

**Day One Wrap-Up and Adjourn**

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## Day Two: Wednesday, January 12

**12:00 p.m. – 12:15 p.m.**

**Conference Day Two Welcome**

**12:15 p.m. – 1:15 p.m.**

**Panel Discussion: Communicating in a Complex World**

*Moderated by Jay Wilson, BWF with guest panelists Kelly Adams, Utica College and Sarah Nolan, Centre College*

Kelly Adams, vice president for presidential affairs and chief marketing and communications officer at Utica College and Sarah Nolan, vice president for strategic marketing and communications at Centre College, join BWF's SVP for Strategic Communications, Jay Wilson for a lively discussion on all things communications and marketing in a world changed by COVID-19. Demands on communications offices increased exponentially during the pandemic, but changing technology and focused resources helped both Sarah and Kelly meet new challenges and position their institutions for greater success.

**1:15 p.m. – 1:30 p.m.**

**Break**

**1:30 p.m. – 2:30 p.m.**

**Challenges and Opportunities: Navigating Politics with Boards**

*Tom Jennings, W&L and Heidi Hansen McCrory, Furman University*

Boards are essential to liberal arts institutions and provide immense value. Building and maintaining a philanthropic and active board takes time and committed strategy. Tom and Heidi will discuss how they've worked with their boards to maintain productivity during times of turbulence.

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**2:30 p.m. – 2:45 p.m.**

**Break**

**2:45 p.m. – 3:45 p.m.**

**Panel Discussion: Future of Liberal Arts**

*Moderated by Jeff Hilperts, BWF with guest panelists Kathy Hansen, College of Saint Benedict, Hieu Nguyen, Harvey Mudd College, and Wayne Webster, The College of Wooster*

Being the vice president for advancement at a liberal arts institution has never been easy, but the existential challenges presented over the last few years have created obstacles previously unimaginable. The most resilient and resourceful advancement leaders have used this moment to innovate and revolutionize how we raise money on behalf of our institutions. Being nimble and agile is now a way of life for Kathy Hansen at College of Saint Benedict, Hieu Nguyen at Harvey Mudd College, and Wayne Webster at The College of Wooster. They will come together to share their successes and disappointments in a panel discussion moderated by BWF's Jeff Hilperts. This interactive session will draw not only from their experiences but those of the attendees as well as we identify the tactics and strategies that will take us from survive to thrive.

**3:45 p.m. – 4:00 p.m.**

**Day One Wrap-Up and Adjourn**

*\*Agenda is subject to change.*