

Friday, September 19, 2014  
2nd Annual SJSU Fundraising Academy  
in the new Student Union

# Best Practices and Tales from the Trenches

## Program

**Check-In and Light Breakfast 8 – 9 a.m.**  
Theater Patio

**Morning Plenary (All Attendees) 9 – 10:30 a.m.**  
*Disruptive Innovations in  
University Fundraising*  
Donna Hay, Associate Director,  
Education Advisory Board  
Strategic Research  
East Indoor Theater

**Concurrent Sessions 10:45 – 11:45 a.m.**  
**Faculty Track:**  
*Fundraising as a Faculty Member*  
Andrew H. Feinstein, Provost  
Ballroom A

**Development Track:**  
*Development Director/  
Dean Partnerships*  
Theresa Mendoza, Senior Advisor,  
Campus Advancement, The California  
State University, Chancellor's Office  
Ballroom C

**Lunch Noon – 1:30 p.m.**  
**Keynote Presentation:**  
*Philanthropic Conversation Study:  
How a Donor's Advisors Can  
Influence Giving*  
Michael Wagschal, Senior Vice  
President and Institutional Philanthropic  
Specialist U.S. Trust/Bank of America  
Corporation  
Ballroom B

**Concurrent Sessions 1:45 – 2:30 p.m.**

**Faculty Track:**  
*How to be Resourceful (Simple  
Fundraising Techniques Without  
a Development Director)*  
Rebecca A. Dukes, Vice President,  
University Advancement  
Ballroom A

**Development Track:**  
*Advancement by the Numbers:  
Using Data to Inform Strategy,  
Improve Performance and  
Secure Resources*  
Donna Hay, Associate Director,  
Education Advisory Board  
Strategic Research  
Ballroom C

**Concurrent Sessions 2:45 – 3:30 p.m.**

**Faculty Track:**  
*Simple Stewardship  
(Panel Discussion)*  
Moderated by AVP of Development  
Beth Colbert  
Ballroom A

**Development Track:**  
*Research: Easy Stuff You  
Can Do At Your Desk*  
Amanda Struer, Associate Director  
of Development Research  
Ballroom C

**Afternoon Plenary (All Attendees) 3:45 – 4:30 p.m.**

**Donor Panel: Why They Give**  
Moderated by Tower Board of Directors  
member Ed Oates  
East Indoor Theater

**Wine and Cheese Reception 4:30 – 5:30 p.m.**  
Theater Patio

Join Us! RSVP Today!

For more information or to RSVP,  
contact Marisela Mercado at 408-924-1764.  
or marisela.mercado@sjsu.edu.

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