

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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