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

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