

SENIOR ADVANCEMENT MANAGEMENT

Track Session I

EVALUATING ADVANCEMENT PROGRAMS AND STAFF PERFORMANCE

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

Developing a relevant framework for performance evaluation is one of the most important challenges to advancement staff and management. Development staff often are reviewed without statistical reference, and goals for dollars raised, proposals delivered or contacts made are not always based on realistic models. In an ever more data-driven environment, advancement programs can measure just about anything with speed and efficiency, but how do you determine and develop a model that works for you and your academic leadership? What you measure and what your team values as standards will very likely determine the reliability and success of your programs. Learn what are the critical best practices for evaluating programs and staff, and what other institutions are doing to stay successful.

Speaker: Clay Edwards, Associate Vice Chancellor, University of Arkansas

Track Session III

OUTLOOK FOR EDUCATIONAL ADVANCEMENT: A CONVERSATION WITH CASE LEADERSHIP

Thursday, February 23, 3:30 – 4:45 p.m.

Join CASE president John Lippincott as he leads a panel discussion with members of three advisory commissioners from District VIII: Tim O'Malley from Pacific University, Lee Elliott from the University of Alberta, and Jim Booth from Willamette University. These established educational advancement leaders will provide their views on "horizon issues" facing fund-raising, communications and alumni relations. Take advantage of the opportunity to meet these leaders to offer your own insights and to discuss with CASE leadership how your professional association can assist you in addressing the challenges that lie ahead.

Moderator: John Lippincott, President, CASE • Panelists: Tim O'Malley, Vice President, University Relations, Pacific University; Jim Booth, Director, Alumni/Parent Relations, Willamette University; Lee Elliott, Director, Public Affairs, University of Alberta

Track Session IV

COACHING AND THE POWER OF QUESTIONING

Friday, February 24, 9:45 a.m. – 12:00 p.m. (an extended session)

People are the most important asset of any organization. And research shows that a lack of coaching is one of the biggest mistakes made by management. So how can you learn the difference between coaching and managing? How can you effectively set coaching goals with staff? How can you ensure that your staff drives their own professional development? Managers that join this important session will discover the answers to these questions and more. Rob Prowse, a professional facilitator in the corporate coaching world, will share how to establish professional development goals with your staff, and how to use powerful coaching questions to effectively engage your staff while getting them thinking about their own professional development. This is a must-attend for anyone that manages people.

Speaker: Rob Prowse, President, Prowse & Associates