



COUNCIL FOR ADVANCEMENT  
AND SUPPORT OF EDUCATION®

DISTRICT VII AND DISTRICT VIII COMMUNITY COLLEGE SYMPOSIUM

Mirage Hotel in Las Vegas, Nevada  
Tuesday and Wednesday, December 4-5, 2007

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**Day 1: Tuesday, December 4, 2007**

8:30 – 9:00 AM

**Breakfast**

9:00 – 9:15 AM

**Welcome and Introductions**

*John Lippincott*, President, Council for Advancement and Support of Education

*Joanne E. Clark*, CASE District VII Chair, and Associate Vice Chancellor, University of Hawai'i at Mānoa

*Brad Hestbak*, District VIII Chair, and Senior Director of External Relations, Northern Lakes College, Alberta, Canada

9:15 – 10:15 AM

**Lay of the Land in Advancement for Community Colleges**

This session will review the current trends of advancement for community colleges. How has the face of fundraising, communications and alumni affairs changed on community college campus?

Speaker: *Ara Serjoie*, Vice President of Development, Clark College Foundation, WA

10:15 – 10:30 AM

**Break**

10:30 – 11:45 AM

**Building Campus Buy-In: Building the CASE for Giving on a Community College Campus!**

Building the case for giving is often easier externally than internally. How does one engage campus leaders in the advancement process? This session aims to help internal constituencies see the return on investment for advancement.

Speaker: *Susan Kostick*, former Vice President, College Relations and Advancement, Edmonds Community College

11:45 AM to NOON

**Break**

NOON – 2:00 PM

**Capital Campaigns – Staying Ahead of the Curve**

Resource development has become a key concern on all campuses and being part of a capital campaign has become a requirement for many community college leaders. See how other community college leaders have defined the role of the president in relation to its Foundation, learn the art of Board management, and get involved with the “brass tacks” of conducting a capital campaign.

Speaker: *Linda P. Frank*, Executive Director, Santa Rosa Junior College

2:00 – 3:15 PM

**Philanthropy & Accountability: A New Era of *High Stakes* Transparency**

Today’s colleges and universities are facing a new era of accountability and expectations in dealing with donors, with state and federal legislators, and with the public at large. In this session you will review how institutions are dealing with Sarbanes-Oxley recommendations, responding to donor concerns regarding gift use and stewardship, outlining the working partnership between the institutionally related foundations and the institutions they serve, and crafting public disclosure policies that communicate all of the above to our constituencies.

Speaker: *Myrna Hall*, Consultant, Marts and Lundy

3:15 – 3:30 PM

**Break**

3:30 – 4:30 PM

**Engaging and Staying Connected with Community College Alumni**

Alumni and, in many cases, their parents are excited about the successful launching of educational alternatives and/or careers that the community colleges have provided. Can community colleges compete with other higher education institutions and bridge the time-gap between leaving a community college campus and having the alumni being able to give back to the institution, often a decade or more later? Learn what other institutions have done to build effective and successful community college affinity programs.

Speakers: *Dudley W. “Skip” Gill*, President, Strategic Impact Marketing, and Long Beach Community College Alumni Association Board Member; *Pommashea Noel-Bentley*, Director, Alumni and Development, SAIT Polytechnic, Canada

4:30 – 5:30 PM

**Community College Success Stories and Lessons Learned**

5:30 – 6:00 PM

**Break**

6:00 – 7:30 PM

**District Receptions**

Join colleagues in District VII or District VIII in a relaxing atmosphere where ideas can be shared and networking is encouraged.

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7:30 PM

**Secret Garden Extravaganza**

Within the enchanting tropical sanctuary of The Mirage's "Siegfried and Roy's Secret Garden and Dolphin Habitat," CASE members and their guest will enjoy a magical evening of dining and entertainment, sampling savory fare while observing trainers interacting with beautiful, exotic white tigers, lions, panthers, leopards and dolphins. This unique experience is not available to the general public and thanks to the generosity of our sponsors, we are extremely pleased to offer this event.

*Fee: \$25 per person (\$50 for guests, limit one guest ticket per registrant). Space is limited.*



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**Day 2: Wednesday, December 5, 2007**

8:30 – 9:00 AM

**Breakfast**

9:00 – 10:15 AM

**Donor Cultivation – Strategies to Move toward Major Gifts and Stronger Annual Giving Programs**

Community colleges have always held a special place in the hearts of those they have touched – from the well prepared or ill-prepared first-generation college student to the talented transfer-bound student. For many, the campus is a warm and caring launching environment toward further education or promotion in their chosen careers. With other community college leaders, engage in a dialogue of how to develop a strategy for your institution on effective donor cultivation at all levels – bringing long-term small annual personal donations to the next level of giving, cultivating business and corporate donors to support not just those programs that directly impact their workforce development needs but also the mission of the college as a whole, and understanding the nuances of cultivation with diverse cultures. Also learn the art of positive thinking in donor cultivation and accept that “the ask” can be a win-win situation for both the institution and the donor.

Speaker: **Jan Van Note**, Senior Vice President, The Clements Group, L.C.

10:15 -10:30 AM

**Break**

10:30 – 11:30 AM

**Community College Fundraising: Stacking the Deck in Your Favor**

When it comes to fundraising, the deck traditionally has been stacked against community colleges. Whether you're just starting a foundation or already experience significant success, it's time to reshuffle – but first you need to know the rules of the game. Join us for a broad ranging discussion including issues such as relationship building, staffing, the role of college and community leaders, and the culture and structure of fundraising. We'll look at the cards you need for a winning hand as well the Aces that are missing from almost all community college decks.

Speaker: *Steven Schenk*, CEO – The Maricopa Community Colleges Foundation

11:30 AM - NOON

**What Do Community Colleges Need to Advance Advancement: Where Do We Go From Here?**

*Joanne E. Clark*, CASE District VII Chair, and Associate Vice Chancellor, University of Hawai'i at Mānoa

*Timothy L. O'Malley*, CASE District VII Director for Senior Programming, and Vice President for University Relations, University of San Diego

NOON

**Adjourn**