



District II

2018 ANNUAL CONFERENCE | FEBRUARY 25-27

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SUNDAY

7 a.m.-6 p.m.	Check-In	Maryland Registration Desk A
	Speaker & Volunteer Check-In	Maryland Registration Desk C
7-8:30 a.m.	Continental Breakfast	Chesapeake A
8-10 a.m.	Professional Headshots	Outside of Maryland A
9:30 a.m.-11:30 a.m.	Creating and Maintaining an Inclusive Campus Climate	National Harbor 12
	(Evidence Based) Knowledge is Power II	National Harbor 7
	Large or Small; Public or Private: Effective Training Strategies for Any School	National Harbor 13
	Leadership Competencies, Part I and Part II	National Harbor 4
	Once Upon a Time...the Power of Unearthing, Unpacking and Sharing Your Story	National Harbor 5
12-6 p.m.	Exhibit Hall Open	Maryland AC/1-3
12- 1:30 p.m.	Opening Keynote Panel and Luncheon	Maryland BD/4-6
2-2:45 p.m.	Implementing a Legacy Challenge Match Program at a Large University	National Harbor 13
	The Public Face of a Crisis: Managing External Relations During a Scandal	Chesapeake H
	Steering the Ship: How to Navigate a Successful Alumni Board Transition	Chesapeake F
	Partnering Alumni Relations and Annual Giving for Successful Graduate Campaigns	Chesapeake D-E
	Prospect Development Pipeline "It's a Team Effort!"	National Harbor 12
	Long Island Alumni Directors: An Example of Networking Excellence	Chesapeake J
	No Bystanders – an Extroverts and Introverts Guide to Being Effective at Events	National Harbor 5
	Making College Great Again: How to Market Higher Education Like Donald Trump	Chesapeake K
	Using Facebook Live to Support Your Message	Chesapeake J
	Want Fries With That? Maximize Data to Increase Engagement	National Harbor 6
	Building Your Alumni Leadership Pipeline through Student Engagement	Chesapeake G
	Good Eggs: Influencing Workplace Culture with an Informal Recognition Program	Chesapeake I
2 - 4 p.m.	Professional Headshots	Outside of Maryland A

SUNDAY

2:45 - 3:15 p.m.	Networking Break with Exhibitors and Sponsors	Maryland AC/1-3
3:15 -4 p.m.	Sprinting to the Finish: Closing our Campaign One Year Early	National Harbor 6
	Data Quality: Using a Third Party Tool	Chesapeake K
	Building Successful and Mutually Beneficial Partnerships Across Campus	National Harbor 7
	Robinhood Digital Strategy: Copy and Steal from For-Profit to Benefit Higher Ed	Chesapeake G
	Zero to Hero: Lessons for Launching a Comprehensive Campaign in Under Six Months	Chesapeake H
	The Five Things You Must Do to Retain Your Best Talent	Chesapeake I
	Why Invest in a Student Advancement Program	Chesapeake D-E
	To See or Not to See: Optimizing Resources to Manage Your Prospect Pool	National Harbor 4
	Where Are We Now? The Trajectory of 21st Century Digital Giving and Engagement	National Harbor 13
	Software that learns you: a primer on Artificial Intelligence & Machine Learning	Chesapeake L
4-5:30 p.m.	Opening Reception with Sponsors and Exhibitors	Maryland AC/1-3
6-8 p.m.	Open Networking	
8-11 p.m.	Sunday Reception	Bobby McKeys Dueling Piano Bar

NOTES:

MONDAY

7 a.m.-6 p.m.	Check-In Speaker & Volunteer Check-In	Maryland Registration Desk A Maryland Registration Desk C
8-9 a.m.	Breakfast Roundtables and Focused Discussions	Maryland BD/4-6
9-9:45 a.m.	Diamonds in the Rough: Finding Sparkling Prospects in Leadership Annual Giving Measuring Alumni Engagement “The Secret Recipe” Taming the Beast: Tiering Your Endowment Reports to Slay Inefficiency Beyond the Marketing Department: Building an Institution-wide Brand Team #UWaterloo60: Celebrating a Milestone Anniversary with Your Campus and Community Not Always the Usual Suspects: a Capital Campaign Model for Lifetime Donor Value A Step Ahead: Investing in Your Future Career It’s Alive! Actualizing an Uber-Gift Officer Model at Franklin & Marshall College How CUNY Organized 24 Campuses for its’ First #GivingTuesday Campaign Positively Impacting Alumni Metrics: Engaging Alumni with the Career Center Coaching Foundation Board Members to Adopt a Philanthropic ‘Mindset’ Gift Processing and Biographical Records: Opportunities from Working Together Onboarding: Bridging the Gap Between Recruitment and Performance Management	National Harbor 5 National Harbor 7 Chesapeake G Chesapeake K Chesapeake J National Harbor 12 Chesapeake I National Harbor 13 National Harbor 4 Chesapeake F Chesapeake D-E Chesapeake L Chesapeake H
9-11 a.m.	Professional Headshots	Outside of Maryland A
9:45-10:15 a.m.	Networking Break with Exhibitors	Maryland AC/1-3
10:15 a.m.-11 a.m.	Leadership Plenary	Maryland BD/4-6
11:15-12 noon	The Three Phases of Campaign Communications: Best Practices Bridging the Gap: Successful Fundraising and Advancement Services Collaboration Invigoration of Alumni Programming: The Case for Friendraising From Advisory Boards to Affinity Groups: Getting the Most Out of Your Volunteers Homecoming Without Football: Giving Alumni a Reason to Come Back Blueprint: Building Your Career with Purpose Managing the Journey from Print to Digital; Reinventing a Beloved Publication	Chesapeake H Chesapeake D-E Chesapeake G National Harbor 5 Chesapeake F Chesapeake I Chesapeake L

MONDAY

11:15-12 noon (cont.)	Collaborating vs. Consuming: Concept for sustained success in marketing communications and development work	Chesapeake K
	Using Donor Insights to Drive Strategic Engagement	National Harbor 4
	The Annual Fund: Rebranding, Reconsidering, and Reimagining	National Harbor 13
	Capturing the Lifecycle of Named Giving Opportunities: a Historical Perspective for Relationship Management	Chesapeake J
	Is Your Annual Fund Message Resonating?	National Harbor 7
	Effective Tools for Collaboration Between CFR and Research Offices	National Harbor 12
12:15-2 p.m.	Accolades and Awards Luncheon	Maryland BD/4-6
2:15-3 p.m.	Digital Signage Centralization Resulting in Enhanced Campus Engagement	Chesapeake J
	Oh They Don't Give: Overcoming Implicit Bias in Major Gift Fundraising	National Harbor 13
	Cultivating Current Students for Careers in Advancement	Chesapeake H
	Building a Modern Alumni Relations Operation	National Harbor 7
	Alumni Career Services: from the Ground Up	Chesapeake G
	The Art and Science of Recognition Circles	Chesapeake K
	Practical Planning: 6 Elements to Creating a Successful Strategic Plan	Chesapeake F
	From Zero to 60: Using a Campaign as a Catalyst for Fundraising Growth	National Harbor 5
	Long(er) Game: Strategically Cultivating and Soliciting Entrepreneurs	National Harbor 4
	This Land is Your Land (too): Engaging Graduate Alumni in Annual Giving	National Harbor 12
	Community College Fundraising: Two campaigns, a Dean and a Gift Officer	Chesapeake D-E
	Seeding Powerful Peer-to-Peer Alumni Communications	Chesapeake L
	From Students to Stakeholders: Developing Genuine Alumni Relations	Chesapeake I

NOTES:

MONDAY

3-3:30 p.m.	Networking Break with Exhibitors	Maryland AC/1-3
3:30-4:15 p.m.	Elevating Annual Giving	National Harbor 7
	Leadership Lessons from Advancement's Level-5 Leaders	National Harbor 4
	Engagement Across Intersections: Practices of Inclusion in AR	Chesapeake F
	Beyond the Silos: a Guide to Strategic, University-wide Volunteer Management	National Harbor 5
	Building (or Rebuilding) an International Alumni Engagement Strategy	Chesapeake H
	Communicating Transformational Vision in Strategic Planning	Chesapeake J
	#Cultivate: Strategies for Making the Most of Your Social Channels	Chesapeake I
	Developing Talent in Advancement	Chesapeake K
	Grateful Patient Fundraising: A Physician and Nurse Practitioner's Perspective	Chesapeake D-E
	Best Practices for Frontline Fundraising and Management	National Harbor 13
A Few Simple Statistics Saved the Day! (And the Campaign Goal)	National Harbor 12	
5-6 p.m.	Open Networking: Opportunities and Inclusion (O&I), Community Colleges, Independent Schools	National Harbor 8
7:30-9:30 p.m.	CASE After Dark	POSE 2nd Floor

NOTES:

TUESDAY

7 a.m.-11 a.m.	Check-In	Maryland Registration Desk A
	Speaker & Volunteer Check-In	Maryland Registration Desk C
8:30-9:30 a.m.	CASE Cafe with Exhibitors	Maryland AC/1-3
9:15-10 a.m.	How To Leverage Psychology and Analytics to Raise More Dollars	Chesapeake D-E
	Increasing Philanthropic Support and Overall Engagement in Remote Locations	National Harbor 12
	The Role of Advancement Services in Your Campaign	Chesapeake G
	Worth the Risk? The Advancement Services Role in Managing Risk	Chesapeake I
	Tales of Alumni Relations/Annual Fund Partnership: 5th/50th Reunion Challenge	Chesapeake F
	POW! Prioritizing, Organizing, and Wowing in the World of Alumni Engagement	National Harbor 7
	Supporting Your Engagement Metrics Model	Chesapeake J
	Leveraging Student Engagement: Creating a Strategic Transition to Young Alumni	National Harbor 6
	Here for Good! How Crowdfunding Inspired A Campus Culture Of Philanthropy	Chesapeake K
	Guerrilla Video Production in Higher Ed	Chesapeake L
	Bringing in the Big Guns: Effectively Engaging Academic Officers in Cultivation	National Harbor 5
	Full-Power Frontline Fundraising at the University of Rochester	National Harbor 13
	Five Strategies to Increase Annual Fund Revenue	National Harbor 4
	How to Break Obsolete Fundraising Rules and Inspire Mega-Giving	Chesapeake H
10:15-11:30 a.m.	Closing Brunch	Maryland BD/4-6

***Please note this schedule is subject to change.*



This conference is presented by

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