

THE UNIVERSITY *of* TEXAS SYSTEM



#SYSTEMSEMINAR2016 | WWW.UTSYSTEM.EDU/SYSTEMSEMINAR

AGENDA

SUNDAY, DECEMBER 4 – MONDAY, DECEMBER 5



SCHEDULE

At a Glance

Sunday, December 4

<i>Time</i>	<i>Event</i>	<i>Location</i>
12:00 – 5:00 P.M.	Registration Open	Registration Desk, Level 2
1:00 – 2:00 P.M.	Newcomer's Program (Boot Camp)	Level 2
1:00 – 3:30 P.M.	Advancement Services Working Group **	Level 1
2:00 – 2:15 P.M.	Break	
2:15 – 3:30 P.M.	Boot Camp Breakouts by Field	Level 2
3:30 – 3:45 P.M.	Break	
3:45 – 5:00 P.M.	Breakout #1–Concurrent Sessions	Levels 1, 2
5:45 – 6:15 P.M.	Load Shuttles for Dinner	Hotel Side, University Avenue
6:00 P.M.	Dinner on the Town/Austin Experience	Abel's on the Lake
8:00 P.M.	First Shuttle Returns	

Monday, December 5

<i>Time</i>	<i>Event</i>	<i>Location</i>
7:30 A.M. – 4:30 P.M.	Registration Open	Registration Desk, Level 2
7:30 – 8:45 A.M.	Breakfast and Roundtable Discussions	Grand Ballroom, Level 3
9:00 – 9:30 A.M.	Welcome Remarks and General Session	Grand Ballroom, Level 3
9:30 – 9:45 A.M.	Break	
9:45 – 10:45 A.M.	Breakout #2 – Concurrent Sessions	Levels 1, 2, 3
10:45 – 11:00 A.M.	Break	
11:00 A.M. – 12:00 P.M.	Breakout #3 – Concurrent Sessions	Levels 1, 2, 3
12:15 – 1:45 P.M.	Chancellor's Excellence Awards Luncheon	Grand Ballroom, Level 3
1:45 – 2:00 P.M.	Break	
2:00 – 3:00 P.M.	Breakout #4 - Concurrent Sessions	Levels 1, 2, 3
3:00 – 3:15 P.M.	Break	
3:15 – 4:15 P.M.	Breakout #5 - Concurrent Sessions	Levels 1, 2, 3

** This session is limited to members of the UT System Advancement Services Working Group.



2016 BREAKOUT SESSIONS At-A-Glance

SUNDAY, DECEMBER 4

	AUDIENCE	ROOM
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3:45 – 5:00 P.M. BREAKOUT #1 – CONCURRENT SESSIONS

Hope is not a strategy: Realizing Your Portfolio's True Potential	DEV	104
Compelling Appeals and Meaningful Thank You Notes	DEV/ADV/EVENTS	106
D.A.M. Cheap	MAR	101
Communication Strategies for Development and External Relations Team Members	COM/GEN	203
Legislative Session Overview and Effective Legislative Communications	GEN/COM	202

MONDAY, DECEMBER 5

	AUDIENCE	ROOM
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9:45 – 10:45 A.M. BREAKOUT #2 – CONCURRENT SESSIONS

The Strategic Alumni Relations Enterprise	DEV	104
Let's Get Digital, Digital: More Moves for Your Annual Giving Dance Card	DEV/ADV	203
Pitch Perfect: The Art of Successful Pitching	COM	202
Changing Demographics	MAR/GEN	101
Networking Survival Skills: What You Say Without Saying a Word	GEN/EVENTS	Salons DE

11:00 A.M. – 12:00 P.M. BREAKOUT #3 – CONCURRENT SESSIONS

Exceeding Expectations for Major Donor Recognition	DEV/ADV	104
Goals and Metrics that Make a Difference	DEV/ADV	101
Data and Reports that Matter	ADV/DEV	203
Using Digital Analytics to Make Decisions	MAR	202
Creating a Culture of Communication & Collaboration	COM/GEN	Salons DE

2:00 – 3:00 P.M. BREAKOUT #4 – CONCURRENT SESSIONS

Major Gift Strategies for the Development Newcomer	DEV	Salons DE
Getting the Most Out of Raiser's Edge	ADV/DEV/GEN	104
Principles in Design Thinking	MAR	203
UT System Branding Update	MAR/GEN	202
Space Matters: Your Experimental Meetings Laboratory – Part 1	EVENTS/GEN	Conf. Rm. 301

3:15 – 4:15 P.M. BREAKOUT #5 – CONCURRENT SESSIONS

Corporate and Foundation Giving: Trends and Strategies	DEV/ADV	104
Getting to First Base: Insights into Marketing Your Gift Planning Program	DEV/ADV	203
The Power of the Op-Ed	COM	101
A Seat at the Table	COM/GEN	Salons DE
Space Matters: Your Experimental Meetings Laboratory – Part 2	EVENTS/GEN	Conf. Rm. 301

LEGEND

DEV = Development

ADV = Advancement Services

COM = Communications

MAR = Marketing

EVENTS = Special Events

GEN = General Interest

MONDAY DECEMBER 5, 2016

7:30 A.M. – 4:30 P.M.

Registration Open | REGISTRATION DESK, LEVEL 2

7:30 – 8:45 A.M.

Breakfast and Roundtable Discussions | GRAND BALLROOM

Turn to page IO for a full listing of Roundtable topics.

9:00 – 9:30 A.M.

Welcome Remarks and General Session | GRAND BALLROOM

RANDA SAFADY

Vice Chancellor for External Relations, UT System

9:30 – 9:45 A.M.

Break

Please remember to check out no later than Noon. You may store your luggage at Hotel Reception or Breakout 211 by the System Seminar Registration Desk until the program concludes.

9:45 – 10:45 A.M.

BREAKOUT #2 - CONCURRENT SESSIONS

The Strategic Alumni Relations Enterprise | 104

JEFF MARTIN

Senior Consultant, Education Advisory Board

JANA KENNELLY

Assistant Vice President for Alumni Relations, UT San Antonio

The alumni relations field has changed profoundly in recent years. Alumni populations are growing, donor counts are dropping, and alumni are increasingly unresponsive to their alma mater's traditional engagement efforts. As a result, the question of how to engage alumni is challenging advancement leaders across higher education. New digital communication channels lead many alumni to circumvent their alma mater to connect with their former classmates, but even engaged alumni are dissatisfied by the underwhelming array of happy hours and social events that alumni relations professionals offer. Learn how innovative institutions are adapting to this changing environment by:

- Taking strides to meet the engagement needs of today's alumni while fostering a seamless transition between engagement and giving;
- Facilitating high-impact engagement through digital programming and targeted volunteer opportunities; and
- Hardwiring organizational processes so that alumni relations and development professionals communicate, collaborate, and, in some cases, consolidate their operations.

Let's Get Digital, Digital: More Moves for Your Annual Giving Dance Card | 203

ADRIAN MATTHYS

Director of Annual Giving, UT Austin

JOSH ROBERTSON

Vice President of Product Strategy, Ruffalo Noel Levitz

It's time for everyone to get digital, but that doesn't mean digital is the holy grail of fundraising channels. This session will wade through the hype surrounding digital and share field-proven data-driven strategies to help amplify your fundraising success, including:

- Types of digital fundraising (spoiler alert: it's more than crowdfunding and giving day)
- The digital donor persona
- Incorporating digital programs into an already congested annual giving plan
- Building sustainable growth through digital strategy

Pitch Perfect: The Art of Successful Pitching | 202

JODI FLEISIG

Senior Vice President, Media Relations, Porter Novelli

Journalists are stretched more now than ever before. They appreciate a great story, but they don't want to be "pitched to," so media relations pros need to do their homework. Fleisig, a former CNN senior executive producer, will give tips for thinking and acting like a reporter: Know your angle; make sure it breaks news, ties to the news of the day or a news trend; pitch it cleanly without a lot of hype; and get to the bottom line fast. And most importantly, don't waste their time. This way, journalists will respect you, and if this story isn't for them, they'll answer your phone call the next time.

Changing Demographics | 101

STEVE MURDOCK

Director, Hobby Center for the Study of Texas; Allyn and Gladys Cline Professor, Department of Sociology, Rice University

Texas is the fastest growing and the second largest state in the nation. Its population increased from 20.9 million in 2000 to 27.5 million in 2015 and is projected to have more than 55 million by 2050. Texas, which became a majority-minority state in 2010, is among the most diverse states in the nation and is projected to become increasingly diverse in the coming decades.

This population shift in racial and ethnic composition presents a number of challenges for Texas, especially in K-12 and higher education. Lower levels of education are related to lower incomes and fewer socioeconomic resources for individuals and families, which then affects the government and other entities that depend on the overall wealth of the state and nation.

Murdock, the former director of the U.S. Census Bureau and former state demographer of Texas, will discuss how important it is for actions to be taken to ensure that all Texans have the skills and education they need to be competitive; otherwise, Texas is likely to be poorer and less competitive in the future.

Networking Survival Skills: What You Say Without Saying a Word | SALONS DE, LEVEL 3

DIANE GOTTSMAN

National Etiquette Expert, The Protocol School of Texas

As higher education professionals, we routinely find ourselves in situations where we must communicate effectively and put our best foot forward. Are you certain you are sending the right message? Understanding the intricacies of business etiquette is what thoughtful organizations and major corporations consider an essential survival skill. Effective networking takes effort and practice. People like doing business with people they trust, and a good communicator knows how to put others at ease. A nationally recognized etiquette expert and popular media resource, Gottsman will provide her best tips, tidbits and tricks from some of her many workshop offerings. As a former fundraiser, Gottsman can relate to the myriad of situations and circumstances advancement professionals encounter. Her immensely popular session will include topics such as: The Proper Introduction, A Handshake that Matters, Tips for Remembering Names, Body Language Basics, Technology Courtesy, Balancing Food & Drink Dilemmas, How to Exit a Conversation, Attire Do's & Don'ts and more!

10:45 – 11:00 A.M.

Break