



GREAT LAKES & MID-AMERICA

District V & VI Annual Conference

April 14-16, 2024
Chicago, Illinois



Building Campus Partnerships with a Credential Program: Miami University's CAPP

CERTIFIED ADVANCEMENT PARTNER PROGRAM

Developed by University
Advancement at Miami, the
Certified Advancement Partner
Program (CAPP) is a one-day
workshop for faculty and staff.

What we were asked to do:

Create a critical mass of skilled faculty & staff advocates and ambassadors for not only University Advancement, but also the Campaign for Miami University.



Brad Bundy
Vice President, University Advancement, Miami University

Today's Presenters



Stacey Lowery Bretz

Dean and Professor of Chemistry
The Getty College of Arts and Sciences
Ohio Northern University



Emily Berry

Assistant Vice President
Individual and Annual Giving
Miami University



Michelle Rosecrans

Senior Director
Alumni Relations
Miami University

The background of the slide features a large, semi-transparent circular graphic. Inside this circle, there is a photograph of a university building with a prominent central tower and a green dome. In the foreground, there are branches of a cherry blossom tree in full bloom, with numerous pink flowers. The overall scene is bright and colorful, suggesting a spring setting.

About Miami University

What we'll cover in this session

- How and why we created Miami's Certified Advancement Partner Program (CAPP)
- Key elements of a partner training workshop
- Envisioning your own partnership-building program

Let's take a poll:

**What do you wish your
university colleagues
knew about your work in
advancement?**

Pair Share:

Who are the campus colleagues who could benefit from learning about your Advancement office?

Keep it Interactive

- PRE-WORK: Your Questions about University Advancement
- INTRO ACTIVITY: Learning to Speak Advancement
- ALUMNI ACTIVITY: Put on your Alumni Relations Hat
- DEVELOPMENT ACTIVITY: Development Mythbusters
- STEWARDSHIP & DONOR RELATIONS: The Donor Experience
- PANEL DISCUSSION: A Dean, a Doc, and a Donor

How our workshop is structured

- Part 1 - Reviewing submitted questions about Advancement
- Part 2 - Sorting through prior knowledge
- Part 3 - Meeting the departments of Advancement
 - Alumni Relations
 - Development
 - Stewardship and Donor Relations
- Part 4 - A Dean, A Doc & A Donor Panel
- Closing - Next steps

Building Your Own CAPP

Crafting a Credential Program

Brainstorming Activity*

- **First round** - Read the question and record your responses on the flip chart. If you agree with another person's idea, indicate your agreement by putting a check mark next to it.
- **Rotate stations** - Check mark the answers you agree with. Add your own ideas that are missing.

***Carousel Design: Transparent Data Gathering**, from
Collaborative Leadership in Action (Sanaghan, Gabriel 2014)

Realizing the Potential



I've always appreciated Advancement and hearing from/eating with other staff from this division was delightful. Talented group and would love to work even more closely. I loved the activities and will "borrow" for my future presentations!



Learned that advancement is a "two-way" street - and how faculty/staff can contribute to the success of the development team.

I learned a ton about advancement, stewardship, and alumni. I learned how to be more effective in thinking about managing and interacting with alumni.

I am excited to think about big ideas to engage alumni as well as ways to tell a better story about the work I do.

...now I feel empowered.

Average Overall Satisfaction: 9.5

Outcomes for Participants



Outcomes for Participants



President's Luncheon, Certificate



Digital Credential

Outcomes for Advancement

- Plans for CAPP to be part of onboarding process for new Advancement staff
- Enhanced reputation as collaborative campus partners
- Professional and personal growth
- So many meaningful connections with staff and faculty who were previously unengaged

Key Takeaways

Empowerment Through Education

CAPP demystifies the advancement process and equips campus partners with the knowledge and skills necessary to effectively collaborate and contribute to university advancement goals.

Implementing a similar program can empower faculty and staff, enhancing their roles as proactive stakeholders in the institution's success.

Collaboration is Key

Building a successful credential program like CAPP requires broad collaboration across various campus sectors. Engaging diverse stakeholders not only enriches the program content but also ensures widespread buy-in and relevance, fostering a unified campus community committed to collective advancement objectives.

Continuous Growth and Adaptation

The development and evolution of CAPP illustrate the importance of ongoing learning and adaptation in leadership and professional growth. Creating a credential program provides continuous professional development opportunities for participants and program leaders, promoting a culture of continuous improvement and innovation within the institution.

Questions?

THANK YOU!

Michelle Rosecrans

Senior Director, Alumni Relations
Miami University



Emily Berry

AVP for Annual Giving
Miami University



Dr. Stacey Lowery Bretz

Dean and Professor of Chemistry
The Getty College of Arts and Sciences
Ohio Northern University

