



TACCF Conference Agenda 2021

Tuesday, February 2, 2021	
10:00 - 11:00 am	<p>Pre-Conference Panel Discussion - Why CFRE? <i>Moderator:</i> Ashley Gatewood, Communications and Marketing Manager, CFRE <i>Panelists:</i> Sheila Marlow Due, CFRE, Executive Director, Alamo Colleges Foundation, Inc. Jessica Pace, CFRE, Director of Institutional Advancement, Panola College Foundation Karen L. Schmidt, CFRE, President, Houston Community College Foundation Robert Suggs, CFRE, Development Officer, Del Mar College Foundation</p>
Wednesday, February 3, 2021	
Sponsored by: PFM Asset Management	
8:30 - 8:45 am	<p>TACCF Welcome Mary McQueen, CFRE – TACCF President, Executive Director, Del Mar College Foundation Nicole Robinson Gauthier, CFRE – TACCF VP and 2021 Conference Chair, Executive Director, Lone Star College Foundation</p>
8:45 – 9:45 am	<p>Keynote – Magie Cook <i>I AM EXTRAORDINARY</i> Great leadership thinkers think ‘outside the box’. Their #1 secret is emotional intelligence. They lead on the front line, they test and implement new ideas, and if something doesn’t work, they persevere and change their approach 1000 times+ until they achieve their ultimate outcomes. Great leaders are servants, and they delight in the impact they’ve had on a person, even after they’ve moved on to other new ventures.</p>
9:45 – 10:00 am	<i>Break</i>
10:00 – 11:00 am	<p>General Session – Addressing the Needs of Today’s Students Nicole Robinson Gauthier, CFRE, Executive Director, Lone Star College Foundation Dr. Quentin Wright, President, Lone Star College - Houston North</p> <p>The needs of community college students are changing, especially in a pandemic. Hear how two Texas community colleges fundraised, responded and helped students in need.</p>
11:00 – 11:15 am	<i>Break</i>
11:15 am – 12:15 pm	<p>Panel Discussion – Leading Beyond COVID <i>Moderator:</i> Pyeper Wilkins, Vice Chancellor, Workforce and Advancement, Dallas College <i>Panelists:</i> Bryan Ashton, VP Community Investment & Government Affairs, Trellis Company Cara Crowley, Vice President of Strategic Initiatives, Amarillo College</p> <p>Hear from leaders about what they believe it takes to move community college students and issues forward in 2021 and beyond.</p>
12:15 – 1:30 pm	Lunch Networking Hour – PFM Asset Management

Thursday, February 4, 2021

Sponsored by: Texas Pioneer Foundation

8:30 – 8:45 am	TACCF Welcome Mary McQueen, CFRE – TACCF President
8:45 – 9:45 am	Keynote – Jenna Goodman and Nancy Jackson, Generous Change <i>That Was So 2019! 3 Ways to Thrive at Virtual Fundraising</i> Virtual fundraising is no longer a luxury but a necessity. In this session you'll: <ul style="list-style-type: none">• Identify the 3 key skills to adapt to virtual fundraising• Identify questions for more purposeful donor conversations• Learn a strategy for stronger case-building• Feel more confident in their next virtual donor visit
9:45 – 10:00 am	<i>Break</i>
10:00 – 11:00 am	Panel Discussion – Funder Partnerships <i>Moderator:</i> Kathy Hendrick, CEcD, MBA, EDFP, Director of Development, Grayson College Foundation <i>Panelists:</i> Kristin Boyer, Executive Director, Trellis Foundation Michelle Coburn, Program Director, Texas Pioneer Foundation Aaron Demerson, Commissioner, Texas Workforce Commission Carolyn Watson, Vice President Corporate Responsibility, JP Morgan Chase Foundation Hear directly from the funders on what a good funding partnership looks like and how to sustain the relationship.
11:00 – 11:15 am	<i>Break</i>
11:15 am – 12:15 pm	General Session – Fundraising Innovation Cynthia Arbuckle, Development Coordinator - Special Events, Del Mar College Matthew Busby, CFRE, Director of Development, Del Mar College Now more than ever, the power of philanthropy is needed in Texas community colleges. This presentation will include discussion, case studies and data centered on innovations from a community college perspective, plus the adaptation of three traditional in-person events to fit within the parameters of a global health pandemic.
12:15 – 1:00 pm	Lunch Networking Hour
1:00 – 2:00 pm	TACCF Annual Meeting

Friday, February 5, 2021
Sponsored by: Blackbaud

8:30 - 8:45 am	TACCF Welcome Nicole Robinson Gauthier, CFRE
8:45 – 9:45 am	Keynote – Lynne Wester, Donor Relations Guru <i>Stewardship and impact reporting of emergency funds</i> COVID-19 has brought with it a flood of generosity to many organizations. As we roll out emergency fundraising opportunities, we must not forget to deliver impact and stewardship reports on those funds. Together we will explore emergency fund stewardship examples and opportunities. How to get the answers you need for reporting from leadership, report formats and when and how to send those reports. We will also look at ways to balance data with storytelling in order to clearly demonstrate the impact of emergency funds. Start now! We can't waste time delivering impact to those who generously gave during this crisis. <i>1) What funds need a stewardship report and what should this look like</i> <i>2) How to get leadership to get you the information you need in a timely manner</i> <i>3) How can we creatively make the most impact with our reports</i>
9:45 – 10:00 am	<i>Break</i>
10:00 – 11:00 am	General Session – Employee Giving Campaigns Jesse Pisors, Vice President for Advancement and External Relations, University of Houston – Victoria Susan Summers, CFRE, Director of Donor Relations, Lone Star College Foundation Hear from two higher education institutions on how they run a successful employee giving campaign internally.
11:00 – 11:15 am	<i>Break</i>
11:15 am – 12:15 pm	Panel Discussion – Diversity in Giving/Diversity Voice <i>Moderator:</i> Mallory Sampson, Senior Managing Consultant, PFM Asset Management <i>Panelists:</i> Kristen Bennett, Executive Vice President of Advancement, Tarrant County College District Adora Curry, Advancement Marketing Manager, University of Arkansas - Pulaski Tech College Khalid Yasin, Director, PFM Asset Management Diversity in every aspect of what we do is important...not only in asset allocation, but also, talent management, board recruitment and donor acquisition and engagement. Join us as we close the 2021 conference with a conversation on how to move forward to the future.
12:15 – 1:30 pm	TACCF Closing Lunch Networking Hour