

TACCF *Conference* COMMUNITY COLLEGE FIRST

February 8-10, 2023 | Fort Worth, TX



Presenting Sponsor

	Tuesday, February 7, 2023
6:00 pm	Board Dinner Location TBD <i>Optional for board members</i>
	Wednesday, February 8, 2023
9:00 am – 1:00 pm	TACCF Board Retreat and Meeting Stockyards Room <i>TACCF Board Members only</i>
2:00 – 2:30 pm	Conference Check-In – Niles City Ballroom Foyer
2:30 – 3:30 pm	<p style="text-align: center;">Pre-Conference Session - Part One – Niles City Ballroom <i>Digital Fundraising: Secrets Learned from 10 Years of Research and Over 4,000 Experiments</i> Tim Kachuriak, NextAfter</p> <p>By testing using a rigorous scientific methodology employed by Fortune 100 companies, Tim and his team debunked traditional fundraising best practices and uncovered breakthrough principles that produce transformational results. In this rapid-fire session, participants will look at dozens of real-world online experiments and share the secrets to growing your email file and improving your donation response rates. And Tim will demonstrate how you can apply these principles today to your own online fundraising campaigns.</p>
3:30 – 4:30 pm	Break Join us for a 5-minute walk to the Forth Worth Stockyards on Main Street to watch the famous Longhorn Cattle Drive!
4:30 – 5:30 pm	<p style="text-align: center;">Pre-Conference Session - Part Two – Niles City Ballroom <i>Turning Facebook Likes into Donors</i> Tim Kachuriak, NextAfter</p> <p>Facebook has more data on what people value than any other tool or database, yet most fundraisers don't know how to leverage this data to acquire new donors. During this session, Tim will demonstrate a tested and proven strategy to turn Facebook into a reliable and sustainable source of new donors. This proven strategy is based on 4,000+ related online fundraising experiments, 10 years of Facebook fundraising campaigns, and testing with over \$30 million worth of Facebook advertising.</p>
5:30 - 6:30 pm	TACCF Welcome Reception – Niles City Courtyard Sponsored by: PFM Asset Management
6:30 pm	Dinner on your own Meet & Eat Sign-ups at Registration Table

Thursday, February 9, 2023	
7:15 – 8:15 am	Conference Check-in – Niles City Ballroom Foyer
8:30 – 8:45 am	TACCF Welcome – Niles City Ballroom Nicole Robinson Gauthier, CFRE – TACCF President Executive Director, Lone Star College Foundation Mitch Andrews – TACCF VP, 2023 Conference Chair VP Institutional Advancement, Tyler Junior College
8:45 – 9:45 am	<p style="text-align: center;">Opening Keynote – Niles City Ballroom Cheryl “Action” Jackson, Minnie’s Food Pantry</p> <p>Cheryl “Action” Jackson is an author, speaker, TV host, and a multi-million dollar social entrepreneur. During her keynote, she will share her personal journey of struggling from hunger to providing more than 19 million meals to families through her award-winning organization, Minnie’s Food Pantry. Cheryl’s presentation will include lessons learned from establishing the Pantry and the successful resource development that supported expansion of operations from a 500-square-foot facility to a more than 28,000 square-foot building of love and hope for the hungry.</p>
9:45 – 10:00 am	Break Sponsored by: Ellucian
10:00 – 10:55 am	<p style="text-align: center;">Breakout Session-Niles City A & B Community College State Funding Changes Mary McQueen & Amy Mundy</p> <p>What are the recommendations from the Texas Commission on Community College Finance and what does the mean for us?</p>
10:00 – 10:55 am	<p style="text-align: center;">Breakout Session – Niles City C Scholarship Awarding Structures Megan Burns & Elsie Odom</p> <p>We all award scholarships differently while also serving alongside or within our foundations. How do our departmental structures work to help us accomplish our goal of awarding scholarships to the best of our ability to best serve students?</p>
10:55 – 11:05 am	Break
11:05 am – 12:00 pm	<p style="text-align: center;">Breakout Session-Niles City A & B The Basics of Prospect Research: Informing & Directing Decisions Caitlin Miller</p> <p>Prospect research is an essential component of every fundraiser’s toolbox. But how do you incorporate it into your long list of to-do’s? This session will discuss the basics of prospect research and how it informs and directs decisions within a nonprofit and how it can be achieved with or without fancy software and boost your ROI for solicitations.</p>
11:05 am – 12:00 pm	<p style="text-align: center;">Breakout Session-Niles City C Powering Fundraising with Engaged College Leadership Karen L. Schmidt, MBA, CFRE & Ryan McCauley</p> <p>A college foundation president, chair-elect, and their fundraising counsel share their success story in engaging college leadership to reach new levels of fundraising engagement.</p>
12:00 – 1:00 pm	Lunch and Networking - Dining Area/Lobby Level Sponsored by: CCS Fundraising
1:00 – 2:00 pm	TACCF Annual Meeting & Scholarship Presentation - Niles City Ballroom
2:00 – 2:15 pm	Break
2:15-3:15 pm	<p style="text-align: center;">Breakout Session-Niles City A & B Are Sacred Cows Holding You Back? Part 1 Paul Heaton</p> <p>Community colleges have a way of developing habits, activities, and traditions that, while good ideas at the time, may no longer be serving them well. It’s time to challenge some assumptions and focus on successful ROI. Learn how to identify some of your “sacred cows,” and how to adjust (or eliminate) them in order to make room for more productive and effective advancement practices.</p>

Thursday, February 9, 2023 (continued)	
2:15-3:15 pm	Breakout Session-Niles City C <i>Growing the Next Generation Workforce Through Innovative Partnership Grants</i> Adrienne Thompson & Robin Donovan In this session, the Advancement & Development Division of Dallas College will discuss the concept of fostering relationships worked to obtain an \$8.8 million dollar grant from the United States Economic Development Administration and how the college is continuing to manage the partnerships for the success of the North Texas workforce.
3:15 – 3:30 pm	Break Sponsored by: Trellis
3:30 – 4:30 pm	Breakout Session- Niles City A & B <i>Are Sacred Cows Holding You Back? Part 2</i> Paul Heaton This session continues the discussion concerning “sacred cows” and how adjusting or eliminating them can make room for more effective advancement practices, resulting in better ROI as well as ROE (Return on Effort). Through a facilitated panel discussion, colleagues from colleges throughout Texas will discuss how they have navigated change and re-deployed their resources to more successfully serve their respective colleges and missions.
3:30 – 4:30 pm	Breakout Session-Niles City C <i>Building a Planned Giving Capacity at TJCF</i> Jeff Grandy & Mitch Andrews Planned gifts ensure the future of your institution, so learn how the Tyler Junior College Foundation invested into developing an intentional program TODAY that will lead them to prospects TOMORROW.
4:45 pm	Reception – Niles City Courtyard Sponsored by: PFM Asset Management
6:00 pm	Dinner on your own Meet & Eat Sign-ups at Registration Table

Friday, February 10, 2023	
8:00 – 8:45 am	Networking - Niles City Ballroom Foyer
9:00 – 10:15 am	<p style="text-align: center;">Closing Keynote– Niles City Ballroom</p> <p style="text-align: center;">Endowments: What They Are and Why They Matter</p> <p>Bill Jarvis, Managing Director & Philanthropic Executive at Bank of America Private Bank Endowments are increasingly important for both public and private institutions of higher education. For community colleges, whose support from government has in many states shrunk over the decades, endowments have become significant resources of scholarship support and are beginning to support operating budgets, fund new areas of study, and enhance existing programs to fit new constituents and priorities.</p> <p>William Jarvis of Bank of America, the longtime editor of the NACUBO Endowment Study and a recognized thought leader in the sector, will lead an interactive discussion that will address these and other important questions:</p> <ul style="list-style-type: none"> • <i>Why do many institutions of higher education have endowments?</i> • <i>How are they invested and governed, and what purposes do they serve?</i> • <i>What endowment spending methodologies exist, and what are their characteristics and benefits?</i> • <i>How is endowment investing strategically connected to fundraising?</i> • <i>What endowment-related challenges are confronting the higher education sector, including community colleges, today?</i> <p style="text-align: center;">Participants will learn:</p> <ul style="list-style-type: none"> • The history and purpose of higher education endowments • How endowments are invested and governed • Commonly-used spending methodologies for endowments and their characteristics • Connections between endowment investing and fundraising • Important endowment-related challenges confronting institutions of higher education <p style="text-align: center;">Sponsored by: The LMT Wealth Management Group at Merrill Lynch</p>
10:15 – 10:30 am	<p>TACCF Closing Remarks</p> <p>Mitch Andrews – TACCF VP, 2023 Conference Chair VP Institutional Advancement, Tyler Junior College</p>
	<i>Thank you for joining us and safe travels home!</i>