Enhancing Your Impact:
A Focus on the Future

2012 CIC STATE FUNDS ANNUAL CONFERENCE
Chicago, Illinois ▪ April 29–May 1, 2012 ▪ Crowne Plaza Chicago O’Hare

CONFERENCES PROGRAM
CONFCERENCE OVERVIEW
Enhancing Your Impact: A Focus on the Future

Welcome to the 2012 CIC State Funds Annual Conference!

Securing funding, coordinating programs, and enhancing the benefits provided to member colleges are overarching goals of CIC State Fund Members—and serve as the focal points for this Conference.

To provide multiple opportunities for sharing ideas and best practices on these topics, the planning committee has developed a strong program of keynote speakers, panel presentations, and roundtables. With sessions designed to touch on many of the trends and issues that face the independent college sector and state consortia, the program provides solid organizational and professional development for executives and key staff members of State Fund Members.

As the enclosed schedule shows, the conference begins with an opening reception at 6:00 p.m. on Sunday. Program sessions on Monday will be capped by an awards dinner on the Chicago waterfront, and workshop sessions on Tuesday will conclude with a luncheon and remarks by Caroline Altman Smith, senior program officer at the Kresge Foundation.

We hope that you will find the Annual Conference to be productive, informative, and enjoyable!

CIC is grateful to TIAA-CREF and UPS for long-term and generous support.
PRELIMINARY PROGRAM
2012 CIC State Funds Annual Conference

Sunday, April 29

4:00–4:50 p.m.  
FIHE Advisory Council Meeting
Boardroom East

5:00–5:50 p.m.  
Orientation for New State Fund Executives
Boardroom East
This session will help new State Fund executives and first-time attendees learn about the operations and member benefits of the CIC State Funds network.

6:00–8:00 p.m.  
Opening Reception
Metro Place  
Host: Jerry Fuller, Executive Director, Associated Colleges of Illinois  
Welcoming Remarks: Steven Timmermans, President, Trinity Christian College, and Richard Ekman, President, Council of Independent Colleges

Monday, April 30

8:00–9:15 a.m.  
BREAKFAST KEYNOTE SESSION
Metro Place  
Facing the Future: Issues of Private College Affordability and Viability
Keynote speaker Thomas Kepple will outline the major financial pressures facing independent colleges and discuss ways in which private colleges and universities—and state consortia—can adopt strategies to strengthen institutions and make private higher education more affordable for increasingly “sticker” price-conscious students and parents.

Since 1998, Thomas Kepple has served as president of Juniata College, a CIC and Association of Independent Colleges and Universities of Pennsylvania (AICUP) member that was recently recognized in the Chronicle of Higher Education as one of the country’s “Great Colleges to Work For.” Previously, he served as the vice president for business and community relations at Sewanee: The University of the South and earlier as dean of administrative services and provost at Rhodes College. He has served as a board officer for numerous higher education organizations,
including Brethren Colleges Abroad and the American Council on Education, and is founding chair of the Landmark NCAA Division III athletic conference. Active in AICUP, Kepple has also served as a grant reviewer for FIHE’s competitive grant programs. He has written and spoken on strategic financial decision-making, value-based management systems, campus planning, energy conservation, leadership, and early retirement incentive programs. He is the co-author of Incentive Early Retirement Programs for Faculty. A graduate of Westminster College (PA), Kepple holds a master of business administration and a doctorate in higher education from Syracuse University.

Chair: Don Francis, President, Association of Independent Colleges and Universities of Pennsylvania

9:30–10:30 a.m.  
Balmoral

One Solution to College Affordability: The Tuition Plan Consortium

With the “affordability” question looming large as a factor in the viability of independent colleges, a national nonprofit organization was created to provide a solution—the Private College 529 Plan offered through the Tuition Plan Consortium. In this presentation, consortium president Nancy Farmer will provide an overview of, and lead a discussion on, the program that allows students and parents to invest in private college tuition certificates at today’s rates.

Nancy Farmer is president and chief executive officer of Tuition Plan Consortium/Private College 529 Plan, a nonprofit organization formed in 1998 to establish a prepaid tuition 529 option designed specifically by and for private colleges and universities. Previously, Farmer served three terms as an elected member of the Missouri House of Representatives and was the first female state treasurer in Missouri history. In 2004, she was the Democratic candidate in the United States Senate election in Missouri. Farmer graduated from Illinois College and later studied at Harvard University’s Kennedy School of Government.

Chair: Mike Backer, President, Missouri Colleges Fund

10:45–11:45 a.m.  
Balmoral

Light at the End of the Tunnel (or Not)? An Update on the State of the Economy

Is our economy on the mend? What does the future hold and how will the economic situation influence our colleges, corporate donors, and State Funds’ programs? In this session, Eugene Flood, a leading economist and market analyst with TIAA-CREF, will provide an overview of today’s economy and markets and will discuss the opportunities and challenges presented in the current economic climate.
Eugene Flood serves as executive vice president and president of diversified financial services at TIAA-CREF. With a BA from Harvard University and a PhD in economics from the Massachusetts Institute of Technology, Flood served on the faculty of Stanford University’s Graduate School of Business, where he taught finance. In addition, he has more than three decades of asset management and finance experience. Flood was a portfolio manager at Morgan Stanley Asset Management and later served as president and CEO of Smith Breeden Associates, Inc., an investment advisor. At TIAA-CREF, he oversees the organization’s endowment, planned giving, and life insurance businesses.

Chair: Paul Hankins, President, Alabama Association of Independent Colleges and Universities

Noon–1:00 p.m.

**LUNCHEON AND ROUNDTABLE DISCUSSIONS**

Five luncheon roundtables on different topics will be offered to encourage the sharing of ideas and best practices.

**Program Ideas to Connect Students with Internships and Jobs**

**Jerry Fuller**, Executive Director, Associated Colleges of Illinois

**Tom Morris**, President, Virginia Foundation for Independent Colleges

**First-Generation/Minority Students—Programs Enhancing Success in College**

**Hope Williams**, President, North Carolina Independent Colleges and Universities

**High-Tech, High-Touch Ideas for Connecting with Donors**

**Rick Haberstick**, Executive Director, Independent College Fund of Maryland

**Brent Wilder**, Vice President, Oregon Alliance of Independent Colleges and Universities

**Identification, Orientation, and Engagement of Corporate Trustees**

**Ned Moore**, Executive Director, FIHE, and Vice President, CIC

**STEM/Undergraduate Research—A Program and Funding Opportunity**

**Eddie Shannon**, Executive Vice President, South Carolina Independent Colleges and Universities
1:15–2:15 p.m.  
_Balmoral_  

**Best Practices: Top Websites in the Network**  
Increasingly important to the work of businesses and nonprofits around the world—including state consortia—effective websites are now top-priority for organizational planning, development, and branding. As determined by a review panel, four State Fund websites stand out as exemplary—well-designed, informative, and instructive about the programs of the organization. In this session, four state executives will provide brief tours of their websites and discuss the decisions that went into creating them.

_Robert Bartlett_, President, Michigan Colleges Foundation  
_Paul Cerkvenik_, President, Minnesota Private College Fund  
_Eddie Shannon_, Executive Vice President, South Carolina Independent Colleges and Universities  
_John B. Wilson_, President, Independent College Fund of New Jersey  
Chair: _Elizabeth McAuliffe_, Managing Director, Florida Independent College Fund

2:30–3:30 p.m.  
_Balmoral_  

**IDEAS YOU CAN USE NOW**  
In surveys of state executives about the benefits of the Annual Conference, “getting some new program ideas I can use now” is always near the top of the list. In this panel presentation, five colleagues will address that very issue, each pinpointing one new program idea that has proven effective in his or her state—and which could be adapted for use by other consortia.

Chair: _Carol McDonald_, President, Independent Colleges and Universities of Texas Foundation

_Using the Speakers’ Circuit to Raise Awareness of Independent Colleges_  
_Rex Nelson_, President, Arkansas’ Independent Colleges and Universities

_Anne Cassidy_, Vice President for Advancement Services, Independent Colleges of Washington

_Donor-Advised Funds_  
_Rick Haberstick_, Executive Director, Independent College Fund of Maryland
Planned Giving: A New Approach
Susanna Baxter, President, Georgia Independent College Association

Engaging the Board in Fundraising
Rand Park, Vice President of Development, Minnesota Private College Fund

3:45–4:45 p.m.
Members Meeting
Douglas Penner, President, Kansas Independent College Fund, FIHE
Presiding Officer

5:15 p.m.
Depart by Bus to Navy Pier

6:15–8:45 p.m.
Awards Reception and Dinner
With the backdrop provided by views of Lake Michigan and the evening skyline of Chicago, this special event will feature the presentation of the State Funds’ annual Outstanding Service Award and lively after-dinner remarks focused on “An Artful Look at Chicago’s History and Culture.”
Dinner Speaker: Diane Dillon, Director of Scholarly and Undergraduate Programs, Newberry Library

Tuesday, May 1

7:45–8:45 a.m.
BREAKFAST KEYNOTE SESSION
State Consortia: A Vital Part of the Independent College Sector
How do college presidents view the relevance and impact of the State Funds? In this presentation, one veteran president, Mary Meehan, will address this topic, giving her perspective from observing—and working with—the state associations in New Jersey and Wisconsin. In addition, she will discuss strategies for State Funds to increase their effectiveness through collaboration among member colleges and universities.

Mary Meehan is president of Alverno College, a CIC and Wisconsin Association of Independent Colleges and Universities (WAICU) member institution located in Milwaukee, Wisconsin. Previously, Meehan was the executive vice president for administration at Seton Hall University in New Jersey. She also has an extensive professional health care background, having served as executive vice president and chief operating officer at St. Mary’s Hospital in New Jersey and as CEO of St. Vincent’s Hospital in New York. Active professionally, Meehan is
affiliated with a number of educational and professional organizations, including the American College of Healthcare Executives and WAICU, for which she is currently chair of the board. Meehan earned her bachelor’s, master’s, and doctoral degrees from Seton Hall University and also earned a graduate degree in health policy and management from New York Medical College.

Chair: Rolf Wegenke, President and CEO, Wisconsin Association of Independent Colleges and Universities

9:00–10:00 a.m.
Balmoral

COLLABORATIONS: TWO SPECIAL OPPORTUNITIES FOR STATE FUND MEMBERS

Continuing the breakfast speaker’s theme of the value of collaborative approaches to address issues facing State Funds and their member colleges, this session will explore two distinct opportunities of likely interest.

Chair: Richard Ludwick, President and CEO, Independent Colleges of Indiana

Professional Development Workshops for College Staff

In recent years, several State Funds have begun to expand their statewide collaboration beyond college presidents by offering professional development workshops for librarians, deans, chief development officers, and other staff members. This presentation will provide practical advice on how to provide this service to member colleges.

Gary Cox, President, Association of Independent Kentucky Colleges and Universities

A Consortial Approach to Reducing Association and Member College Expenses

A collaborative cost-saving program used by several State Funds has been refined and enhanced. The Association Program of UPS is designed to reduce member colleges’ shipping costs and generate fee revenue for the coordinating State Fund. This UPS program is being re-introduced for consideration as a value-added program for all State Funds.

Bobby Clayton, Director of Sales, UPS
Hainan Li, Marketing Manager, UPS
Matt Wood, Corporate Marketing Director, UPS
10:10–11:00 a.m.  
Balmoral  

How We Do It: Successful Practices in Fundraising for Scholarships  
This session will address “more money for student scholarships,” a top item on each college president’s wish list. Colleagues from several state associations will describe strategies that have proven effective and that could be adapted for use by other consortia. 

Mike Backer, President, Missouri Colleges Fund  
Robert Bartlett, President, Michigan Colleges Foundation  
Dan Gunther, Vice President for Development, Ohio Foundation of Independent Colleges  
Jack Jones, President, Iowa College Foundation  
Chair: Ned Moore, Executive Director, FIHE, and Vice President, CIC

11:10–11:55 a.m.  
Balmoral  

SMALL-GROUP DISCUSSION ROUNDTABLES  
This session consists of roundtable conversations on selected topics.  

Ideas to Connect Veterans with Independent Colleges  
John B. Wilson, President, Independent College Fund of New Jersey

Connecting Community College Students with Independent Colleges  
Diane Berty, Vice President, Tennessee Independent Colleges and Universities Association

Making “the Ask”—Ideas on the Practical Steps in Solicitations  
Brent Wilder, Vice President, Oregon Alliance of Independent Colleges and Universities

First-Generation/Minority Students—Enhancing College Readiness and Success  
Jerry Fuller, Executive Director, Associated Colleges of Illinois

An Insider’s Look: An Overview of 2012 CIC/FIHE Grant Programs  
Ned Moore, Executive Director, FIHE, and Vice President, CIC
LUNCHEON SESSION
Insider Advice on Securing Foundation Grants and Nurturing Foundation Relationships

Foundation grant support is an important source of funding for state associations and their member colleges. Caroline Altman Smith, a veteran grant-maker and scholar of philanthropy, will provide ideas on how to enhance success in approaching private foundations for support. In addition, she will provide insights into working with the Kresge Foundation as well as an overview of the foundation’s evolving focal points for grant support in higher education and related fields.

Caroline Altman Smith is a senior program officer for the Kresge Foundation’s education program. Smith helps oversee U.S. grantmaking, which awards funding to higher education institutions and national nonprofit organizations that are working to improve access and success in undergraduate education by underserved students. She also manages most of Kresge’s grants to the “Achieving the Dream: Community Colleges Count” initiative. Before joining Kresge in 2008, Smith served for five years as a program officer at the Lumina Foundation for Education where she worked to create college opportunities for low-income, minority, and first-generation students. She currently serves as an instructor at The Grantmaking School. A graduate of the University of Virginia, Smith holds a master’s degree in philanthropic studies and a certificate in nonprofit management from the Center on Philanthropy at Indiana University.

Chair: Richard Ekman, President, CIC

1:15 p.m.

Annual Conference Ends
HOTEL INFORMATION AND FLOOR PLANS

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