



HBCU



PHILANTHROPY
SYMPOSIUM

July 24 – 27, 2018
Dover, Delaware

Sponsored by

THE
KRESGE
FOUNDATION

Program at a Glance

Monday, July 22

8:00 – 10:00 a.m.	Pre-Conference Registration	Reg. Area Bar
8:00 – 8:45 a.m.	Breakfast	Chesapeake
9:00 – 4:30 p.m.	Pre-Conference Workshops: Deans and Academic Leaders, co-sponsor, CASE	Chesapeake
4:30 p.m.	Transition Break	
5:30 – 9:00 p.m.	Welcome Reception	Lobby

Tuesday, July 23

8:00 – 10:00 a.m.	Conference Check-in	Ballroom A
8:00 – 3:00 p.m.	Vendor Exhibitions	Ballroom A
8:00 – 10:00 a.m.	Breakfast	Ballroom A
9:15 a.m.	Welcome Address	Ballroom A
9:30 – 10:00 a.m.	Opening Plenary	Ballroom A
10:00 a.m.	Keynote Speaker	Ballroom A
10:30 a.m.	Break	Ballroom B
10:45 –	Technology Break	
10:45 – 11:45 a.m.	Luncheon, Sponsored by Thurgood Marshall College Fund	Ballroom C
1:45 – 2:45 p.m.	Student Success Transformative Models	Ballroom B
2:45 – 3:00 p.m.	Technology Break	
3:00 – 5:00 p.m.	CCA closed track	Chesapeake
3:00 – 4:00 p.m.	Institutional Stories: The Challenges and Opportunities of Institutional Success	Ballroom B
5:00 p.m.	Reception Dinner, Sponsored by: Aspen Leadership Group	Ballroom A
7:30 p.m.	Movie: Tell Them We Are Rising: The Story of Historically Black Colleges and Universities	Ballroom B
9:00 p.m.	Game night	Ballroom B

Thursday, July 26

8:30 a.m. – 4 p.m.	University Showcase	Ballroom A
7:30 – 9:00 a.m.	Breakfast Roundtable	Ballroom C
9:00 – 10:15 a.m.	University Business Model Transformation	Ballroom B
10:15 - 10:30 a.m.	Technology Break	
10:30 – 11:30 a.m. Breakout Sessions	Vice Presidents for Institutional Advancement (Closed Session)	Sussex
	Alumni Relations	Kent
	Annual Giving	Ballroom B
	Campaigns	Chesapeake
	Strategic planning related to Major Giving and Fundraising, Sponsored by: Goldman Sachs	Delaware
11:30 – 11:45 a.m.	Technology Break	
11:45 a.m. – 12:45 p.m.	Using Data and Innovation to Lead Advancement	
12:45 – 1:45 p.m.	Lunch — Legacy, Duality & Prosperity: HBCUs Today	
2:00 – 3:00 p.m. Breakout Sessions	Vice Presidents for Institutional Advancement (Closed Session)	Sussex
	Alumni Relations	Kent
	Annual Giving	Ballroom B
	Campaigns	Chesapeake
	Strategic planning related to Major Giving and Fundraising, Sponsored by: Goldman Sachs	Delaware
	Prospect Research, Sponsored by: DonorSearch	Silver Lake

Friday, July 27

8:30 a.m.	Breakfast	Ballroom B
9:00 – 9:50 a.m.	Advancing your Career in Philanthropy	Ballroom B
10:00 – 11:00 a.m.	Corporate Panel	Ballroom B
11:00 a.m. – 12:00 p.m.	Closing session: Consortium Strategic Engagement – Are you Ready?	Ballroom B

Founder's Message



Dear Advancement Leaders,

Welcome to the 8th Annual HBCU Philanthropy Symposium. This event has become the “must attend” gathering of Advancement leaders from Historically Black Colleges and Universities (HBCUs), and now a growing number of Community Colleges and Minority Serving Institutions. This year a focus is on how advancement impacts student success. I’m excited to have national organizations like the Kresge Foundation, Complete College America, Association of Governing Boards Institutional Strategies, Bill and Melinda Gates Foundation, Strada Education Network, JP Morgan Chase, Great Lakes Higher Education Guaranty Corporation, the Thurgood Marshall College Fund, Council for Advancement and Support of Education and others join us for this discussion. As Advancement leaders we are the lifeblood of our institutions as we strive to support our institution’s mission to graduate highly capable students.

Many challenges are facing Higher Education institutions, in particular HBCUs. These challenges, if not addressed, will close the horizon on dreams of a college degree becoming a reality for many. We gather here to be transparent about our concerns, learn, and share extensively with the aim of identifying best practices for our institutions.

You will return to your institutions with new fundraising strategies, partnerships, and reinvigoration to set the path forward for growth and sustainability of your institution. Enjoy the Symposium and know that your presence here is the first step in aligning with leaders who have the drive, knowledge, and resources to help you grow in philanthropy.

Yours in Philanthropy,

A handwritten signature in white ink that reads "Vita Pickrum". The signature is fluid and cursive, written in a professional yet personal style.

Vita Pickrum, Ed.D., CFRE

Founder, HBCU Philanthropy Symposium
Vice President, Institutional Advancement,
President, Delaware State University Foundation

Recognition of Sponsors

Presenting Sponsor

THE
KRESGE
FOUNDATION

Symposium Sponsor



Opening Reception
Sponsor



Session Sponsors



Supporter



Detailed Program

Tuesday, July 24	
1:30 p.m.	Registration Complete College America Chesapeake
2:00 p.m.	Complete College America Pre-Conference Chesapeake
5:00 – 7:00 p.m.	Early Registration HBCU Philanthropy Symposium Show Bar
6:00 – 8:00 p.m.	Welcome Reception — Complete College America and Symposium participants Fire & Ice
4:00 – 8:00 p.m.	Access to setup University Showcase Ballroom A/B

Wednesday, July 25	
7:30 a.m.	Access to setup University Showcase Ballroom A/B
8:30 a.m. – 5:00 p.m.	University Showcase Ballroom A Vendor Exhibits Ballroom B
7:30 a.m.	Registration Opens Show Bar
7:30 – 8:30 a.m.	Breakfast Ballroom B
8:30 – 9:00 a.m.	Opening Plenary Ballroom B <ul style="list-style-type: none">• Dr. Vita Pickrum, vice president, Institutional Advancement, Delaware State University• Dr. Wilma Mishoe, president, Delaware State University• William Moses, managing director for Education, Kresge Foundation
9:00 – 10:00 a.m.	Legislative Outlook for Fundraising Ballroom B <ul style="list-style-type: none">• The Honorable Melanie George-Smith, state representative, 5th District, State of DE• Brian Flahaven, senior director, Advocacy, Council for Support and Advancement of Education

Wednesday, July 25 (continued)

10:00 – 11:45 a.m.	Foundation Leaders' Forum Ballroom B <ul style="list-style-type: none">• Moderator: Rob Henry, vice president, Education, Council for Support and Advancement of Education• Rebecca Villarreal, program officer, Education, Kresge Foundation• Daryl A. Graham, senior vice president, Philanthropy, Strada Education Network• Toya Wall, senior program manager, Great Lakes Higher Education Guaranty Corporation• Scott Dalessandro, associate program officer, Bill and Melinda Gates Foundation• Dekonti E. Mends-Cole, vice president relationship manager, Global Philanthropy, JP Morgan Chase & Co.
11:45 a.m. – 12:00 p.m.	Technology Break
12:00 – 1:30 p.m.	Luncheon – Sponsored by Thurgood Marshall College Fund Ballroom C <ul style="list-style-type: none">• Introduction of Speaker: David K. Sheppard, Esq., senior vice president, general counsel and chief of staff, Thurgood Marshall College Fund• Dr. Harry L. Williams, president and CEO, Thurgood Marshall College Fund
1:45 – 2:45 p.m.	Student Success Transformative Models Ballroom B <ul style="list-style-type: none">• Moderator — Dr. Tony Allen, provost and executive vice president, Delaware State University• Panelists: Dr. Bruce Vandal, senior vice president of Complete College America; Dr. Dhanfu Elston, vice president, Complete College America• Dr. Lisa Dunning, associate vice president, Academic Enrichment, Delaware State University (Representing Frontier Set Schools)
2:45 – 3:00 p.m.	Technology Break
3:00 – 5:00 p.m.	CCA closed track Chesapeake
3:00 – 4:00 p.m.	Institutional Stories: The Challenges and Opportunities of Institutional Success Ballroom B <ul style="list-style-type: none">• Rosalind Muchiri, director of annual giving, Bowie State University• Kristie Kenney, director of development, Fort Valley State University• Ralisha Mercer, associate vice chancellor for development, North Carolina A&T State University• Dr. Steven E. Hairston, vice president for institutional advancement, St. Augustine's University• Rodney Trapp, vice president of advancement, University of the District of Columbia
5:00 p.m.	Reception Dinner — Sponsored by: Aspen Leadership Group Ballroom A
7:30 p.m.	Movie: Tell Them We Are Rising: The Story of Historically Black Colleges and Universities Ballroom B
9:00 p.m.	Game Night Ballroom B

Thursday, July 26

8:30 a.m. – 4:00 p.m.	University Showcase Ballroom A
7:30 – 9:00 a.m.	Breakfast Roundtables Ballroom C
9:00 – 10:15 a.m.	University Business Model Transformation Ballroom B <ul style="list-style-type: none">• Rebecca Villarreal, program officer, Kresge Foundation• Dr. C. Reynold Verret, president, Xavier University Louisiana• Dr. Carlton Brown, consultant, Association of Governing Boards Institutional Strategies
10:15 – 10:30 a.m.	Technology Break
10:30 – 11:30 a.m. Breakout Sessions	Advancement: The University Backbone Vice Presidents for Institutional Advancement (Closed Session) Sussex <ul style="list-style-type: none">• Dr. Devona Williams, Goeins-Williams Associates, Inc.
	Alumni Relations — Turning Chit Chat to Ching Ching Kent <ul style="list-style-type: none">• Diane Wilson Onwuchekwa, HBCU Philanthropic Trainer
	Annual Giving — Taking your Annual Giving to the Major League Ballroom B <ul style="list-style-type: none">• Reshunda Mahone, Virginia State University
	Campaigns — Digital Giving in the 21st Century Chesapeake <ul style="list-style-type: none">• Isiah Reese, Aperion Global Institute
	Strategic Planning Related to Major Giving and Fundraising — Strategy. Structure. People.: Creating a Culture of Significant and Sustainable Giving through Strategy Deployment Delaware <ul style="list-style-type: none">• Eloise Alexis, Tennessee State University• Cassandra Griggs, Tennessee State University Sponsored by: Goldman Sachs
11:30 – 11:45 a.m.	Prospect Research — The Changing Nature of Prospect Research and Prospect Identification for Fundraising Silver Lake <ul style="list-style-type: none">• Brandon Lyons, Donor Search Sponsored by: DonorSearch
11:30 – 11:45 a.m.	Technology Break

11:45 a.m. – 12:45 p.m.

Using Data and Innovation to Lead Advancement

Ballroom B

- Moderator: Dr. Walter T. Tillman, Jr., special assistant to the Chancellor, Southern University Law Center
- Cheryl Hitchcock, vice president, Institutional Advancement, Morgan State University
- Mautra Jones, vice president, Institutional Advancement and External Affairs, Langston University
- Kenneth Westary, vice president for Institutional Advancement, Community College of Baltimore

12:45 – 1:45 p.m.

Lunch — Legacy, Duality & Prosperity: HBCUs Today

Ballroom C

- Eugene Anderson, Ph.D, vice president, Office of Access and Success, Association of Public and Land-grant Universities (APLU)

2:00 – 3:00 p.m.

Breakout Sessions

Vice Presidents for Institutional Advancement Closed Session

Sussex

Alumni Relations — Turning Chit Chat to Ching Ching

Kent

- Diane Wilson Onwuchekwa, HBCU Philanthropic Trainer
-

Annual Giving — Taking your Annual Giving to the Major League

Ballroom B

- Reshunda Mahone, Virginia State University
-

Campaigns — Digital Giving in the 21st Century

Chesapeake

- Isiah Reese, Aperion Global Institute
-

Strategic Planning Related to Major Giving and Fundraising — Strategy. Structure. People.: Creating a Culture of Significant and Sustainable Giving through Strategy Deployment

Delaware

- Eloise Alexis, Tennessee State University
- Cassandra Griggs, Tennessee State University

Sponsored by: Goldman Sachs

Prospect Research — The Changing Nature of Prospect Research and Prospect Identification for Fundraising

Silver Lake

- Brandon Lyons, Donor Search

Sponsored by: DonorSearch

Friday, July 27

8:30 a.m.	Breakfast Ballroom B
9:00 – 9:50 a.m.	Advancing your Career in Philanthropy Ballroom B <ul style="list-style-type: none">• Angelique Grant, senior consultant, Aspen Leadership Group
10:00 – 11:00 a.m.	Corporate Panel Ballroom B <ul style="list-style-type: none">• Moderator: LaShawne A. Pryor, director, Corporate and Foundation Relations, Delaware State University• Enid Wallace-Simms, senior public affairs manager, Delmarva Power an Exelon Company• Robert Winfree, director, Credit Operations, Discover
11:00 a.m. – 12:00 p.m.	Closing Session: Consortium Strategic Engagement – Are you Ready? Ballroom B
1:00 p.m.	Shuttle Bus to Philadelphia Airport Departs Dover Downs Front entrance



Acknowledgements

This program is made possible through a grant from the CASE District II Venture Capital Fund.

The HBCU Philanthropy Symposium would like to acknowledge the tremendous support of our partners:

Dover Downs Hotel and Casino

Delaware State University Division of Institutional Advancement

Delaware State University Events and Ceremonies

Delmarva Power An Exelon Company

2018 HBCU Philanthropy Symposium Planning Committee Members:

Dr. Vita Pickrum,
Delaware State University

LaShawne A. Pryor
Delaware State University

Angela Minniefield
Charles R. Drew University of
Medicine and Science

Anita Walton
Council for Advancement
and Support of Education

Chantelle Fitzgerald

Charity Shockley
Delaware State University

Cheryl Hitchcock
Morgan State University

Diedra Fontaine
Prairie View A&M University

Felicia Murphy-Phillips
Morehouse College

Kristie Kenney
Fort Valley State University

Marcus Burgess

Mautra Jones
Langston University

Ralisha Mercer
North Carolina State A&T
University

Rick Smith

Darren Swain

Dr. Walter T. Tillman, Jr.
Southern University Law Center

2018 HBCU Philanthropy Symposium Schools:

Alabama A&M University

Alabama State University

American Baptist College

Baltimore City Community College

Bethune Cookman University

Bowie State University

Central State University

Charles Drew University
of Medicine and Science

Community College
of Baltimore County

Delaware State University

Dillard University

Fayetteville State University

Fort Valley State University

Jackson State University

Kentucky State University

Langston University

Lincoln University, PA

Medgar Evers College

Mercy College

Mississippi Valley
State University

Morehouse College

Morgan State University

NC A&T State University

Norfolk State University

North Carolina A&T
State University

North Carolina Central University

Pima Community College

Prairie View A&M University

Saint Augustine's University

Savannah State University

South Carolina State University

Southern University Law Center

Syracuse University

Tennessee State University

The Cheyney Foundation

The University of Arkansas
at Pine Bluff

University of District of Columbia

University of Virgin Islands

Virginia State University

Xavier University Louisiana

York College

York Technical College



HISTORICALLY

BLACK COLLEGES AND UNIVERSITIES

EXTRAORDINARY STUDENTS

UNTAPPED TALENT

THURGOOD MARSHALL COLLEGE FUND
OVER 30 YEARS OF IDENTIFYING TOP HBCU TALENT

LEARN MORE

