



## Conference Schedule

### Big 12 Development Conference Schedule

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#### Monday, May 22

- 2:00-6:00 p.m. | **Registration and Information Desk Open** | Jayhawk Welcome Center, 1266 Oread Ave.
- 3:00-5:00 p.m. | **Optional Activities** | Info card provided at registration
- 5:00-7:00 p.m. | **Cocktail Reception** | The Pub, Level 2, Jayhawk Welcome Center
- 5:15-5:45 p.m. | **Welcome Remarks** | Berkley Family Presentation Room, Level 2, Jayhawk Welcome Center
- 7:30 p.m. | **Team Dinners** | Lawrence Restaurants

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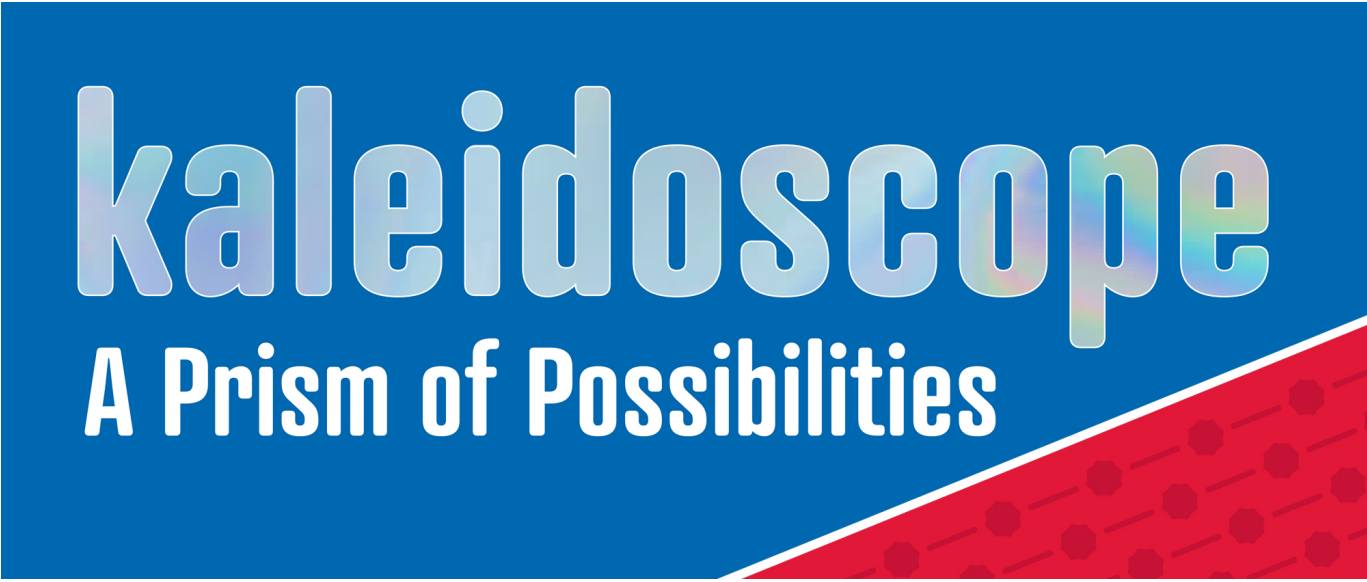
#### Tuesday, May 23

- 7:15-8:15 a.m. | **Working Breakfast Sessions (Optional)** | KU Memorial Union, 1301 Jayhawk Blvd.
- 8:00 a.m. | **Breakfast Opens / Working Breakfast Sessions (Continued)** | Ballroom, Level 5, KU Memorial Union
- 8:30-8:50 a.m. | **Opening Welcome** | Ballroom, Level 5, KU Memorial Union
- 8:50-9:50 a.m. | **Keynote — Joel Zeff** | Ballroom, Level 5, KU Memorial Union
- 9:50-10:15 a.m. | **Walk to Jayhawk Welcome Center**
- 10:15-10:55 a.m. | **Breakout Sessions** | Jayhawk Welcome Center
- 10:55-11:10 a.m. | **Break / Vendor Visits** | Jayhawk Welcome Center
- 11:10 a.m.-12:10 p.m. | **Kaleidoscope Group Roundtables** | Jayhawk Welcome Center
- 12:15 p.m. | **Shuttles to DeBruce Center**
- 12:30-1:30 p.m. | **Lunch** | DeBruce Center
- 1:30-2:00 p.m. | **Keynote — Bill Self** | DeBruce Center
- 2:00-2:30 p.m. | **Tour of Rules of Basketball / Allen Fieldhouse**
- 2:35 p.m. | **Shuttles to Jayhawk Welcome Center**
- 2:50-3:30 p.m. | **Breakout Sessions** | Jayhawk Welcome Center
- 3:30-4:30 p.m. | **Kaleidoscope Group Roundtables** | Jayhawk Welcome Center
- 4:30-5:30 p.m. | **Vendor Visits** | Jayhawk Welcome Center
- Optional Activities** (Info card provided at registration)
- 5:30-6:30 p.m. | **Return to Hotel / Free Time**
- 6:00 p.m. | **Shuttles to Dinner**
- 6:30-9:30 p.m. | **Dinner Activities** | Abe & Jake's Landing, 8 E 6th Street

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## Wednesday, May 24

- 8:00-8:30 a.m. | **Breakfast** | *Ballroom, Level 5, KU Memorial Union*
- 8:30-8:45 a.m. | **Remarks by Chancellor Douglas Girod** | *Ballroom, Level 5, KU Memorial Union*
- 8:45-9:45 a.m. | **Keynote — Jyarland Daniels, Esq., MBA** | *Ballroom, Level 5, KU Memorial Union*
- 9:45-10:30 a.m. | **CEO Q&A Panel and Closing Remarks** | *KU Memorial Union*
- 10:30-10:50 a.m. | **Break / Walk to Jayhawk Welcome Center**
- 10:50-11:30 a.m. | **Breakout Sessions** | *Jayhawk Welcome Center*
- 11:30-11:50 a.m. | **Break / Vendor Visits** | *Jayhawk Welcome Center*
- 11:50 a.m.-12:30 p.m. | **Breakout Sessions** | *Jayhawk Welcome Center*
- 12:30 p.m. | **Boxed Lunch Pickup** | *Registration/Information Table, Jayhawk Welcome Center*



Conference Schedule

Big 12 Development Conference Schedule — Monday

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| 7:30 p.m.   <a href="#">Team Dinners</a>   <i>Lawrence Restaurants</i><br><br>Restaurant options <a href="#">here</a> .  |



## Conference Schedule

### Big 12 Development Conference Schedule — Tuesday

Tuesday, May 23

7:15-8:15 a.m. | [Working Breakfast Sessions \(Optional\)](#) | *KU Memorial Union*

**CEO & Development Executive Leadership Breakfast (Invitation Only)** | *Malott Room, Level 6, KU Memorial Union*

**A Relationship Business? Exploring the Value of Enhancing the Donor Experience**

In this executive conversation, we'll explore new data on gift officer outreach that — for the first time — highlights gaps in the experience of major gift and leadership-level prospects. Are the best prospects assigned? If they are assigned, does that mean they're being cultivated via consistent, personal outreach? And what's the value of doing so? We'll look at this data, talk through its implications and highlight ways teams in the Big 12 (and beyond) are taking action to enhance the donor experience, leading to increased giving and new major gift pipeline development.

Speaker(s):  
Brent Grinna — CEO & Founder, EverTrue

**Mid-level Managers Breakfast** | *Big 12 Room, Level 5, KU Memorial Union*

**Post-pandemic Discussion: What are the Challenges and Opportunities Advancement Leaders are Facing Today?**

Coming out of the pandemic, what issues are hiring managers facing in today's workplace? What are we seeing around hybrid/remote work, issues of recruitment, retention and promotion? In short, what are the topics that keep you up at night? This an opportunity for honest and open dialogue about the challenges and opportunities you as leaders are facing every day.

Speaker(s):  
Anne Johnson — Senior Vice President and Senior Search Consultant, Aspen Leadership Group

**Newcomers to Development Breakfast** | *Jayhawk Room, Level 5, KU Memorial Union*

**Rookie of the Year**

Are you new to higher education advancement? Are you craving connection with other new professionals? Do you have burning questions about this unique, somewhat mysterious industry? This ask-anything session is for you! Join experienced fundraising coaches and fellow newbies for the advice, troubleshooting and clarity you've been looking for.

Speaker(s):  
Nancy Jackson — Co-founder, Generous Change  
Jenna Goodman — Co-founder, Generous Change

8:00 a.m. | [Breakfast Opens](#) | *Ballroom, Level 5, KU Memorial Union*

8:30-8:50 a.m. | [Opening Welcome](#) | *Ballroom, Level 5, KU Memorial Union*

8:50-9:50 a.m. | [Keynote](#) | *Ballroom, Level 5, KU Memorial Union*

Joel Zeff — National keynote speaker, workplace expert, humorist and author

**The Spirit of TA DA: Watch What Happens When Work Becomes Play**

How do your employees and managers embrace the Spirit of TA DA? We all must take ownership of our work environment and create a foundation of opportunity and positive support. We can choose to be patient, supportive and more flexible to change. We can choose to have fun in the workplace and still be productive. Joel teaches us how easy it is to make these choices.

In The Spirit of TA DA, Joel shares his experience and insight on creativity, communication, teamwork, passion and fun. With wit, a sharp observational eye, and playful irreverence, he discusses the choices we all encounter in our careers. We each have the ability to take initiative and make the right choice to live a more creative, passionate, effective and productive life.

He connects to his audience with humor that has them laughing so uncontrollably that their mascara runs, their cheeks hurt and their bellies ache.

And he doesn't do it alone. Volunteers from the audience join him on stage and play an integral role in an improvisation game in front of hundreds or thousands of people —something the audience members have never done. He expects nothing less than their success. He expects the volunteers to focus and work together as a team; communicate effectively; positively support each other; and take responsibility.

Joel makes his audience laugh so hard that they forget about the corporate nonsense of conference calls, “strategic deliverables,” PowerPoint presentations with upside-down triangles, or “paradigm shifts in a cross-functional organization.” Yes, Joel will make you laugh, but he'll also make you think. This presentation delivers a combination of inspiration, essential business knowledge and significant ideas to help audience members reconnect with their own passion, creativity and success.

**Seven Lessons Learned:**

- 1. How to celebrate work and create a positive environment.
- 2. How to improve teamwork and help all partners find success.
- 3. The three keys to leading change: be prepared; be focused; be open and flexible.
- 4. The key to success: staying in the game and keeping your passion.
- 5. How to promote ownership and accountability.
- 6. How to encourage innovation by creating opportunity.
- 7. How to enhance communication.

**9:50-10:15 a.m. | [Walk to Jayhawk Welcome Center](#)**

**10:15-10:55 a.m. | [Breakout Sessions](#) | Jayhawk Welcome Center**

**Become the MVP of Effective Communication: Learn to Tackle Difficult Conversations Across a Spectrum of Relationships, Dynamics and Audiences | Large Berkley Family Presentation Room, Level 2**

Our personal and institutional values may not always align with those of donors, colleagues and campus partners. This can create tension when cultivating relationships and make difficult conversations daunting. Strategic communications expert Karla Leeper will offer tips and suggestions for navigating situations where we encounter other perspectives on difficult topics.

Speaker:  
Karla Leeper — Vice Chancellor for Strategic Communications and Public Affairs, University of Kansas

**Magic Words for the Big Three Gifts | Bruckmiller Room, Level 2**

This session will take a close look at the big three gift types for nonprofits when it comes to Gift Planning and effective statements to use with donors throughout the donor gift cycle of identification, cultivation, solicitation and stewardship.

We will also look at why these gift types are important to nonprofits as well as donors, how to fully document them, how to market them and how to steward the donors.

The Big Three Gifts:

- 1. Wills/trusts
- 2. Beneficiary designations
- 3. Appreciated assets

Speaker:  
Nathan Rice, CFRE — Assistant Vice Chancellor, Office of Gift Planning, Texas Tech University System

**Rediscover Discovery: How to Get in the Door With New Donors | Summerfield Room, Level 1**

The #1 way to ensure your university's success and your future success as a fundraiser is ambitious, consistent discovery now. But, discovery is one of the hardest parts of fundraising! When you're getting in the door with amazing new potential donors, discovery can feel like an adventure. When you're slogging through endless names in your database and getting zero responses, discovery can feel overwhelming and oppressive. Join this session for a discovery refresher and five simple steps to make it less painful and more successful.

Speakers:  
Nancy Jackson — Co-founder, Generous Change  
Jenna Goodman — Co-founder, Generous Change

**Google, Amazon and Your Local Bank Branch are all Doing it, so Why Aren't You?: Fundraising in the Era of Advanced Analytics | Medium Berkley Family Presentation Room, Level 2**

Screenings, ratings and modeling are now old hat in higher education development shops. However, the landscape is shifting so quickly that it's difficult to keep up. Artificial intelligence, custom model builds and other new approaches are reshaping the way we assign prospects, manage portfolios, generate research and predict giving. This session will cover the things you need to be doing, the things you ought to be doing and what might be around the bend.

Speaker:  
Dan Lowman — Senior Data Analytics Consultant, Washburn & McGoldrick, LLC; Solutions Architect, DonorSearch Ai

**Relational Fundraising and Advisory Boards: Projects and Productivity | Paul Adam Lounge, Level 1**

We believe the best relational fundraising is when we bring alumni to campus and have them interact with students. In this session we'll be taking a deep dive into the ways the Texas Christian University Honors program instituted Honors Alumni Connections, a process for moving from qualification to a cultivation setting for an ask, all during the height of the pandemic. You'll learn about ways we increase engagement, urgency and multiple points of contact with key prospective donors, and our efforts to recruit alumni and students around a theme: region/career/major to be part of our coordinated outreach.

Speaker(s):  
Shelly Frank — Director of Development for John V. Roach Honors College, Texas Christian University  
Adam B. Baggs — Asst. Vice Chancellor for School and College Development, Texas Christian University

10:55-11:10 a.m. | Break / Vendor Visits | Jayhawk Welcome Center

11:10 a.m.-12:10 p.m. | Kaleidoscope Group Roundtables | Jayhawk Welcome Center

Kaleidoscope Group roundtables are your opportunity to connect and network with Big 12 peers who share similar roles and responsibilities. This is your chance to share successes and challenges, workshop ideas and build valuable connections! Location information is available [here](#).

CEO Kaleidoscope Group (Invitation Only) | Adams Board Room, Level 2

**Reimagining Advancement for 2030: 10 Trends that Will Define the Future**  
Technology, a changing labor force, evolving philanthropic landscape are accelerating change and requiring advancement leaders to think creatively and quickly to provide what is needed to continue to increase engagement and philanthropy. This session will start with a short presentation about these trends and then open the floor discussion.

Speaker: Don Hasseltine – Senior Vice President and Senior Search Consultant, Aspen Leadership Group

12:15 p.m. | Shuttles to DeBruce Center

12:30-1:30 p.m. | Lunch | DeBruce Center

1:30-2:00 p.m. | Keynote | DeBruce Center

Bill Self — Head Coach, Kansas Men's Basketball

High-Performing Teams

2:00-2:30 p.m. | Tour of Rules of Basketball / Allen Fieldhouse

2:35 p.m. | Shuttles to Jayhawk Welcome Center

2:50-3:30 p.m. | Breakout Sessions | Jayhawk Welcome Center

**Donor-centric Approach to Pipeline Development** | Large Berkley Family Presentation Room, Level 2

At the KSU Foundation, we have a donor continuum structure that allows us to engage more of our constituency than ever before. Key elements include identifying major gift prospects early and taking time to develop relationships with prospects even before they're ready to make a major gift. We have entire teams whose work is devoted to feeding the major gift and principal gift pipeline.

Speakers:  
Eric Holderness — Senior Assoc. VP of Development, KSU Foundation  
Susan Berhow — VP of Marketing Communications, KSU Foundation  
Michael Porter — Student Development Program Manager, KSU Foundation  
Emily Dye — Digital Development Officer, KSU Foundation  
Scott Jensen — Asst. Director of Development, KSU Foundation  
Grant Topjon — Development Officer, KSU Foundation  
Erin Moore — Director of Principal Gift Operations, KSU Foundation

**Cultivating a Growth Mindset Culture** | Bruckmiller Room, Level 2

In a professional practice that is often described as an "art and a science," how do we measure and cultivate behaviors that reflect the art of fundraising and go beyond those outcomes that are quantifiable? Historically, higher education development teams have utilized annual goals/metrics as the primary instrument for determining a development officer's performance.

This session will look to Stanford psychologist Carol Dweck's seminal work on the "growth mindset" to help inform how our profession can consider adopting goals that leverage individual strengths and reinforces behaviors that are more innovative and collaborative.

Speakers:  
Tylerr Ropp — AVP for Central Development, Oklahoma State University Foundation  
Jenna Goodman — Co-founder, Generous Change

**The TA DA of Teamwork and Communication: Succeeding During Change and Disruption** | Summerfield Room, Level 1  
(Offered Twice – 1 of 2)

We are all improvising. We face challenges, disruption, change and obstacles without a script or rehearsal. To find success, we need to work together, build trust and create opportunity. During this session, Joel Zeff will discuss how the tenets of improvisation create successful teams during change and disruption. Joel has spent the past 30 years performing and teaching the lessons of improvisation. This interactive, engaging and hilarious session will focus on staying in the game, facing fear, building trust and asking the important question, "How do I help the people around me be successful?" Joel will also bring his famous TA DA energy as he discusses the importance of opportunity, positive support and active listening in collaboration. Yes, you will have fun and laugh during this session. You will also learn how to collaborate more successfully as a team and navigate change. Are you ready for the TA DA?

This session will focus on:

1. Creating opportunity and positive support for your team.
2. Making the choice to "be in the moment."
3. Staying in the Game when faced with challenges, change and disruption.
4. Thriving during change by making the choice to be prepared, open and flexible.
5. Fueling your passion and reducing stress.

Speaker:  
Joel Zeff — National keynote speaker, workplace expert, humorist and author

**Planning, Launching, Celebrating (and Surviving) Successful Capital Campaigns** | *Medium Berkley Family Presentation Room, Level 2*

Capital campaigns are a vital initiative for higher education institutions to execute their missions effectively. If done correctly, capital campaigns raise funds to support organizational goals and can have tremendous benefits for the future of a college or university. As recent announcements have revealed, multiple universities have launched aspirational comprehensive campaigns. This is yet another indication that despite some strong economic headwinds, institutions of higher learning — both public and private — are continuing to pursue ever-more ambitious fundraising goals. Hear and learn from these seasoned executives what has worked (and hasn't) for their teams over the years.

Speakers:  
Jerome Davies — Executive Vice President for Development, KU Endowment  
Rod Grabowski — Senior Vice President for Advancement, University of Central Florida; CEO, UCF Foundation  
Patrick Kramer — Vice Chancellor, Texas Tech University System Institutional Advancement; CEO, Texas Tech Foundation  
Amy Noah — Vice President and Chief Advancement Officer, University of Oklahoma Foundation  
Moderator: Kristen Lazalier — Senior Director of Principal Gifts, University of Oklahoma Foundation

**But it Actually is Rocket Science! How to Work with Academic Leaders to Translate the Impact of Research for Donors** | *Paul Adam Lounge, Level 1*

Do you have an initiative right now that isn't quite singing to donors? What if it could? Join us as we ask a KU expert strategic questions to uncover and describe the impact of their work — and connect it to the interests of a particular donor. Together, we will workshop a magnetic case for support. Then we will share a template for you to do the same with your academic leaders.

Speakers:  
Nancy Jackson — Co-founder, Generous Change  
Jay Kalbas — Director, Kansas Geological Survey

**3:30-4:30 p.m. | Kaleidoscope Group Roundtables** | *Jayhawk Welcome Center*

*Kaleidoscope Group roundtables are your opportunity to connect and network with Big 12 peers who share similar roles and responsibilities. This is your chance to share successes and challenges, workshop ideas and build valuable connections! Location information is available [here](#).*

**4:30-5:30 p.m. | Vendor Visits**

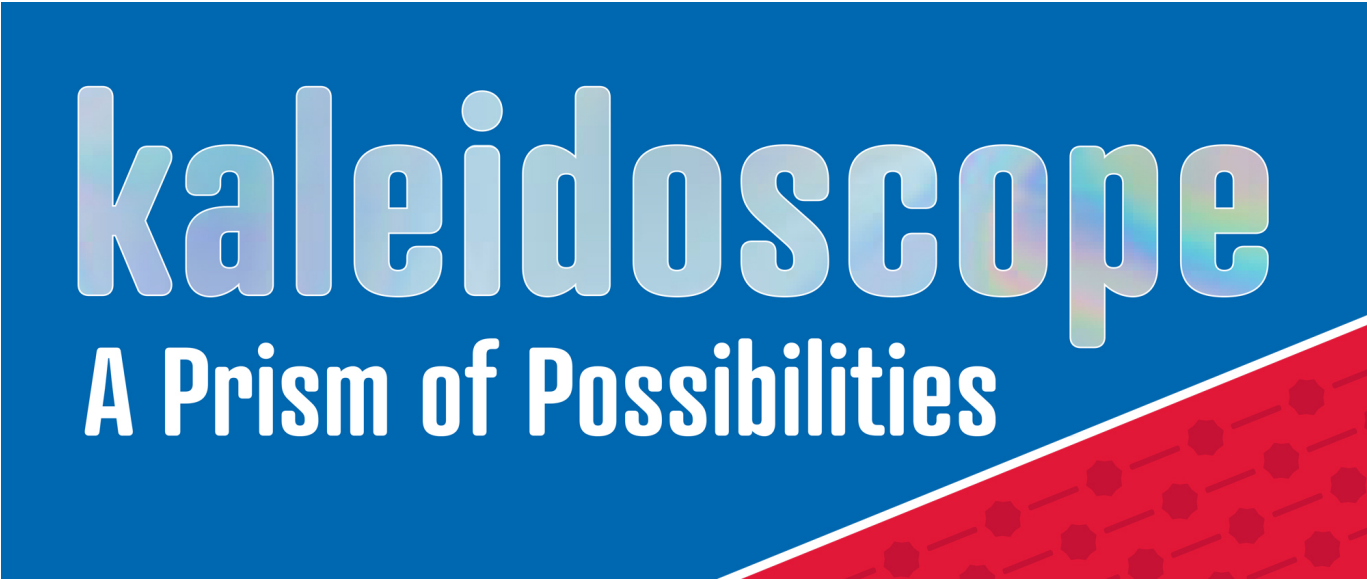
**Optional Activities: Jayhawk Welcome Center Tour with Dimensional Innovations, Recharge with RNL or Live Like a Local Downtown Tour**

**5:30-6:30 p.m. | Return to Hotel / Free Time**

**6:00 p.m. | Shuttles to Dinner**

**6:30-9:30 p.m. | Dinner Activities** | *Abe & Jake's Landing, 8 E. 6th Street*





## Conference Schedule

### Big 12 Development Conference Schedule — Wednesday

#### Wednesday, May 24

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| 8:00 a.m.   <a href="#">Breakfast</a>   Ballroom, Level 5, KU Memorial Union   |
| 8:30-8:45 a.m.   <a href="#">Remarks by Chancellor Douglas Girod</a>   Ballroom, Level 5, KU Memorial Union  |
| <div>8:45-9:45 a.m.   <a href="#">Keynote</a>   Ballroom, Level 5, KU Memorial Union</div> <div><p>Jyarland Daniels, Esq., MBA</p><p><b>The Work of Connecting with People: Embracing Stories, Awareness &amp; Vulnerability</b></p><p>Jyarland Daniels brings a deep and abiding passion—not to mention an incredible ability to articulate about—the diverse values we each bring to our work and to each other. As she will tell it, the power of connecting with stories is at the very core of our work. Sharing our stories and establishing connections with whom we engage, allows each of us to really see and be a part of the humanity we experience every day in our respective roles. Jyarland’s keynote will serve to connect us with each other and give us some key tools—and some practice using them—as we connect with each other and with donors throughout life, not just on behalf of our institutions!</p><p>Perhaps this quote, taken from some of Jyarland’s work with Harriet Speaks, provides a glimpse into the type of conversations we will experience with her in her session: <i>“It is often said that one is on a “journey” of understanding race, diversity and inclusion. The problem with this term is that a journey has a definite end, but the work of understanding race, diversity and inclusion and becoming a better version of ourselves does not. There is no final destination. We do not finish this work. We continue it throughout our lives.”</i></p></div> |
| <div>9:45-10:30 a.m.   <a href="#">CEO Q&amp;A Panel and Closing Remarks</a>   Ballroom, Level 5, KU Memorial Union</div> <div><p>Speakers:</p><p>Blaire Atkinson – President, Oklahoma State Foundation</p><p>Keith Vorkink – Advancement Vice President, Brigham Young University</p><p>Greg Willems – President/Chief Executive Officer, KSU Foundation</p><p>Larissa Holtmyer Jones – President and CEO, Iowa State University Foundation</p><p>Patrick Kramer – Vice Chancellor for Institutional Advancement, Texas Tech University System; CEO Texas Tech Foundation</p><p>Moderator: Dan Martin – President, KU Endowment</p></div>  |
| 10:30-10:50 a.m.   <a href="#">Break / Walk to Jayhawk Welcome Center</a>  |
| <div>10:50-11:30 a.m.   <a href="#">Breakout Sessions</a>   Jayhawk Welcome Center</div> <div><p><b>Covering All the Bases</b>   Large Berkley Family Presentation Room, Level 2</p><p>Embracing the notion that “every donor counts” is vital to fundraising efforts and can be accomplished by evaluating all your donor segments and ensuring high-quality and meaningful engagement. We’ll take a look at engagement strategies for donors at various stages, data around all donor segments and pipeline development trends in the industry.</p></div>  |



Speakers:  
Nick Linde — Vice President of Advancement, University of Nebraska Foundation  
Mike Nagel — Director of Account & Product Marketing, EverTrue  
Austin Ice — Pipeline Development Team Lead, KU Endowment

**The Little Pre-game Party that Could: How a Pre-Game Party Changed the Way we Think About Events and Propelled our Pipeline for Future Gifts** | *Bruckmiller Room, Level 2*

This session invites audience members to join in a conversation about a uniquely successful pre-game party that hosted a previously untapped guest list. Revisiting the planning mindset, lessons learned and fundraising outcomes are key members of the K-State Foundation from the Stewardship, Events, Strategic Solicitations, Data Science and Market Research and Development teams.

Speakers:  
Angela Altamore — AVP of Stewardship and Donor Engagement, KSU Foundation; President, Association of Donor Relations Professional  
Mallory Billings — Assistant Director of Stewardship, KSU Foundation  
Bianca Eakes — Market Research Analyst, KSU Foundation  
Melissa Geisler — Senior Director of Events, KSU Foundation  
Sara Prince — Executive Director of Strategic Solicitations, KSU Foundation

**Baylor Parent Programs: Engagement + Philanthropy = Success** | *Summerfield Room, Level 1*

Join Baylor University's Parent Engagement Team to explore steps that your Advancement division can take to increase meaningful relationships with the parents of your students. We will discuss tools for engaging families during the duration of their time associated with your institution and the annual giving and principal gift opportunities that can be paired with those efforts. If done intentionally over a sustained period of time, you have the potential to create relationships with parents that last long after their student has left your institution.

Speakers:  
Molly Ferguson — Senior Director of Development for Parent Principal Gifts, Baylor University  
Gail Offringa — Director of Parent Engagement, Baylor University

**Tracking and Leveraging CASE Alumni Engagement Metrics (AEM) to Build the Donor Pipeline** | *Medium Berkley Family Presentation Room, Level 2*

Take an in-depth look at the dashboards the University of Central Florida created to track CASE AEM data and learn how they are leveraging this data to build the front end of the donor pipeline.

Speakers:  
Heather Junod – AVP for Alumni Engagement and Annual Giving, University of Central Florida  
Angie Shaw – AVP for Alumni Engagement, University of Central Florida

**Inclusive Hiring: Intentionally Preparing Your Institution for Success** | *Paul Adam Lounge, Level 1*

Amid the race equity crisis in our country, many institutions of higher education are seeking to increase the diversity of their development teams to better reflect the diversity of alumni and donor communities. Lindauer recently worked with the University of Minnesota Foundation to successfully craft and execute a search plan to begin diversifying the development team at the most senior level. Today, Lindauer is currently engaged in a similar project with the University of Cincinnati Foundation. In this session, you will learn how to put together the building blocks of recruiting for diverse lived experiences, mitigate bias in hiring and intentionally recruit people of diverse backgrounds and perspectives to your teams, ultimately improving results and delivering more inclusive programs.

Speaker:  
Faith Montgomery — Vice President and Managing Director, Lindauer Global

**11:30-11:50 a.m.** | **Break / Vendor Visits** | *Jayhawk Welcome Center*

**11:50 a.m.-12:30 p.m.** | **Breakout Sessions** | *Jayhawk Welcome Center*

**Through a Donor’s Eyes: Perspectives on Successful Donor Engagements** | *Large Berkley Family Presentation Room, Level 2*

Step inside the minds of donors during a panel conversation highlighting the importance of effective cultivation, solicitation and stewardship engagements. The panel will tap into their respective experiences gained by providing philanthropic support to projects they care about in an effort to articulate what best practices they have witnessed. Panel participants bring a rich history of support ranging from personal giving to Foundation grantmaking and will provide meaningful insights into successful donor engagements.

Panelists:  
Gene & Yolanda Camarena  
Greg & Deanna Graves  
Moderator: Jerome Davies — Executive Vice President for Development, KU Endowment

**Institutional Alliances: Strategies for Building Strong Partnerships with Campus Leadership** | *Bruckmiller Room, Level 2*

Explore ways to grow your partnership with institutional leadership to increase your fundraising success. Develop effective partnerships with deans, directors, faculty and institutional leadership to take your donor engagement to the next level. Help your campus partners identify pivotal giving opportunities and translate those opportunities into compelling stories. Explore best practices to identify strategies and desired meeting outcomes for key donor engagement, handling difficult conversations, meeting debriefs and ongoing communications.

Panelists:  
Barbara Bichelmeyer — Provost & Executive Vice Chancellor, University of Kansas  
Heath Peterson — President, KU Alumni Association  
Ann Brill — Dean, School of Journalism, University of Kansas  
Moderator: Dan Simon — AVP for Development, KU Endowment

**The TA DA of Teamwork and Communication: Succeeding During Change and Disruption** | *Summerfield Room, Level 1*  
(Offered Twice – 2 of 2)

We are all improvising. We face challenges, disruption, change and obstacles without a script or rehearsal. To find success, we need to work together, build trust and create opportunity. During this session, Joel will discuss how the tenets of improvisation create successful teams during change and disruption. Joel has spent the past 30 years performing and teaching the lessons of improvisation. This interactive, engaging and hilarious session will focus on staying in the game, facing fear, building trust and asking the important question, “How do I help the people around me be successful?” Joel Zeff will also bring his famous TA DA energy as he

discusses the importance of opportunity, positive support and active listening in collaboration. Yes, you will have fun and laugh during this session. You will also learn how to collaborate more successfully as a team and navigate change. Are you ready for the TA DA?

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- 1. Creating opportunity and positive support for your team.
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- 4. Thriving during change by making the choice to be prepared, open and flexible.
- 5. Fueling your passion and reducing stress.

Speaker:  
Joel Zeff — National keynote speaker, workplace expert, humorist and author

**Corporate and Foundation Relations in the 21st Century** | *Medium Berkley Family Presentation Room, Level 2*

Corporations and foundations can be some of the strongest strategic partners of your university, especially when powerfully leveraged and used effectively. Join CFR expert Shelley Birdsong-Maddex as she shares best practices that can improve your organization’s approach to corporate and foundation engagement to build support for programs, translate research discoveries and create a talent pipeline.

Speaker:  
Shelley Birdsong Maddex – Senior Director of Corporate and Foundation Relations, West Virginia University Foundation

**Exploring New Philanthropic Frontiers: International Engagement at Iowa State** | *Paul Adam Lounge, Level 1*

In 2019, the Iowa State University Foundation began a journey into international fundraising. Since then, the program has developed into a unit of three FTE focused on securing principal and leadership gifts while developing its audience. This session will detail how and why Iowa State began working in the international space, strategies employed to overcome data issues, and the development and implementation of a business plan. We will discuss what the program looks like today and some of the success stories demonstrating that working in the international space is the right direction for Iowa State’s future growth.

Speaker:  
Joe Nolte — Executive Director of Development for International Engagement, Iowa State University Foundation

**12:30 p.m. | [Boxed Lunch Pickup](#)** | *Registration / Information Table, Jayhawk Welcome Center*



# kaleidoscope

## A Prism of Possibilities

### Keynote Speaker Bios

#### Joel Zeff

Joel Zeff creates energy. His spontaneous humor and vital messages have thrilled audiences for almost 25 years. As a national workplace expert, speaker, author and humorist, Joel captivates audiences with a unique blend of hilarious improvisational comedy and essential ideas on work and life. He has shared his experience and insight on collaboration, leadership, change, communication, innovation, fun and passion at more than 2,500 events. His book, *Make the Right Choice: Creating a Positive, Innovative and Productive Work Life*, is consistently listed as one of the top work/life balance books on Amazon. He has appeared on CNBC and featured in *the Dallas Morning News*, *Houston Chronicle*, *The Kansas City Star* and many other media outlets. He holds a degree in journalism from the University of Kansas. For more information, visit his website at [www.joelzeff.com](http://www.joelzeff.com).



#### Jyarland Daniels, Esq., MBA

Jyarland Daniels is an award-winning Diversity, Equity and Inclusion (DEI) leader, and Founder and President of [Harriet Speaks](#). To this work, Jyarland brings clients more than 10 years of executive-level leadership experience in social justice and civil rights nonprofit organizations. Prior to her work in nonprofits, she worked for several Fortune 100 companies in marketing, luxury branding, crisis communications and public relations.

Jyarland's understanding of diversity stems from having lived and studied in Japan and Germany, as well as having led global teams. She holds an undergraduate degree in Business Administration with a concentration in East Asian Languages and Cultures from the University of Kansas, an MBA in Marketing and Finance from the Ross School of Business at The University of Michigan – Ann Arbor, and a law degree in Civil Rights and Education Law from Wayne State University Law School in Detroit, Michigan. She is licensed to practice law in the state of Michigan and is a proud member of Alpha Kappa Alpha Sorority, Incorporated.



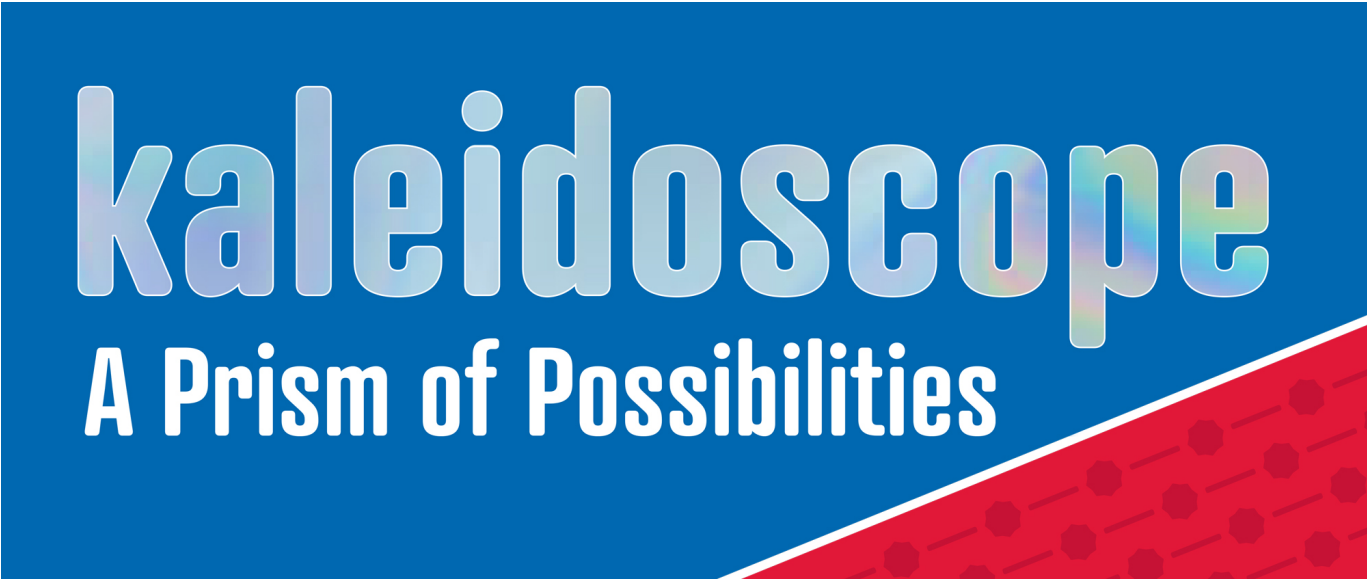
#### Bill Self

Since taking up residence on the sidelines of James Naismith Court in the friendly confines of Phog Allen Fieldhouse, Bill Self has proven himself more than capable of carrying on the great tradition of coaches who have passed through the University of Kansas. A graduate assistant under Hall of Fame coach Larry Brown, Self returned to Kansas in 2003 after coaching stints at Illinois, Tulsa, Oral Roberts and his alma mater, Oklahoma State.

While at Kansas, Self has won two national championships, 17 Big 12 Conference titles and nine league tournament championships. He has guided KU to four Final Fours and nine Elite Eights, and holds a 292-16 record for games played in historic Allen Fieldhouse.

Enshrined as a first-ballot honoree in the Class of 2017 Naismith Memorial Basketball Hall of Fame, Self became the ninth fastest coach in NCAA history to win 600 career games.




















## Big 12 Development Conference

### Kaleidoscope Groups

#### Kaleidoscope Groups

Kaleidoscope Group roundtables are your opportunity to connect and network with Big 12 peers who share similar roles and responsibilities. This is your chance to share successes and challenges, workshop ideas and build valuable connections! The locations where these groups will be gathering are listed below, and make sure to use the QR code in the program to join your Kaleidoscope Group on Slack.

|   |
|---|
| Group 1    <b>Annual Giving, Communications, Marketing and Donor Relations</b>   Large Berkely Family Presentation Room, Level 2, Jayhawk Welcome Center   |
| Group 2    <b>Prospect Management, Prospect Research, Development Support (Administrative Assistants) and Information Systems</b>   Bruckmiller Room, Level 2, Jayhawk Welcome Center  |
| Group 3    <b>Mid-level Management and Executive Leadership</b>   Medium Berkley Family Presentation Room, Level 2, Jayhawk Welcome Center   |
| Group 4    <b>Corporate and Foundation Relations</b>   Summerfield Room, Level 1, Jayhawk Welcome Center   |
| Group 5    <b>Gift Planning</b>   Paul Adam Lounge, Level 1, Jayhawk Welcome Center  |
| Group 6    <b>Frontline Fundraising: School of Business</b>   Medium Berkley Family Presentation Room, Level 2, Jayhawk Welcome Center   |
| Group 7    <b>Frontline Fundraising: Technical Schools – Architecture and Design, Engineering and Agriculture</b>   The Pub, Level 2, Jayhawk Welcome Center   |
| Group 8    <b>Frontline Fundraising: Arts/Fine Arts/Liberal Arts and Humanities</b>   Large Berkely Family Presentation Room, Level 2, Jayhawk Welcome Center  |
| Group 9    <b>Frontline Fundraising: Journalism, Communications, Graduate Programs and School of Law</b>   Couches, Kimbell Family Atrium/Main Lobby, Level 1, Jayhawk Welcome Center  |
| Group 10    <b>Frontline Fundraising: Other Schools- Education, Social Welfare/ Social Work and Music</b>   The Pub, Level 2, Jayhawk Welcome Center   |
| Group 11    <b>Frontline Fundraising: Non-degree- Diversity, Equity, Inclusion &amp; Belonging; Student Affairs; International Affairs; Libraries; Undergraduate Studies; Scholarships and Specialty Programs</b>   Paul Adam Lounge, Level 1, Jayhawk Welcome Center                        |
| Group 12    <b>Frontline Fundraising: Affiliate/Non-academic- Alumni Association, Advancement and Athletics</b>   Conference Table, Kimbell Family Atrium/Main Lobby, Level 1, Jayhawk Welcome Center  |
| Group 13    <b>Frontline Fundraising: Generalists- Principal Gifts, Central Development, Regional Development, Honors, International Alumni, Parent Giving and Pipeline Development/DXO/Digital Philanthropy/Leadership Annual Gifts</b>   Summerfield Room, Level 1, Jayhawk Welcome Center |
| Group 14    <b>Frontline Fundraising: Medical and Health – School of Medicine, Cancer Center, Health Professions, Health Systems, Neurosciences, Nursing, Veterinary Medicine, Hard Sciences and Pharmacy</b>   Bruckmiller Room, Level 2, Jayhawk Welcome Center                            |
| Group 15    <b>Presidents/CEOs</b>   Adams Board Room, Level 2, Jayhawk Welcome Center   |