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B1G Advancement Services Executive Leadership Panel Discussion

Panel Moderator

Monique Michelle Dozier

**Assistant Vice President of Advancement Information
Systems and Donor Strategy**

Michigan State University



Presentation Objectives

B1G Advancement Services leaders will discuss trends in the industry, technology, and analytics. Leaders will share how they are making strategic business decisions and building the case for funding and procurement needs, technology roadmaps, staffing models and hiring practices, and data governance.

Session will also focus on our evolving partnerships and support strategies with Central Information Technology teams.

Introduction of Leadership Panel

Karen Isble

Assistant Vice President, Development Services & Strategic Solutions
University of Michigan

Jeffrey Lindauer

Vice President for Advancement Services and Managing Director of Capital Campaigns
Indiana University

Greg Kapp

Assistant Vice President for Development Operations
Purdue University

Marianne Siess

Senior Managing Director, Advancement Services
University of Wisconsin Foundation

Question 1: Please describe the Advancement Services organization structure at your institution.

Question 2: What are some of the biggest challenges Advancement Services Leaders face within the industry today?

Question 3: What do you believe are ingredients for a successful Advancement Services team?

Question 4: How have you been able to influence the conversation about the investment in your team from one of cost to one of value?

Question 5: What investments do you make to ensuring you have a high performance Advancement Services team?

Question 6: How do you measure team success and keep your staff motivated?

Question 7: What Data Quality Strategies have you deployed to ensure that your partners that they are receiving the highest quality and accurate information?

What is your data governance strategy?

Question 8: How are you changing your culture so that your Advancement partners are not just consumers of reports and list files but rather one of prescriptive and predictive strategies?

Question 9: What influence do you have on enterprise IT decisions on your campus? Does your campus work cross-collaboratively or in silos? If silos, how does your team support advancement staff in the units?

**Question 10: How do you get your
Advancement and/or cross-campus partners to
stop viewing projects as being about
“technology” versus business value?**

Question 11: What investments have you made in new and innovative technologies and how are you leveraging them to improve your business? Give a couple of examples.

Question 12: What's on your mind?

AUDIENCE QUESTIONS