Leveraging Sustainable Partnerships:
The Mid-Atlantic Higher Education Business & Research Conference
Suggested Format for “Call For Conference Presentations”

Call for Conference Presentations

“Strategically Moving from Access to Success”

The University of Maryland Eastern Shore (UMES) will host its “Leveraging Sustainable Partnerships: The Mid-Atlantic Higher Education Business & Research” conference on October 19-22, 2016 at the UMES Campus located in Princess Anne, Maryland. The conference is designed to develop, improve and expand partnerships and strategic alliances between federal agencies, public organizations, Minority Serving Institutions (MSI) and public and private sector. This conference will provide strategies to better meet business and government needs while providing MSIs and its students, and entrepreneurs access to federal grants, research, and acquisition opportunities.

This “Call for Presentations” seeks topics for sessions that will provide strategies to stimulate economic growth, strengthen global competitiveness, and improve educational curriculum in any of the following three conference tracks:

FOCUS: Track 3: Business Creating a capable workforce for the future. Topics in this track may include, but are not limited to:

- Enhancing Grant Activities (how to write grant proposals; grant success stories; lessons learned; available grants from government & private institutions)
- Doing Business with the Federal Government (contract opportunities)
- Facilitating Research Partnerships
- Building sustainable Capacity
- Building Business and Education Partnerships (SBIR Programs)
- Building a successfully Entrepreneur Program: Targeting K-12 and College students

Joan Rogers’ Draft Suggested Format for Call for Presentations, revised by Wayne Jearld based on input from Program subcommittee on 3-16-2016v and 4-5-2016.
Conference Format and Presentation Application Guidelines

The UMES Conference will feature general sessions with keynote speakers, and conference track sessions, as noted above, featuring individual presenters, panel discussions, and informative workshops and recognition meals.

- **Individual Presentations**: Interactive 60 minute sessions, including time for questions and answers.
- **Workshops**: Composed of 1-3 presentations aimed to develop a particular skill or knowledge in a specific area. Designed not only to offer information but to be interactive.

**Conference session applications must include the following:**

- **Presenter**: Arvetta L. Jideonwo, MHA, GPC, CFRE, Interim Executive Director, BVOF Faculty Member Indiana University Lilly Family School of Philanthropy
- **Organization**: Bosma Visionary Opportunities Foundation (BVOF)
- **Location**: Indianapolis, Indiana

**Presentation Title** FIRE and ICE: The Surprising Marriage Between Grantsmanship and Traditional Fundraising

**Presentation Rationale** – The purpose of this presentation is to define the relationship between grantsmanship and traditional fundraising and give grant professionals strategies and techniques to best work with their fundraising counterparts in an environment primarily focused on individual, major gifts, annual fund, planned giving, and special event fundraising. This presentation is intended for foundation and corporate relations professionals who work directly or in collaboration with traditional fundraisers all dedicated to raising funds for the organization. The presentation will place a special emphasis on individuals working in “supporting organizations” in the higher education sector where this work environment is more common.

**Presentation Abstract** (60 word limit) – Highlight the importance of working together with traditional fundraisers to gain information, collaborate, and understand of the general field of fundraising and how both parties can best communicate to reap rewards.

**Presentation Plan** (60 word limit) – Focus on strategies and techniques to share information and work together on specific projects focused on multiple funding coming from one source. An example would be solicitation of an individual who has their own foundation and corporation. A strategic approach is essential in these situations.
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Presentation Summary (250-300 word limit)

The presentation will provide grant professionals with tools and forms of sharing communication among their fundraising counterparts and strategies on how to best educate them on the grant development process. The sharing of this information between both groups will reap rewards and reduce the overlap, confusion, and miscommunication that can become detrimental to collaboration.

The presentation will:

- Highlight the importance of working together with traditional fundraisers to gain information, collaborate, and understand of the general field of fundraising and how both parties can best communicate to reap rewards.
- Focus on strategies and techniques to share information and work together on specific projects focused on multiple funding coming from one source. An example would be solicitation of an individual who has their own foundation and corporation. A strategic approach is essential in these situations.
- Identify potential barriers to communication and collaboration among grant professionals and traditional development professionals that may inhibit their fundraising success. Those may include, but not be limited to a lack of communication and understanding of fundraising areas including grantsmanship and traditional fundraising.
- Provide tools and resources to gain further information on the collaboration and partnership between grant professionals and traditional fundraisers and the work environment best conducive to the development of this relationship between the two groups.

Workshop Objectives

1. By the end of the presentation, 100% of the workshop attendees will be able to identify key steps in working with their colleagues to best gain and share information in the fundraising field.

2. By the end of the presentation, 100% of the workshop attendees will be able to identify key benefits in actively communicating with their colleagues to produce greater fundraising results through teamwork.

3. By the end of the presentation, 80% of the workshop attendees will be provided with at least 3 key ways to educate their colleagues on the basics of grantsmanship to gain an understanding of the field and encourage partnership and teamwork.

4. By the end of the presentation, 80% of the workshop attendees will be able to identify 3 potential barriers in working as a fundraising team to produce positive results and encourage success.
5. By the end of the presentation, 100% of the workshop attendees will be made aware of strategies and techniques to best work with their colleagues when seeking multiple funds from one source (i.e. individual vs. foundation fundraising).

6. By the end of the presentation, 100% of the workshop attendees will be able to identify key steps build an ongoing sustained relationship with traditional development professionals to improve performance in seeking grant awards and maintain a level of confidence as an equal member of the fundraising team.

**How conversations can be continued beyond the conference.**

**Benefits to Development Professionals**

The presentation will benefit Development Professionals:

1. By providing strategies to improve **organization and administrative skills** in development of tools and strategies to best communicate with their fundraising counterparts including presentations, workshops, etc.
2. By providing techniques to improve **communication skills** through engaging in more open conversation and discussion with colleagues in regard to the context and scope of their work.
3. By providing steps to improve **coordination skills** in collaboration with fellow colleagues to improve overall fundraising success.
4. By providing strategies to improve **training and presentation skills** through conducting workshops and facilitating discussions on grantsmanship and trends in the field.

All submissions are to be electronically submitted to Wayne Jearld, wjearld@umes.edu by due date. Please designate a single contact person for your submission. Steering Committee members proposals will be evaluated by the conference program subcommittee and final decision made by the steering committee the identified contact person will be notified of the outcome.

Please direct your questions regarding proposal applications to the appropriate individual and e-mail address as shown below: Wayne Jearld wjearld@umes.edu.

We look forward to your submission and hope that you will be able to attend the UMES Conference, “Leveraging Sustainable Partnerships: The Mid-Atlantic Higher Education Business & Research.” More information about the conference program, registration and hotel information can be found at umes.edu/MHEBRC (active 1 April, past due)