



# 2024 MULTI-ACADEMIC CONFERENCE I

FEBRUARY 26-28, 2024

San Diego Marriott Mission Valley  
San Diego, CA

Advancement, Alumni Affairs, Comm/PR, Enrollment &  
Marketing, Financial Aid



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join us in pursuing the vocation  
of caring for God's creation.**

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The deadline is March 1, 2024.

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# WELCOME

## Dear Friends,

Welcome to San Diego and the 2024 Multi-Academic Conference. This event brings together experts from institutions large and small, far and near, yet united in one common purpose: To advance the mission of Christ-centered higher education for the benefit of our students, our communities, and our world.


You further that mission each day through your essential work. To that end, our team has taken great care to plan a timely, relevant experience that equips you to flourish in the daily, on-the-ground labor that enables transformative education—holistic learning that touches students' minds, hearts, and souls.

In the coming days, you will hear from thought leaders and authorities in their fields, individuals who can offer sharp insights and deep wisdom on the most impactful issues of the day, from well-being in community to student debt. Experts will analyze the keys to true flourishing, both for our institutions and for the people they serve. Through it all, we will be equipped by our presenters, and by each other, to answer God's call in this important work.

From start to finish, each part of our conference has been anchored on the same foundation upon which your institution is built: the saving power, love, and hope we have in Jesus Christ, our Savior. Thank you for making the CCCU Multi-Academic Conference a priority. We are blessed to have you here to learn with us, to labor beside us, and to answer the call to Christian higher education alongside us.

I pray that this week brings you wisdom, rest, and direction for the road ahead. The future of Christian higher education shines bright with dedicated leaders and staff like you.

Warmly,



Shirley Hoogstra  
*President of the CCCU*



## CCCU LEADERSHIP & STAFF

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Cabinet and Senior Project Manager

### **EVENT COMMISSIONS**

Advancement

Alumni Affairs

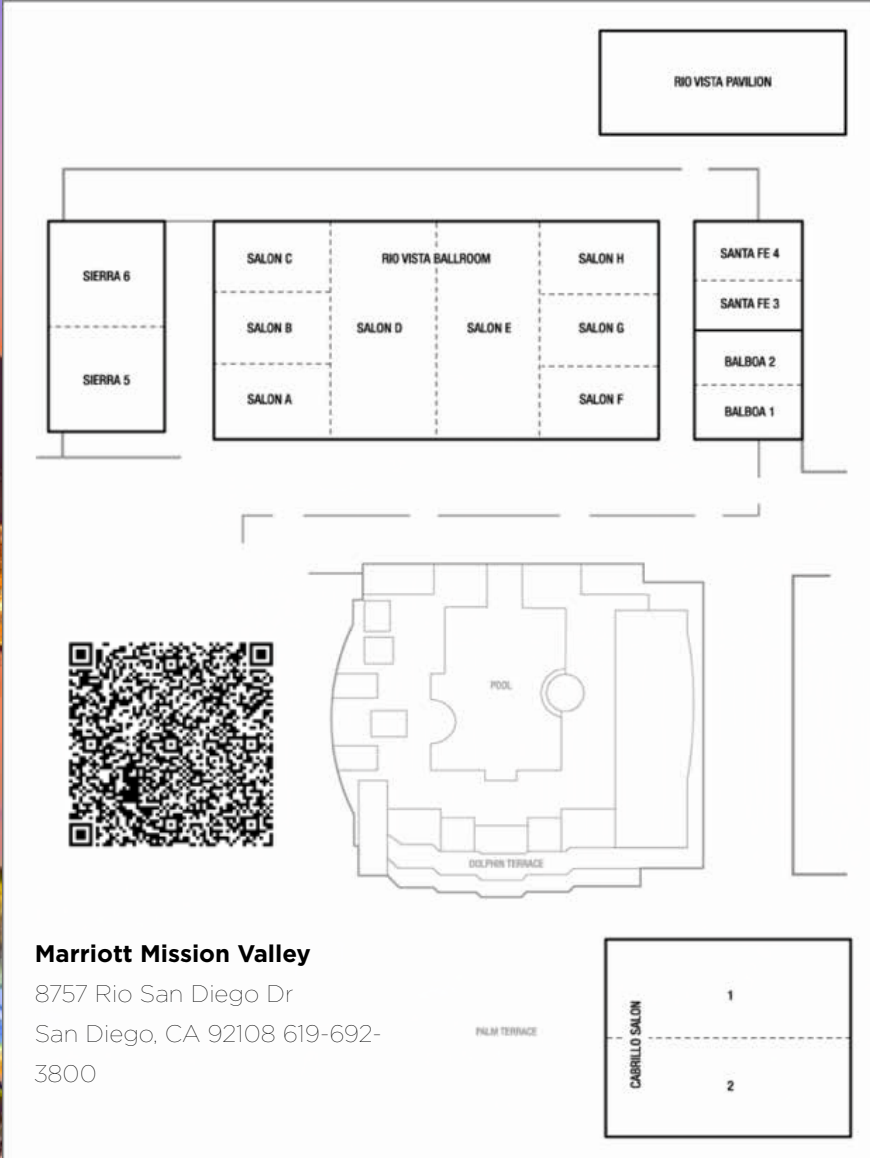
Comm/PR

Enrollment & Marketing

Financial Aid



# EVENT VENUE



## Marriott Mission Valley

8757 Rio San Diego Dr  
San Diego, CA 92108 619-692-3800



# SCHEDULE AT A GLANCE

## MONDAY, FEBRUARY 26, 2024

### 3:30 PM - 7:30 PM

REGISTRATION/INFORMATION DESK  
*Sun Room*

### 12:00 PM - 4:00 PM

EXHIBITOR SHOWCASE SET-UP  
*Rio Vista Foyer*

### 1:30 PM - 4:00 PM

COMMISSION MEETINGS AND LUNCH  
*Various Locations*

### 4:00 PM - 5:00 PM

NEW & FIRST-TIME ATTENDEE MIXER  
*Cabrillo Salon 2*

### 5:00 PM - 6:00 PM

WELCOME RECEPTION FOR ALL ATTENDEES  
*Cabrillo Ballroom*

### 6:00 PM - 7:30 PM

WELCOME DINNER AND OPENING ADDRESS  
*Rio Vista Salons A-E*

### “Focusing on Staff Care & Development While Getting the Job Done”

As decision-makers and influencers in our respective institutions, we are expected to lead and shepherd well. That may inform application and practice differently during challenging times of reallocated resources, merged responsibilities, and heightened awareness of global and societal challenges. The good news is that applying Biblical principles of care and communication still provides a clearly articulated pathway to success.

#### Presenter:

**Dr. Sherilyn Emberton**, President, Huntington University

### 7:30 PM - 8:30 PM

PEER GROUPS DESSERT RECEPTION  
*Various Locations*

## TUESDAY, FEBRUARY 27, 2024

### 8:00 AM - 4:00 PM

REGISTRATION/INFORMATION DESK  
*Sun Room*

### 8:00 AM - 5:30 PM

EXHIBITOR SHOWCASE  
*Rio Vista Foyer*

### 8:00 AM - 8:30 AM

CONTINENTAL BREAKFAST  
*Rio Vista Foyer*

### 8:30 AM - 9:15 AM

WORSHIP AND DEVOTIONAL  
*Rio Vista Ballroom Salons A-E*

#### Worship:

**Ashley & Brandon Castillo**

#### Devotional:

**Rev. Dr. Angulus Wilson**

### 9:15 AM - 11:30 AM

OPENING PLENARY SESSION  
*Rio Vista Ballroom Salons A-E*

### “Results from the 2023 Bethel Study”

Results of the 25th Annual Financial Aid Survey of CCCU Institutions will be shared, including trends in enrollment, price, financial aid, discounting, debt, affordability, and institutional financial health.

#### Presenters:

**Dan Nelson**, Chief Institutional Data & Research Officer, Bethel University (MN)

**Jeff Olson**, Director of Financial Aid, Bethel University (MN)

### 11:30 AM - 12:00 PM

MORNING NETWORKING & REFRESHMENT BREAK  
*Rio Vista Foyer*

### 12:00 PM - 2:00 PM

LUNCH & PLENARY SESSION  
*Rio Vista Ballroom Salons A-E*

### “Making Change and Earning Trust: Earning Confidence from the Top... and Yourself”

How (really) does PR contribute to the bottom line? How will you get to be – and stay – a trusted advisor in the President’s Suite and the halls of your institution? How are we building trust internally and externally? Employees, faculty, students, and our key publics want more engagement from leadership. In this session, we will discuss definitive ways PR contributes to the bottom line and identify our strengths and areas for improvement in order to secure our seat at the management table. In this conversational session, we’ll learn how results and success breed confidence in our abilities and our leadership as PR/comms pros.

#### Presenter:

**Dianne Danowski Smith**, Founder, Publix Northwest PR + PA

### 2:00 PM - 5:30 PM

BREAKOUT SESSIONS  
*Various Locations*

### 5:30 PM

OPEN EVENING/DINNER ON OWN

# SCHEDULE AT A GLANCE

**WEDNESDAY, FEBRUARY 28, 2024**

**8:00 AM - 11:00 AM**

REGISTRATION/INFORMATION DESK  
*Sun Room*

**8:00 AM - 12:00 PM**

EXHIBITOR SHOWCASE  
*Rio Vista Foyer*

**8:00 AM - 9:00 AM**

CONTINENTAL BREAKFAST  
*Rio Vista Foyer*

**9:00 AM - 12:00 PM**

BREAKOUT SESSIONS  
*Various Locations*

**10:30 AM - 11:00 AM**

MORNING NETWORKING & REFRESHMENT  
BREAK  
*Rio Vista Foyer*

**12:00 PM - 12:15 PM**

DEVOTIONAL  
*Rio Vista Ballroom Salons A-E*

**Devotional:**  
**Rev. Dr. Linda Leon**

**12:15 PM - 1:45 PM**

BOXED LUNCH & CLOSING PLENARY SESSION  
*Rio Vista Ballroom Salons A-E*

## “Reputation Management & Reviewing Survey Results”

In today’s crisis-driven world, how do Christian higher education institutions measure up? This session will take you deep into the results of a recent survey of CCCU member campuses that explored the current state of crisis on our campuses. Together we’ll examine from a list of 18 crises those that concern us most and those we feel most prepared to handle – both from overall and regional perspectives. Attendees will walk away armed with proactive tools to help campus communicators set themselves up for success when the next crisis breaks down the door.

### **Presenter:**

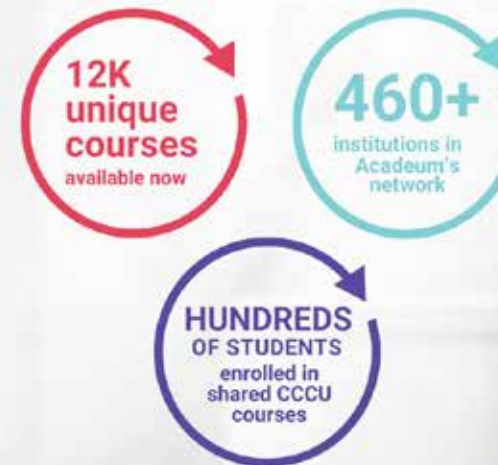
**Angela Meluski**, Vice President for Marketing & Communication, California Baptist University



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With Acadeum, CCCU institutions can offer open course seats to students from like-minded colleges and universities, helping students stay on track and generating revenue.

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VISIT [WWW.ACADEUM.COM](http://WWW.ACADEUM.COM)



# PLENARY SPEAKER



Angela **Meluski**  
President for Marketing &  
Communication,  
*California Baptist University*

Angela Meluski, vice president for marketing and communication at California Baptist University, boasts a dynamic career trajectory. Originating from a public relations agency, Meluski honed her skills crafting impactful campaigns for renowned brands like Macy's, Sprint, and Time Warner Cable. Her foray into higher education included an assistant dean role at the University of California, Riverside.

Assuming the reins of CBU's marketing team in July 2022, Meluski has been instrumental in amplifying the university's presence. Armed with a master's from the University of Southern California and a bachelor's from California State University, Fullerton, Meluski brings a wealth of expertise and strategic vision to her role.



Daniel C. **Nelson**  
Chief Institutional Data & Research  
Officer  
*Bethel University*

Daniel C. Nelson, currently the chief institutional data & research officer at Bethel University (MN), has dedicated an impressive five decades to Bethel, excelling in pivotal roles such as financial aid, enrollment management, and strategic planning. Armed with a B.A. from Bethel and an M.S.A. from Notre Dame, Nelson's influence transcends his immediate responsibilities. His extensive career includes a remarkable 36 years of surveying financial aid officers at Christian colleges and providing consultation to over 30 schools.

Beyond the academic realm, Nelson actively contributes to his community. He not only holds a key position on the board of Liberty Classical Academy but also plays an active role in his church. Personally, Nelson shares a fulfilling family life with his wife Nancy, raising three accomplished adult children and enjoying the joyous chaos of five grandchildren.



# PLENARY SPEAKER





# PLENARY SPEAKER



## Shirley Hoogstra

President,  
*CCCU*

Shirley Hoogstra became the seventh president of the CCCU in September 2014. In this role, Hoogstra combines her zeal for the rule of law and her passion for Christian higher education as she promotes the value and purpose of high-quality, Christ-centered liberal arts education that shapes students who love the Lord with all their heart, soul, and mind. Prior to the Council for Christian Colleges & Universities, Hoogstra served for 15 years as vice president for student life at her alma mater, Calvin University, and spent more than a decade practicing law as a partner at a firm specializing in litigation in New Haven, Connecticut.

# PLENARY SPEAKER

## Jeff Olson

Director of Financial Aid,  
*Bethel University*



Jeff Olson, currently serving as the director of financial aid at Bethel University (MN), embarked on his exploration of enrollment, pricing, and discounting trends at CCCU institutions in 1999 under Dan Nelson's mentorship. Ordained within The Christian & Missionary Alliance, Olson holds a B.A. from Crown College (MN) and an M.B.A. from the University of St. Thomas (MN).

Beyond his professional pursuits, Olson is deeply committed to community and family. Married with four grown children and four grandchildren, he brings a wealth of experience and a passion for serving others to his role at Bethel. Olson's impact is not just in managing financial aid but in fostering a sense of community and support for students on their educational journeys.



## PLENARY SPEAKER



### Dianne **Danowski Smith**

Fellow PRSA,  
*APR*

Dianne Danowski Smith, APR, Fellow PRSA, leverages over three decades in public relations, public affairs, and crisis communications. Her impactful career, spanning Publix Northwest and diverse companies, showcases outstanding advocacy, community programming, and issues management results.

A recognized PR leader, Danowski Smith recently taught an advanced PR class at George Fox University. Notably, her achievements include defeating anti-civil rights legislation in 1993, earning PRSA's International Public Service Award. Leading award-winning health communications and advocacy efforts, she played a pivotal role in crucial health legislation in Oregon.

Engaged in her community, Danowski Smith founded Oregon Bio Women and contributes to the Beaverton Chamber of Commerce's Business Advocacy Council. A University of Oregon alumna, she holds a Bachelor of Arts in journalism and PR emphasis, earning the William W. Marsh Lifetime Achievement Award in Public Relations.

## PLENARY SPEAKER

### Dr. Sherilyn **Emberton**

President,  
*Huntington University*



Dr. Sherilyn R. Emberton serves as the 13th president of Huntington University.

Prior to accepting the presidency at Huntington in 2013, Dr. Emberton served as the provost and vice president for academic affairs at East Texas Baptist University in Marshall, Texas, and in that same role at Lincoln Memorial University in Harrogate, Tennessee. Dr. Emberton began her career in private higher education at LeTourneau University in Longview, Texas, as the associate vice president for academic affairs.

She completed a Doctor of Education degree in 1999 from Texas A&M University-Commerce and both a Bachelor of Science in education degree and a Master of Education degree from Stephen F. Austin State University.

Dr. Emberton chairs the executive board of Northeast Indiana Regional Partnership and sits on the Northeast Indiana Chamber of Commerce board of directors. She is the director of higher education for the US National Conference and the United Brethren Church in Christ, and she chairs the Lenawee Christian Ministries Board in Adrian, Michigan. Dr. Emberton joined the board of directors of the Community Harvest Food Bank of Northeast Indiana in 2015 and the board of directors for Indiana's AgriNovus and Elevate Ventures Northeast Indiana in 2017. In 2019, Dr. Emberton was elected to the board of directors for the National Association of Independent Colleges and Universities (NAICU) and asked to serve on the Executive Board of Indiana Agrinovus. In 2020, Dr. Emberton was elected to serve on the Executive Committee of NAICU and the Governing Board of the Council for Christian Colleges & Universities (CCCU).

**TUESDAY FEBRUARY 27**  
**2:00 PM - 2:45 PM**

**Dave Burke**

President  
 Legacy Higher Ed

**Brandon Huisman**

Vice President for  
 Enrollment & Marketing  
 Dordt University

**TUESDAY FEBRUARY 27**  
**2:00 PM - 2:45 PM**

**Angela Meluski**

Vice President for Marketing  
 & Communication  
 California Baptist University

**Dr. Amanda Staggenborg**

Chief Communications Officer  
 Council for Christian  
 Colleges & Universities

**ADMITTED STUDENTS AND THEIR PARENTS:**

*Comparing and contrasting college search perspectives*

In this session, you will learn about important perspectives on the college search from your most highly engaged prospective student audience, compared to and contrasted with the perspectives of their parents, who are typically the primary influencers during the admissions and selection process. An Admitted Student Intel participant will also share how his institution has prioritized this research over the last two years in refining enrollment and marketing strategies.

**CRISIS AND CHRISTIAN HIGHER ED:**

*Are we prepared for the unexpected?*

In today's crisis-driven world, how do Christian higher education institutions measure up? This session will delve into the results of a recent survey that explored the current state of crisis on CCCU member campuses. Together we'll examine the crises that concern us most and those we feel most prepared to handle — both from overall and regional perspectives. Attendees will walk away armed with proactive tools to help campus communicators set themselves up for success when the next crisis breaks down the door.

**MAJOR GIFT OFFICER METRICS:  
 TURNING METRICS INTO MGO SUCCESS**

This session will explore the innovative approach employed by California Baptist University (CBU) in measuring major gift officer success through an advanced metric that undergoes fine-tuning each year. CBU's methodology encompasses a comprehensive range of metrics, including face-to-face visits, solicitation efforts, tracking of current and deferred goals, and a host of other dynamic indicators that are subject to annual revisions. This session will provide attendees with valuable insights into the development, refinement, and application of these metrics in the context of higher education fundraising.

**GOING BEYOND HOMECOMING:**

*How one university created a model that became a win for everyone*

Homecoming can be a win for your entire university! Come hear how Oklahoma Baptist University has worked to create "The Weekend" which not only encompasses time-honored traditions for alumni, but now includes Family Weekend for current students and their families and an official preview day for prospective students and their families. It has become THE weekend to be on campus! In this session, we will be discussing why this model has been beneficial and practical ways to implement.

**TUESDAY FEBRUARY 27**

**2:00 PM - 3:00 PM**

**Paul Eldridge**

Vice President for University  
 Advancement  
 California Baptist University

**Kim Cunningham**

Senior Director of Development  
 California Baptist University

**Kelli Johnson**

Associate Director of Research and  
 Portfolio Management

**TUESDAY FEBRUARY 27**

**2:00 PM - 2:40 PM**

**Lee Ann Fannin Quirk**

Director of the OBU  
 Alumni Association  
 Oklahoma Baptist University

**TUESDAY FEBRUARY 27****2:45 PM - 3:30 PM****Leslie Kurtz**Director of Financial Aid  
Asbury University**Jennifer McChord**Vice President  
Enrollment & Marketing  
Asbury University**Holland Meyer**Director of Client Service  
Ardeo Education Solutions**TUESDAY FEBRUARY 27****2:50 PM - 3:30 PM****Jay McClymont**Director of Alumni  
& Parent Relations  
Messiah University**Chris Allbrook**Director of Sales  
CampusESP**AN ASBURY JOURNEY:***A ride through recent enrollment & financial aid changes*

In this session, learn how a major campus event influenced enrollment and financial aid both positively and negatively at Asbury University. Hear what we've learned and changed, as well as how our campus and enrollment processes have been impacted, including areas such as recruitment efforts, financial aid strategies, and partner relationships like Ardeo's Loan Repayment Assistance Program (LRAP).

**HOW STRATEGIC FAMILY ENGAGEMENT FUELS STUDENT SUCCESS**

No one has more influence on a student than their family. By thoughtfully engaging parents and families, institutions can help develop them into advisors that can not only provide information and support, but keep them on track to graduation. In fact, when family members receive updates on their student's progress, those students have retention rates 8% higher. Messiah University has scaled their family engagement strategy to bolster student success. Despite a small staff, they have been able to leverage technology to provide personalized content, timely notifications and reminders, and proactive communications that speak directly to their student and family populations (first-gen, transfer students). Learn how Messiah has partnered with departments across campus and with tech solutions to turn parents into partners for student success.

**ENGAGING DONORS AND ALUMNI UNDER 40**

Appealing to young donors and young alumni is a challenge for institutions of all types. Supporters under the age of 40 are the key to future, sustainable giving and there are strategies that are useful for engaging the younger and newer donor pool. From messaging to methods, we will share steps that you can take to engage, invite, and activate this important, and sometimes elusive, group.

Topics include:

- *The values that all successful performance metrics programs support;*
- *The three biggest pitfalls of performance metrics and how to avoid them;*
- *Accurately (and fairly) measuring gift officer activity - visits, dollars, etc;*
- *A time-tested goal-setting process;*
- *The best possible outcomes of a gift metrics system*

You know there must be a more efficient and effective way to assess the productivity of your gift officers. We can show you how.

**TUESDAY FEB. 27****3:15 PM - 4:15 PM****Erin Phillips**Senior Consultant  
Gonser Gerber**Walter Collins**Senior Consultant  
Gonser Gerber

**TUESDAY FEB. 27****2:45 PM - 3:30 PM****Denise Cunningham**

Director of Strategic Partnerships & Initiatives  
North American Coalition for Christian Admissions Professionals (NACCAP)

**TUESDAY FEB. 27****2:45 PM - 3:30 PM****Brenda Velasco**

Senior Director of University Communications  
Biola University

**Jason Cook**

Vice President for Marketing & Communication & Chief Marketing Officer,  
Baylor University

**Sarah Moss**

Director of Public Relations  
Dordt University

**WHY PRIVATE CHRISTIAN HIGH SCHOOL STUDENTS DON'T ATTEND CHRISTIAN COLLEGES**

*According to their guidance counselors & other insights*

Christian colleges and universities have always focused on recruiting students from private Christian high schools, but many of these students enroll at secular institutions. During this session, you'll hear the results of a NACCAP survey sent to over 1,000 private Christian high school guidance/college counselors about how they understand and promote Christian higher education, as well as what they believe are the obstacles that keep Christian high school students from attending Christian colleges or universities. The session will also cover the counselors' perspectives on college visits, parent education, standardized testing, and Christian higher education resources.

**NAVIGATING & COLLABORATING WITH STUDENT MEDIA:**

*Strategies for leveraging the power of the student press for effective communication on Christian college campuses*

In the dynamic and ever-changing landscape of higher education, student media plays a pivotal role in shaping campus culture, engaging students, fostering dialogue, and influencing the school's reputation. In this session, learn about the challenges and opportunities unique to student-run media and discover best practices that foster goodwill and collaborative partnerships with student media groups on campuses. The panelists will also discuss strategies they have implemented for handling sensitive topics and crisis situations while respecting editorial independence and protecting the school's reputation.

**BUILD A BETTER COLLEGE VISIT EXPERIENCE:**

*A personalized approach that drives success*

To better recruit the students of today, enrollment teams need to increase capacity to relentlessly pursue students for visits to campus. They also need to increase resources to provide a fuller and more customized experience to connect students deeply and intentionally to their school. Taking a concierge approach to the college visit experience has been one of the major factors in the recent growth at Calvin University. Come learn about Calvin's plan and how you can adapt it to effectively recruit students at your institution.

**FINANCIAL AID HOT TOPICS**

This open-ended Q&A session will be moderated by the CCCU Financial Aid Commissioners. Any topic related to financial aid will be open to discussion, with an opportunity for others to share experiences and best practices. Participants will be specifically encouraged to discuss financial aid-related issues that may be of mutual interest to Christian colleges and universities. This will also be a good time to check in with your CCCU colleagues on how FAFSA Simplification is impacting Fall '24 packaging.

**TUESDAY FEB. 27****4:00 PM - 4:45 PM****Melissa Rousseau**

Director of Undergraduate Admissions  
Calvin University

**TUESDAY FEB. 27****4:00 PM - 5:30 PM****Troy Martin**

Director of Student Financial Services  
Eastern Nazarene College & Financial Aid Commissioners

TUESDAY FEB. 27

4:00 PM- 4:40 PM

**Karen Erisman**

Azusa Pacific University

**RITUALS & ANCHORING IN ALUMNI ENGAGEMENT:***The power of spiritual connection in building an alumni community*

In this presentation, we will explore various modalities of alumni engagement not typically considered as key strategies. These venues will include traditional and non-traditional ways of involving alumni. For example, these include online prayer teams, Bible study groups, faith integration in the workplace, spirituality & community, and spiritual ceremonies to rekindle calling. We will explore the practical ways to incorporate these strategies into alumni engagement. As a Christian University, we see ourselves as a gateway to spiritual development and enrichment. We host chapel services, devotions, group experiences, and times of prayer with the intent of helping our students develop spiritual rituals and anchoring so that they can walk with God for a lifetime but these are not typically considered with alumni engagement.

**SECURING DAF DONORS**

Donor-advised funds (DAFs) are one of the fastest-growing vehicles for charitable giving. Why are donors using DAFs instead of giving directly to universities or other nonprofit organizations, and how are DAFs helping donors maximize their philanthropy? Learn the latest data and research as well as the changing legal landscape so that you can fully incorporate DAF donors into your fundraising strategies.

**FREEDOM TO EXPLORE:***A digital-first brand-building process*

Hear how Concordia University Irvine and their agency partner, Kanahoma, led the most comprehensive brand study initiative in the institution's history, which culminated in a brand strategy guide and brand platform, manifesting in a new university logo, academic seal, athletics branding, and even a new mascot. This re-brand was unveiled to the community through the launch of the marketing campaign, Freedom to Explore. In this collaborative session, Concordia's associate vice president of marketing, George Allen, and Kanahoma's CEO and founder, Seth Odell, will share key takeaways on how they were able to build trust, align processes, and deliver a modern, digital-first re-brand designed to drive results.

**STRATEGIC ALUMNI AFFINITY GROUPS:***Harnessing the power of cross-campus collaborations*

This session will explore the many ways in which various campus entities can benefit from collaborating on alumni affinity groups. Using Messiah University's newly formed "Law Alumni Council" as a model, we will examine how a partnership between academics, career center, alumni relations, and development has proven successful in a myriad of ways, including helping with student retention, career development, donor cultivation, and university marketing.

TUESDAY FEB. 27

4:45 PM - 5:30 PM

**George Allen**Associate Vice  
President of Marketing  
Concordia University Irvine**Seth Odell**CEO  
Kanahoma

TUESDAY FEB. 27

4:50 PM - 5:30 PM

**Abby Book**Director of Advancement  
Affinity Programs  
Messiah University**John Zeigler**Executive Director  
of Development  
Messiah University

TUESDAY FEB. 27

4:30 PM - 5:30 PM

**Bill Stanczykiewicz**

IU School of Philanthropy

**WEDNESDAY FEB. 28**

**9:00 AM - 9:45 AM**

**Derric Bakker**

President  
DickersonBakker

**ACCELERATE YOUR MAJOR GIFT GROWTH**

Successful major gift programs fuel significant higher education growth and impact. In this session we'll share a framework to rapidly increase your major gift revenue and expand relationships to maximize impact.

**HOW TO GROW YOUR ALUMNI BOARD & MAKE IT WORK MORE EFFECTIVELY FOR YOU**

In this workshop, alumni-relations practitioner Pete Brumbaugh will share how he grew his alumni board from five members to 30+ in just over a year and how the board helps to extend his staff's capacity and creativity to pull off great events almost every time - from webinars, regional events, and homecoming weekend to mentoring mornings and giving days. Pete will also discuss different schools of thought you might consider when building your alumni board and provide you with a practical road map to follow to build it effectively.

**WEDNESDAY FEB. 28**

**9:00 AM - 9:45 AM**

**Pete Brumbaugh**

Director of Alumni Engagement and

Annual Giving

Mid-America Nazarene University

**WEDNESDAY FEB. 28**

**9:00 AM - 10:30 AM**

**Tony Turner**

Vice President of Enrollment and Marketing  
Charleston Southern University

**GROWING AND MAINTAINING DIVERSITY**

Diversity in higher education is not just a catchphrase; it is an essential component of creating a rich and vibrant academic environment. Institutions that actively recruit and retain a diverse student population benefit not only from an enriched educational experience but also from the myriad of perspectives, ideas, and talents that different students bring to the table. In this session, we will discuss the various strategies our colleges can implement to recruit and retain students from diverse socioeconomic and ethnic backgrounds, including engaging with the local community, providing financial aid opportunities to first-generation and underrepresented groups, and hiring for diversity within your admissions office.

**ONLINE ENGAGEMENT:**

*Double your numbers, widen your reach, & tap into alumni across the globe*

Alumni departments are often under-resourced and are responsible for engaging with an increasingly large audience that may be spread across the globe. In this session, attendees will discover strategies to engage alumni online, creating an instant and convenient connection to double your numbers, reach a wider audience, and span the globe. Explore how to use online strategies to create a "living room" setting, how to establish a warm and personal connection, how to utilize a people-centric model to reach and retain alumni, and more.

**WEDNESDAY FEB. 28**

**9:00 AM - 9:45 AM**

**Karen Erisman**

Azusa Pacific University

**WEDNESDAY FEB. 28****9:00 AM - 9:45 AM****David Burney**

Chief Student Finance Officer  
John Brown University

**STUDENT FINANCIAL SERVICES:**

*Times are changing; should the structure of our office?*

In many traditional higher education models, the financial aid office reports through the enrollment division, separate from the student accounts office. But what would it look like to combine the financial aid office with the student accounts office? Change is hard, and the combination of heavily regulated technical responsibilities can be a challenge—but change might be necessary for the benefit of the institution and the students it serves. This session will provide an overview of a recent structural change to student financial services at John Brown University.

**WEDNESDAY FEB. 28****9:45 AM - 10:30 AM****Pete Brumbaugh**

Executive Director  
University Communications &  
Alumni Engagement  
Mid-America Nazarene University

**BEST PRACTICES IN MEASURING ALUMNI ENGAGEMENT**

During this round-table discussion, facilitator Pete Brumbaugh will guide you on a topical discussion regarding how best to measure alumni engagement at your college or university. Pete will provide you with a framework and viable places to start. As the conversation continues, be prepared to share what you are measuring at your institution and how you are going about collecting the data. Attendees are also encouraged to share success stories about how the data helped inform their programming decisions.

**EMPOWERING STUDENTS & FAMILIES WITH A FINANCIAL SAFETY NET:**

*Announcing student loan insurance*

In an era of rising concerns about student loan debt and financial challenges facing students and families, this 45-minute presentation will be an exciting announcement of our innovative solution: Student Loan Insurance. Designed to help students with low incomes repay their student loans after graduation, like LRAPs, Student Loan Insurance provides students and families with a significant financial safety net. This session will educate and inform higher education administrators about this groundbreaking tool. Discover how Student Loan Insurance can help overcome concerns about student loans, increase enrollment and retention rates, and provide substantial financial benefits to graduates with student loan debt and low incomes.

**LEGISLATIVE UPDATES**

This session will provide an overview of the issues most relevant to higher education and religious liberty within the three branches of government.

**WEDNESDAY FEB. 28****9:45 AM - 10:30 AM****Matt Osborne**

Senior Vice President for  
Client Services  
Ardeo Education Solutions

**WEDNESDAY FEB. 28****9:45AM - 10:30AM****Joy Mosley**

Associate VP for Government &  
Strategic Relations  
CCCU

**Jacob Dunlap**

Director of Government &  
External Relations  
CCCU



**WEDNESDAY FEB. 28**

**10:00 AM - 10:45 AM**

**Lyle Minton**

Chief Investment Officer  
Keel Point

**Additional CCCU Co-Presenters**

Advancement

**FAITH-DRIVEN INVESTING:**

*What, why, how, and the opportunity for advancement teams*

The focus of the session will be to highlight developments in the growing faith-driven investing landscape and the impact this has on how christian colleges and universities both align their investing priorities and communicate these in a positive way to enhance their mission and relations with their donor and other priority communities. As the various forms of “values-based investing” continue to gain prominence within capital markets, it is important for faith-driven investors to understand the expectation of faith-drive investment returns, as well as the ability to identify faith priorities within investment opportunities. Faith-based allocators, including CCCU institutions and non-profit foundations, faith-based asset managers and other faith-driven market participants will be convening at Regent University on January 16-17, 2024, to discuss these and related topics in an educational environment and will generate the content to be reported and discussed further in this Multi-Academic Conference session.

**MARKETING TRUTHS & EXECUTIVE VISIBILITY**

In this interactive session, Senior Advisor at 5 Degrees Branding Ryan Morabito will share some of the latest higher ed marketing trends. Attendees can expect to learn about the power and importance of executive visibility and personal branding, developing a marketing action plan (MAP), and how best to measure your institution’s marketing impact and to identify gaps and opportunities. You’ll learn how thriving institutions are leveraging their marketing investment to drive enrollment and fundraising success and gain insight on using LinkedIn to build your personal and professional brand.

**BEST PRACTICES IN BOARD OF TRUSTEES REPORTS**

Effective board of trustee’s presentations and reports need to be crafted carefully, telling an accurate and compelling story and providing time for meaningful engagement. This session will provide an overview of what goes into effective board presentations and reports with some insights from recently interviewed board members. The session will also provide time for group discussion on best practices.

**GIVING DAY STRATEGIES:**

*Strengthening your community one day at a time*

Giving Days are a growing trend across non-profit institutions. In higher education advancement Giving Days can accentuate annual giving strategies, and at times disrupt them. They are an excellent tool to identify new donors, but they can also be leveraged to renew and upgrade annual donors. In this session you will hear from three advancement professionals who have begun or expanded Giving Days over the past five years. They will share their lessons learned, best practices they’ve identified, successes, and failures. There will also be a portion of the session to generate ideas from the audience as we learn from one another about this quickly growing fundraising tactic.

**WEDNESDAY FEB. 28**

**11:00 AM - 12:00 PM**

**Amanda Slaughter**

Vice President for  
Enrollment Management  
Bethel University (IN)

Enrollment/Marketing

**WEDNESDAY FEB. 28**

**11:00 AM - 12:00 PM**

**James Smith**

Vice President for  
University Relations  
Mount Vernon Nazarene University

Alumni Affairs

**Laura Capo**

Director of Development and  
Engagement  
Vanguard University of Southern  
California

**WEDNESDAY FEB. 28**

**9:45 AM - 10:30 AM**

**Lee Insko**

Vice President and Partner  
5 Degrees Branding

**Ryan Morabito**

Senior Advisor  
5 Degrees Branding

Communications/PR

**WEDNESDAY FEB. 28**

**11:00 AM - 12:00 PM**

**Rick Sweeney**

Vice President for Communications  
& External Affairs  
Gordon College

**Irene Neller**

Vice President for Enrollment,  
Marketing and Communication  
Westmont College

**WEDNESDAY FEB. 28**

**11:00 AM - 12:00 PM**

**Greg Gearhart**

Director of Financial Aid  
Messiah University

**Jeff Olson**

Director of Financial Aid  
Bethel University (MN)

**IGNORE AT YOUR PERIL:**

*Issues management challenges every CCCU school will  
(or must) face*

Tapping the combined 30-plus-year career wit, wisdom, and “war room” experience of two VP-level CCCU marketing/communications/PR veterans, this session will offer real examples and analysis in handling a wide range of issues management scenarios and crises that every CCCU school has faced or will face. Attendees will leave the session with actionable ideas and strategies that can ensure they have the proper “seat at the table” in assisting their school leadership teams in anticipating and managing these situations.

**PREPARING FOR GAINFUL EMPLOYMENT &  
FINANCIAL VALUE TRANSPARENCY REPORTING**

This session will cover the history of the Gainful Employment and disclosure requirements and then provide an overview of the changes to expect for the 2024 reporting cycle and beyond. In addition, the presenters will review the new Financial Value Transparency reporting requirements, with recommendations on how to implement the requirements on your campus.

**VP ADVANCEMENT PANEL**

One of the most valuable elements of our CCCU conferences is hearing directly from peers throughout Christian higher education. We’ve put together a panel of seasoned leaders who will share their wisdom and experience with the group. There will be a moderated discussion followed by Q&A. Don’t miss a fascinating conversation informed by decades of combined experience!

**WEDNESDAY FEB. 28**

**11:00 AM - 12:00 PM**

**Facilitators: Dr. Jill Hartness**

Vice-President and Chief  
Advancement Officer

CCCU

**Paul Eldridge**

Vice President for University  
Advancement

California Baptist University

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[www.dickersonbakker.com](http://www.dickersonbakker.com)

Recently, Cargill Associates joined forces with DickersonBakker, a national nonprofit consultancy serving organizations across the globe. This dynamic collaboration has amplified our capacity to serve higher education institutions.



[www.kanahoma.com](http://www.kanahoma.com)

Kanahoma is a digital marketing agency proudly serving private, faith-based colleges and universities looking to grow enrollment in an increasingly crowded and complex market.

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President & CEO



Dr. David Wright  
Senior Director of Higher  
Education Partnerships

Our team stands ready to help your school take a leap forward in achieving its vision.

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In 2022, Cargill Associates joined forces with DickersonBakker, a leading national nonprofit consultancy serving diverse organizations throughout the U.S. and Canada. This dynamic collaboration has amplified our capacity to serve higher education institutions better than ever before.

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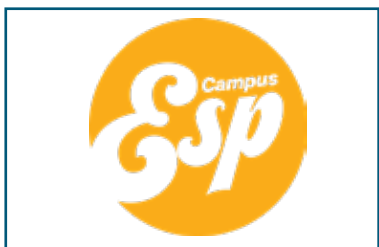
[www.5degreesbranding.com](http://www.5degreesbranding.com)

5 Degrees Branding specializes in inspiring and building strong brands in higher education by leading institutional branding, enrollment marketing, and website development initiatives.

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**www.ardeo.org**  
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**www.campusesp.com**  
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Offering different (customized) branding, marketing, and web services to different (k-12, higher ed) schools so we can tell different (authentic) stories and achieve different (better) results.



**www.christianitytoday.org**  
Since Billy Graham founded Christianity Today in 1956, we have lifted up the most powerful stories and transformative ideas the world has ever seen or heard.

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**www.clarkhighered.com**  
CHE is a one-stop-shop enrollment marketing agency with a passion for higher ed. We want to see colleges and universities thrive, and we do that by employing solutions that generate quality leads, increase funnel conversion, and positively impact decision to enroll. We apply the science, strategy, and structure to your operation so that you can focus on what you do best—personal relationships and recruitment. graduation is modest, the program will help repay student loans.



**www.degreesight.com**  
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**www.encoura.org**  
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**www.goodkind.com**  
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**www.philanthropy.iupui.edu/index.html**  
The Fund Raising School can provide practical, research-based training to your grantees and other nonprofits you serve. Our public and customized courses teach proven techniques and emerging strategies, informing and inspiring fundraisers to increase and diversify their resources while strengthening their organization's impact.



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[www.legacyhighered.com](http://www.legacyhighered.com)

Legacy Higher Ed is a consulting firm dedicated to helping Christian institutions of higher education thrive in the area of new student enrollment



[www.meritpages.com](http://www.meritpages.com)

Merit empowers more than 500 colleges and universities to effortlessly recognize and promote student accomplishments, both inside and outside the classroom. Our education partners leverage our tool to enhance social media engagement, drive enrollment, secure funding, optimize media placement, promote DEI initiatives, and strengthen connections with stakeholders, including parents, elected officials, high schools, and donors



[www.liaisonedu.com](http://www.liaisonedu.com)

Partnering with over 1,200 campuses, Liaison software and services provide you a customized and integrated strategic enrollment roadmap to enroll and retain best-fit students.



[www.martsandlundy.com](http://www.martsandlundy.com)

Marts&Lundy's team of fundraising consultants offers comprehensive services that range from campaign planning and counsel to more specialized offerings in communications, analytical solutions and talent development.



[www.naccap.org](http://www.naccap.org)

The North American Coalition for Christian Admissions Professionals (NACCAP) is the foremost professional enrollment organization promoting career development, spiritual growth, and mutual cooperation between institutions of Christian education.



[www.nextgrad.com](http://www.nextgrad.com)

The largest OOH high school network in North America.



[www.plannedgift.com](http://www.plannedgift.com)

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Westfall Gold is a live experience design agency and major donor fundraising consultancy for organizations passionate about advancing good.



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**Kanahoma** is a better agency for organizations building a better world. From our years of collective experience working across institutions, agencies, EdTech, and OPMS, we understand the need to stand out from the competition, and perhaps most importantly – we know what it takes to win.

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