

**Call for Proposals**  
**SUNYCUAD Annual Educational Conference**  
**June 9-11, 2010**  
**Buffalo, New York**  
**[www.sunycuad.org](http://www.sunycuad.org)**

The State University of New York Council for University Advancement (SUNYCUAD) invites you to join us for our annual educational conference on June 9-11, 2010, in Buffalo, New York. SUNYCUAD is a professional development and networking organization affiliated with the State University of New York and includes more than 900 professionals who work in development, public relations, alumni relations, publications, government relations, marketing, and web communications.

This call for proposals is your opportunity to propose conference sessions that are consistent with the themes outlined below by the conference program planning team. The team will be planning the entire curriculum for the conference.

The conference will include two days of sessions, including programming options such as regular 75-minute conference sessions, double-length sessions, informal roundtables, sessions for senior practitioners, and plenary sessions. **Case studies and interdisciplinary sessions are strongly encouraged**, as are sessions that cover strategy or tactics.

**Deadline for Submissions:** November 6, 2009

**Guidelines for Submission:**

The conference program planning team has identified major programming themes for the 2010 conference. They are as follows:

***Integration***

Integration is the overall programming theme of the conference, including topics related to effectively integrating multiple functions (PR, marketing, development, government relations etc.) so they are strategically aligned, operationally effective, and constituent centered. Proposals also will be considered for related themes, including:

***Branding***

The program planning committee is seeking proposals that show how branding is holistic, how it benefits development and alumni functions, how it can unite a campus and its constituents, and how it can be effectively implemented in a “birth to bequest” approach.

***Social Networking and Digital Strategy***

The planning committee is seeking proposals that show how social networking tools or a digital strategy fit with an institutional, advancement, public relations, government

relations, or marketing strategy. Preference will be given to proposals that show an integrated, cohesive approach.

#### *Budget Stress/Return on Investment/Assessment*

The committee is seeking proposals that show how public relations/marketing/advancement operations can function effectively under severe budget stress. Key topics may include effective cost-cutting strategies, assessing effectiveness in the advancement and communications fields, and return on investment.

#### **Topic Ideas Include:**

- How social media and digital strategy fit in an overall plan
- How to use social media successfully in development
- How an institution can have a cohesive/holistic digital strategy
- Case studies that show advanced strategic thinking and implementation of social media
- Living the brand across the campus
- Storytelling to support the brand and inspire donors/alumni
- How to market your brand internally to improve institutional effectiveness
- Effective development strategies and tactics for community colleges
- Effective coaching to help development professionals make the ask
- How branding supports development
- Assessment tools and techniques in advancement, communications, and marketing
- How to determine return on investment in development, marketing, public relations, and social media

#### **Submission Procedures:**

Complete the session proposal form and send it via e-mail to:

Bruce Ryan ([ryanb@tc3.edu](mailto:ryanb@tc3.edu)) AND

Tim Nekritz ([tim.nekritz@oswego.edu](mailto:tim.nekritz@oswego.edu))

#### **Selection Procedure:**

The SUNYCUAD conference programming team will meet in November to select the best proposals for the conference program. You will be notified in early December if your proposal has been accepted. If your proposal is not accepted, you also will be notified as soon as possible.

#### **Important Notes:**

- Primary presenters will be given a complementary conference registration, reimbursement for travel to the conference site, and one night accommodations, if applicable.

- The program planning team asks that presenters make some electronic form of their presentations available for posting on the SUNYCUAD web site after the conference.
- Technical details were still under negotiation with the conference site at the time this RFP was prepared. Exact technical details will be provided at a later date. However, because of potential limitations due to conference budgets or conference-site resources, if your presentation hinges on the use of specialized equipment, please make that clear in your conference proposal.
- If you plan to distribute handouts during your session, please bring approximately 60 copies.

**For More Information:**

Bruce Ryan ([ryanb@tc3.edu](mailto:ryanb@tc3.edu))

Tim Nekritz ([tim.nekritz@oswego.com](mailto:tim.nekritz@oswego.com))

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2010 Annual Education Conference  
Buffalo, New York  
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Session Proposal Form

Please e-mail completed sheet to the following members of the program planning committee:

Bruce Ryan: [ryanb@tc3.edu](mailto:ryanb@tc3.edu)

Tim Nekritz: [tim.nekritz@oswego.edu](mailto:tim.nekritz@oswego.edu)

**Primary Speaker:**

**Title:**

**Institution/Company:**

**Office Phone #:**

**Cell Phone #:**

**E-mail Address:**

*(Please let us know if there will be more than one speaker for your proposed presentation)*

**SESSION TITLE:**

**SESSION DESCRIPTION (150 words):**

**SPEAKER BIO (150 words – complete for each speaker):**

*(SUNYCUAD reserves the right to edit speaker biographies for inclusion in the Conference Program.)*

**SPECIALIZED TECHNICAL NEEDS:**