



2018 CTL

Deans Development Program



University of
Management *and* Technology

Introduction

The Deans' Development Program has been designed to achieve the standard of excellence in training for deans, presidents, provosts and other academic leaders with fundraising responsibility. You will strengthen your partnership with your advancement officer and learn to engage with potential donors in productive, meaningful and authentic ways-ultimately leading to a new level of comfort and greater success with fundraising.

This is a two days event which will be focused upon both the conceptual and practical aspects of maintaining a senior leadership role in a higher education environment. Deans will have a multitude of differing routes into their roles (and the concept of what a Dean is will vary considerably between institutions) and the program needs to be sensitive to their backgrounds and common (and individual) circumstances.

Benefits of Attending

- Get practical information for use in fulfilling your fundraising role as an academic leader.
- Collaborate with colleagues and faculty on techniques to implement at your institution.
- Gain a fresh approach for understanding successful development.
- Work together and discuss fundraising initiatives and best practices with your development team.
- Network with your peers.

Who Should Attend

- Academic deans
- Development officers
- Central development officers
- Administrators who work with academic deans
- Department heads
- Institute directors
- Provosts and presidents

Venue

TBA

Duration

Two Days (Date). The timings of program would be from 10:00 am to 05:30 pm for all program days.

Program Schedule

| Time | Day 1 Role of the Dean in University Advancement | Day 2 Role of the Dean in Fundraising, Communication & Marketing |
|----------------------|--|--|
| 10:00 – 11:30 | Strategic Planning and Execution , Responsibilities of the Dean | Making the artful Ask (Fundraising) |
| | <ul style="list-style-type: none"> - Role of the Dean - The Place of an academic school in the Higher Education Environment - Challenges of being a Dean - Group Session on Strategic Issues | <ul style="list-style-type: none"> - Setting your goals for the future - Preparing your message into persuasive fundraising case - Approaches for successful ask |
| 11:30 – 12:00 | <i>Tea Break</i> | <i>Tea Break</i> |
| 12:00 – 13:30 | Internal Relations, Effective Management of People and Change | Cultivating Donor Relationship |
| | <ul style="list-style-type: none"> - Personal Development Tools and Coaching - Effective Management of the School: Managing Finance, Information and People - Managing Change - Managing the Relationship with the Central authority of the University | <ul style="list-style-type: none"> - Moving a prospective giver from the initial contact to “the ask” - Refine strategies for top donors - Managing Relationship with the donors - Informing donors about the progress to develop life-long relationships |
| 13:30 – 14:30 | <i>Lunch Break</i> | <i>Lunch Break</i> |
| 14:30 – 16:00 | External Relations, internationalization and managing the brand | Organizational Models |
| | <ul style="list-style-type: none"> - Establishing International Capability: A Critical Comparison of Alternative Routes - Creating & Managing a Differentiated Brand - Building a Relationship with Enterprise and the Local Economy - Corporate Relations | <ul style="list-style-type: none"> - Centralized Vs Decentralized Staffing - Knowing your university approach - Issues and opportunities within centralized and decentralized staffing - work well within your model: Find how to work effectively within each model |
| 16:00 – 17:30 | Quality Assurance | Developing a Dream Team |
| | <ul style="list-style-type: none"> - Teaching and Student Experience - Developing Research and Impact - How to Position and Present Yourself to head hunters – what Universities are looking for in Deans - Reflections and Insights | <ul style="list-style-type: none"> - Hear success stories from deans about developing dream team - Collaboration and coordination for the work of development - Recruitment, Deployment and management - Budget issues & Program strategies |



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