



AVAP Newcomers' Session

Tuesday, July 14, 2015

8:30 am – 9:15 am

This session is designed for our colleagues who are either new to the advancement profession or new to veterinary medicine advancement. We'll provide an overview of how advancement in veterinary colleges is different from other settings, thoughts on effectively focusing resources, and comments on the rewards you can expect to enjoy.

Welcome & Introductions – Speakers and Participants

 <p>Cummings School of Veterinary Medicine</p>	<p>Jonathan Burton Senior Associate Director for Stewardship & Development 508.887.4795 Jonathan.burton@tufts.edu</p>	
 <p>Colorado State University COLLEGE OF VETERINARY MEDICINE AND BIOMEDICAL SCIENCES</p>	<p>Pam Jones Executive Director of Advancement m: 970.219.4193 pam.jones@colostate.edu</p>	
 <p>VETMED</p>	<p>Lynne Haley Director of Development Phone: 509-335-5021 lhaley@vetmed.wsu.edu</p>	



AVAP Newcomers' Session

Session Overview

- Associations and 'Collaboratives' that Support our Industry
- Profile of Prospective Constituents
 - Donors and Clients
 - Alumni
 - Faculty, Staff, & Students
- Conclusions/Summaries
- Q&A

Pam Jones



AVAP Newcomers' Session

Origins & Brief History of AVAP

- 27-year history
- Founding role of Jeff Douglas
- AVAP's Organizational partnerships
- Importance of Volunteer Involvement
- Networking opportunities through AVAP beyond the annual conference

Jonathan Burton



AVAP Newcomers' Session

Associations and 'Collaboratives'
that Support Our Industry and Philanthropy

- AAVMC
- State and Regional VMAs
- AVMA & SCAVMA
- CASE
- AFP
- Academic Impressions

Jonathan



AVAP Newcomers' Session

Profile of Prospective Constituents – Donors and Clients

- Profile of each constituent
- Engaging these individuals and groups in advancement and development
- Differentiation between vet med donors/clients and university-wide donors

Lynne Haley



AVAP Newcomers' Session

Profile of Prospective Constituents – Alumni

- Profile of the constituency
- Engaging these individuals and groups
- Differentiation between vet med alumni and university-wide alumni

Jonathan



AVAP Newcomers' Session

Profile of Prospective Constituents – Faculty, Staff, Students, Referring Vets, Parents

- Profile of each constituent
- Engaging these individuals and groups in advancement and development & through branding/marketing
- Differentiation between vet med faculty and university-wide faculty

Pam



AVAP Newcomers' Session

Advancing the (non-clinical) research mission & (non-DVM) degree programs

- Masters, PhD and other degrees
- Developing strategies to communicate the impact and importance of research



AVAP Newcomers' Session

Conclusions and Summaries

Group Discussion



AVAP Newcomers' Session

Q&A

