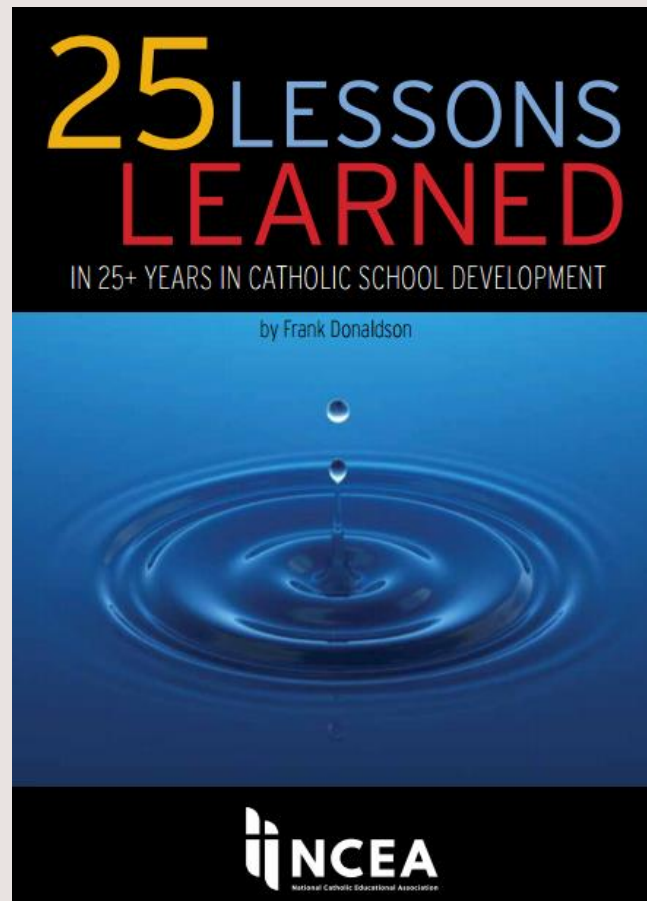


# ISPD WEBINAR

## APRIL 21, 2016



An Overview of the NCEA Publication and the 12  
Month ISPD Webinar Series



# Author and Presenter:

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# ISPD MISSION STATEMENT

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**Bringing people, process and  
ministry together to  
help build the Kingdom of God**

# AGENDA

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- I. **Introductions and Background**
- II. **Overview of the Webinar Series**
- III. **Monthly Presentations**
- IV. **Importance of Today's Survey**
- V. **Q & A**

# INTRODUCTION/BACKGROUND

- **NCEA publication now available**
  - [www.ncea.org/store/detail.aspx?id=dev-70-1557](http://www.ncea.org/store/detail.aspx?id=dev-70-1557)
- **Idea for the publication**
- **Influences**
- **Dedication**
- **Organization**

# OVERVIEW OF THE WEBINAR SERIES

- **12 Presentations beginning in May 2016 and going through April 2017**
- **Each presentation will cover 2-3 major topics that are outlined in this presentation**
- **Think systemically.**
- **Front cover visual**

# OVERVIEW OF THE WEBINAR SERIES

- **TABLE OF CONTENTS**
  - **Section A: Introduction**
  - **Section B: Philosophy and Fundamentals of Catholic School Development**
  - **Section C: Processes and Structures to Advance Catholic Schools**
  - **Section D: Parting Thoughts**

# MONTHLY PRESENTATIONS

## May 2016 Webinar

- **Promoting the involvement of people as the common denominator of your Catholic School Development efforts**
  - **7 I process**
  - **Ripples in the Pond**
- **Beginning everything with your mission, vision and core values**
  - **Key questions to answer**
  - **Assessing relevancy**
  - **Usage**



# MONTHLY PRESENTATIONS

## June 2016 Webinar

- **Continuing the life and viability of your Catholic school with outstanding leadership**
  - **5 principles of effective leadership**
  - **The One Less Traveled By – A New Model of Leadership for the Non-Profit Sector**
  - **Ten Building Blocks of Leadership**
- **Building community through communication**
  - **Various communication vehicles**
  - **Communication effectiveness**
  - **“Eyeball to Eyeball Communication”**

# MONTHLY PRESENTATIONS

## July 2016 Webinar

- **Moving from fund-raising to true Catholic School Development**
  - 10 questions to ask
  - 15 steps to move toward true Catholic Development
- **Believing and promoting the value of a “customer service” culture in your Catholic school**
  - Different world today
  - Customer service areas
  - Integrating a customer service culture – steps in the process

# MONTHLY PRESENTATIONS

## August 2016 Webinar

- **Building relationships with your Catholic school families**
  - 9 key challenges facing Catholic schools
  - Value of one-on-one relationships with every Catholic school family
  - The process of building these relationships
- **Promoting the value of faculty/staff and board involvement in Catholic School Development**
  - The importance of faculty/staff understanding and involvement
  - The role of the board in Catholic School Development
  - Specific areas of involvement

# MONTHLY PRESENTATIONS

## September 2016 Webinar

- **Emphasizing the value of the Development Core Team**
  - **What is a Development Core Team and what is the value?**
  - **Qualities and selection**
  - **Roles and responsibilities**
  - **Keys to success**
- **Seeking input from your constituents on a consistent basis**
  - **Value and consistency of input**
  - **Types of input vehicles**
  - **Examples of input vehicles**
  - **The Ultimate Question**

# MONTHLY PRESENTATIONS

## October 2016 Webinar

- **Assessing your Development efforts**
  - **Types of Assessment**
  - **Development Assessment Exercise**
- **Creating the Long-Range Strategic Plan for your Catholic school**
  - **Value of strategic planning**
  - **Different methods**
  - **Steps in the strategic planning process**
  - **School-wide Congress**
  - **Implementation of your strategic plan**
  - **Case studies and best practices**

# MONTHLY PRESENTATIONS

## November 2016 Webinar

- **Setting up your Development Director to succeed**
  - What happens when this position does not succeed
  - 12 tips for success
- **Creating a master plan for all fund-raising events**
  - The muddy area of Catholic school fund-raising
  - The double-edged sword
  - Getting it under control: Steps in the process

# MONTHLY PRESENTATIONS

## December 2016 Webinar

- **Promoting the belief that Enrollment Management is everyone's responsibility**
  - The most important area to address
  - 10 observations of successful Enrollment Management efforts
  - Top 10 selling points
- **Understanding the value of your WOW!**
  - What is your WOW?
  - Examples of WOWs
  - How to find your WOW
  - Why your WOW is so important

# MONTHLY PRESENTATIONS

## January 2017 Webinar

- **Emphasizing the importance of the Annual Fund**
  - **Understanding the comprehensive Annual Fund**
  - **10 Steps to creating, organizing and implementing**
  - **Major Donor portfolios**
- **Emphasizing the win-win with your Alumni(ae) base**
  - **Laying the groundwork**
  - **First 10 areas to address**
  - **Getting to know your alum base**
  - **Successful communication**
  - **Engaging alumni into the life of your school**



# MONTHLY PRESENTATIONS

## February 2017 Webinar

- **Stressing the value and use of social media**
  - The ten year shift
  - Social media vehicles
  - Use in Catholic School Development
- **Creating a culture of giving**
  - **Defining the levels**
    - **1: Little or no culture of giving**
    - **2: Basic culture of giving**
    - **3: Intermediate culture of giving**
    - **4: Advanced culture of giving**

# MONTHLY PRESENTATIONS

## March 2017 Webinar

- **Creating the written Strategic Plan for Development**
  - **Understanding the infrastructure**
  - **6 areas of Catholic School Development**
  - **Steps in the planning process**
- **Implementing the proper preparation and organization for a Capital Campaign**
  - **Determining your readiness level: Traffic Light Process**
  - **Five Phases/30 Steps**
    - **Exploration – Discovery – Feasibility Phase**
    - **Campaign Organization Phase**
    - **Silent Phase**
    - **Public Phase**
    - **Operation Homestretch! Phase**


# MONTHLY PRESENTATIONS

## April 2017 Webinar

- **Fueling endowment growth with planned and capital gifts**
  - **Fueling endowment growth**
  - **15 Steps in the Planned Giving process**
- **Being open to change and shifts in thinking**
  - **5 major shifts to consider**
  - **Steps in organizational change process**
- **Exploring new sources of revenue for your Catholic school**
  - **Level One Focus: 7 suggestions that encourage Catholic schools to take a stand**
  - **Level Two Focus: Specific funding strategies**
  - **The four-legged stool**

# PARTING THOUGHTS

1. The webinar series begins on Thursday, May 26, 2016. Webinars will begin at 10:00 AM CST and are scheduled to last for 45 minutes.
2. The folks who attend the first webinar on May 26<sup>th</sup> will be the ones ISPD selects to be involved in the 12 part series.
3. For those registered students, the 12 months will be interspersed with:
  - Supplementary materials
  - 5 round table discussions via GoToMeeting
  - Part of a certificate program with ISPD and the University of Dayton



# **Q & A + POST-WEBINAR SURVEY**

## **Institute of School and Parish Development – Webinar Series on Institutional Development**

**Book to purchase:** *25 Lessons Learned in 25+ Years in Catholic School Development.* NCEA. 2016.

**ISBN:** 978-1-55833-603-2

**Website to Order:** <http://www.ncea.org/store/detail.aspx?id=DEV-70-1557>

### **ISPD Webinar # 1: Philosophy and Fundamentals of Catholic School Development/Advancement**

Join us for a webinar on May 26, 2016 at 10:00 AM CDT.

**Register now!**

<https://attendee.gotowebinar.com/register/347005144437760260>

Recently released by NCEA, "25 Lessons Learned in 25+ Years in Catholic School Development," written by ISPD president Frank Donaldson is being presented in a 12 part series of free webinars beginning May 26, 2016. The attendees who register and attend this first webinar will be the ones that ISPD will invite into this 12 month on-line classroom. Each month 1-3 lessons will be taught by the author. Throughout the 12 months, the lessons will be interspersed with supplementary materials plus 5 round table discussions via GoToMeeting. Again, this on-line classroom will only be open for those who register for the May 26th webinar and who plan to participate in each monthly presentation. The "classroom" will be closed after May 26th. The first webinar will cover the Introduction to the book + Lesson 1: Promoting the Involvement of People as the Common Denominator of Your Catholic School Development efforts, + Lesson 2: Beginning Everything with Your Mission, Vision and Core Values. Each webinar is scheduled to last for 45-50 minutes. Although not mandatory, attendees are encouraged to purchase the book from NCEA Publications. Please note that all proceeds from the sale of the book go to NCEA to support their programs and activities. We hope to see you in our on-line classroom.