The Council of Independent Colleges

Creating **Tomorrow's Institutions,** Together

2026 Institute for Chief Academic Officers with Chief Advancement, Enrollment, Financial, and Marketing Communication Officers

November 7–10, 2026 ■ Baltimore, Maryland

Partnerships for Philanthropic Success



Presenters

- Floyd Akins
  Vice President for Philanthropy and Alumni Engagement
  Otterbein University (OH)
- Candis Arthur
  Associate Vice President of Philanthropic Operations
  Berea College (KY)
- Johanna Hall-Rappolee
  Executive Director of the Berea Fund
  Berea College (KY)
- Wendy Sherman Heckler
  Provost & Senior Vice President of Academic Affairs
  Otterbein University (OH)
- Chad Berry
  Vice President for Alumni, Communications, and Philanthropy
  Berea College (KY)

OTTERBEIN
UNIVERSITY







Identify Donor Potential Interest

- Academic programs
- Scholarships, internships, or fellowships
- Athletics
- Endowed chairs/professorships
- New buildings with naming opportunity
- Research opportunities

Philanthropy and Alumni Engagement/Academic Affairs

- Groundwork: "Philanthropy Summit"
- AA Office collaborations: Endowment opportunity calculations and gift priorities
- Academic Dep't Chairs, Administrative Directors: "Opportunity Stories"
- Faculty Coordinator-Liaisons: "boots on the ground"

Faculty "CLs"

- Helped revise programming and bolstered faculty and student participation in annual events
- Enhanced philanthropic efforts through social media/crowdfunding campaigns, cultivating academic achievement messaging, producing impact data and appreciation notes
- Strengthened database of alumni and friends through regular collection of contact information of alumni and friends and collaboration in implementing new CRM
- Provided better line of sight on department needs and funding opportunities to Philanthropy and Alumni Engagement (PAE)
- Connectors to READY Day



- **Number of Sessions Offered**: 164
- **Presenters/Panelists**: 128 alumni, 35 guests/community members/industrypartners/parents
- **Number of Lunches**: 3,000
- 3 **Senior Networking Receptions** with 96 alumni & professionals
- **Majors and Minors Fair**: 798 students in attendance
- **Next Destination Fair**: 134 Organizations and 1200+ students in attendance


2002













Q&A

About Berea College

Founded in **1855** in Berea, Kentucky

In 2027, Berea College will be the first college in the U.S. to provide every enrolled student with a **Fully Funded Scholarship without loans**

Serves students primarily from **Appalachia and beyond** with high academic potential and limited financial resources

One of nine **federally recognized Work Colleges**. Every student works a minimum of 10 hours per week at a campus job

First interracial and **coeducational** college in the South



BEREA COLLEGE

Do not edit
How to change the design



What is your biggest barrier to collaborative storytelling?

ⓘ The Slido app must be installed on every computer you're presenting from

slido

Meet Liz

First-generation student | Nontraditional | Biology student | Teaching assistant | Farmhand | Mother

"FOR MY FAMILY, MY KIDS, I WANT TO MAKE IT..."



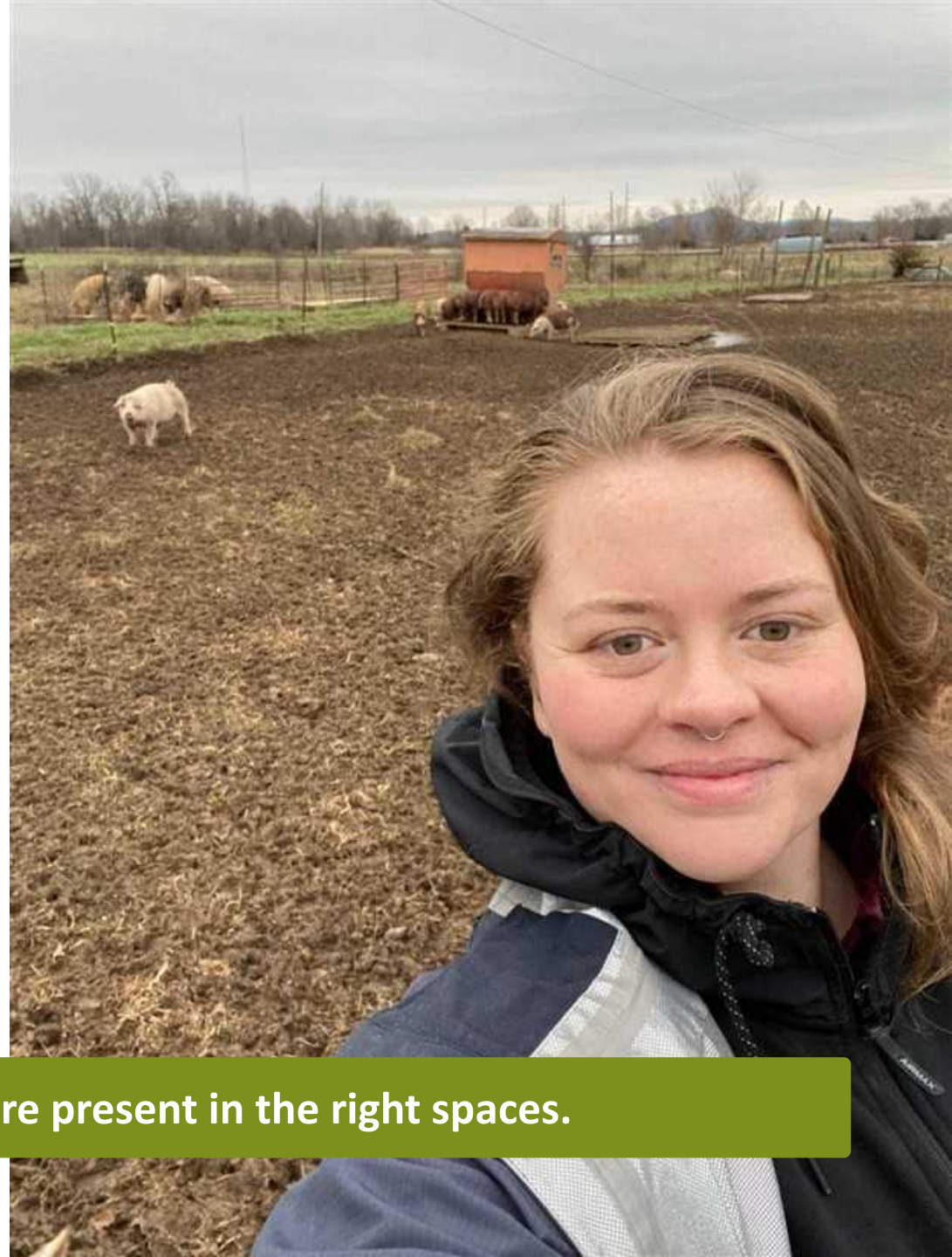
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The Story Behind the Story

Work position in the **Appalachian Center**

Appalachian Tour involvement

Liz asked to be featured—she believed nontraditional students deserved a spotlight



Sometimes the best stories find you when you're present in the right spaces.

BEREA COLLEGE

Partnership Map

1. **APPALACHIAN CENTER**
   Initial student connection

2. **DONOR EXPERIENCES AND SERVICES WRITER**
   Story development and drafting

3. **WORK PROGRAM / STUDENT LIFE / ACADEMIC AFFAIRS**
   Good standing verification

4. **MARKETING AND COMMUNICATIONS**
   Photography

5. **ECOVILLAGE**
   Context and student photography location

6. **DATA TEAM**
   Communications data and testing results

Storytelling is an institutional practice, not an advancement project.

Finding the Student



Student Philanthropy Committee



Endowed Scholarship Recipient



Student Craft Work Position



Student President (SGA)

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Beyond Liz: How we Partner on Every Piece

1. **Faculty/Staff Survey**
   Regular nomination survey that results in 15-20 students

2. **Endowed Fund Responses**
   Student recipients complete questionnaire

3. **Berea Patrons/SPC**
   Student donors and committee members

4. **Labor Supervisor and Professor**
   Quotes

5. **Archive**
   Log each interview in a master archival log

6. **Communication Meeting**
   Share features among ACP departments

Build a repeatable system for finding and sharing stories.

1

Build the system

Create a repeatable process for finding stories instead of waiting for the perfect one.

2

Invite students in

Make students storytellers and partners in the mission, not just subjects.

3

Reuse with respect

One authentic story can serve many audiences and many purposes.

Where could a student story already be hiding on your campus?

Johanna Hall-Rappolee, Executive Director of Annual Giving
Candis Arthur, AVP for Philanthropic Operations

Q&A

Thank you for attending this session!