

Wednesday, July 26, 2017
Day One of Symposium

| | START-UP TRACK Room: Platinum Ballroom 3 & 4 | ENTERPRISE TRACK Room: Platinum Ballroom 5 |
|-------------------|--|--|
| 8:30am - 8:45am | WELCOME Room: Platinum Ballroom 5 | |
| | <i>Committee Chair: Leigh Petersen, Southwestern University</i> | |
| 8:45am - 10:00am | Keynote: Secrets of Data Driven Nonprofits Room: Platinum Ballroom 5 | |
| | <i>Steve MacLaughlin, Vice President of Data & Analytics, Blackbaud and Best-Selling Author of Data Driven Nonprofits</i> | |
| 10:00am - 10:15am | BREAK | |
| | SESSION 1A | SESSION 1B |
| 10:15am - 11:00am | "Oh, the Places You'll Go": Building a Small Shop Data Analytics Program from the Ground Up | An adventurous and disorganized journey on data and analytics dissemination in a complex development office |
| Speaker(s): | <i>Jaclyn E Jaeger, Lehigh University</i> | <i>Eugenie Packer, Mount Sinai Health System</i> |
| 11:00am - 11:15am | BREAK | |
| | SESSION 2A | SESSION 2B |
| 11:15am - 12:00pm | The Emotionality of Reporting | Bayes and the Behavior Chain: A Walk through Using R and WEKA |
| Speaker(s): | <i>Christa Williams, ServiceSource</i> | <i>Marianne M Pelletier, Staupell Analytics Group</i> |
| 12:00pm - 1:30pm | LUNCH (ON YOUR OWN) | |
| | SESSION 3A | SESSION 3B |
| 1:30pm - 2:15pm | Creating a Foundation Relations Prospecting Database | How to Develop your own Interactive Database Interface and Reporting System using R/Shiny |
| Speaker(s): | <i>James Sinclair, University of Southern California</i> | <i>Rich Majerus, Colby College</i> |
| | SESSION 4A | SESSION 4B |
| 2:15pm - 3:00pm | Powerful Fundraising Insight through Data Visualization | Clustering Prospects through R |
| Speaker(s): | <i>Matthew Nelson-Abell, Tulane University; Matt May, Tulane University</i> | <i>Glenda Carnate, Harvard University</i> |
| 3:00pm - 3:15pm | BREAK | |
| | SESSION V1 | SESSION V2 |
| 3:15pm - 3:45pm | Build, Buy, Partner: Strategies to Optimize your Analytics Efforts | The Strategy to Identifying Major Gift Prospects |
| Speaker(s): | <i>Alan Dix, Senior Solution Marketing Manager, Target Analytics</i> | <i>Bill Tedesco, DonorSearch</i> |
| 3:45pm - 4:00pm | BREAK | |
| 4:00pm - 5:00pm | Professionals Panel: Future of Analytics in Non-Profits Room: Platinum Ballroom 5 | |
| | <i>Moderator: Leigh Petersen, Southwestern University</i> | |
| | <i>Panel Guests: Ashutosh Nandeshwar, University of Southern California; Sharise Harrison, The Humane Society of the US; Adam Martel, Gravyty; & Marianne Pelletier, Straupell Analytics Group</i> | |

Thursday, July 27, 2017
Day Two of Symposium

| | START-UP TRACK Room: Platinum Ballroom 3 & 4 | ENTERPRISE TRACK Room: Platinum Ballroom 5 |
|-------------------|---|--|
| 9:00am - 10:00am | Keynote: Harnessing Your Power to Create Change Room: Marquis Ballroom | |
| | <i>Derreck Kayongo, Global Soap Project Founder & CEO of the Center for Civil and Human Rights in Atlanta</i> | |
| 10:00am - 10:15am | BREAK | |
| | SESSION 6A | SESSION 6B |
| 10:15am-11:00am | Creating a Prospect Segmentation Model Using RFM & K-Means Cluster Analysis | Thinking Outside the Black Box: balancing model interpretability and accuracy |
| Speaker(s): | <i>John H Orange, Trinity University</i> | <i>John Andrews, WealthEngine</i> |
| | SESSION 7A | SESSION 7B |
| 11:00am -11:45am | Connecting the dots: Social Network Analysis in Context | Moving beyond predictive: unleashing the power of "why" with prescriptive analytics |
| Speaker(s): | <i>Claudia Rangel, PhD, University of British Columbia</i> | <i>Alexander Oftelle, IBM</i> |
| 12:00pm - 1:00pm | Lunch / Apra Awards (Exhibit Hall Open from 12-1:15pm) | |
| 1:00pm - 1:15pm | Transition Break | |
| | SESSION 8A | SESSION 8B |
| 1:15pm - 2:00pm | "Help! I need prospects on the Westside!" | A Mix not to Miss: Blended Gifts |
| Speaker(s): | <i>James Sinclair, University of Southern California</i> | <i>Nathan Fay, City of Hope; Lawrence Carroll Henze, J.D., Target Analytics, a Blackbaud Company</i> |
| | SESSION 9A | SESSION 9B |
| 2:00pm -2:45pm | A Tool for Data-Driven Portfolio Reviews | Appmaker, Appmaker, Make Me a Match |
| Speaker(s): | <i>Lindsay A. Brown, Dana-Farber Cancer Institute</i> | <i>Samantha Wren, College of William and Mary</i> |
| 2:45pm - 3:00pm | BREAK | |
| 3:00pm - 3:45pm | SESSION 10A | SESSION 10B |
| | Developing the Discovery Engine: Lessons Learned | Was it worth it? Predictive Modeling Evaluation |
| Speaker(s): | <i>Tarak Shah, UC Berkeley</i> | <i>Josh Birkholz, Bentz Whaley Flessner; Selina Griffin, The University of Oxford</i> |
| 3:45pm - 4:00pm | BREAK | |
| 4:00pm - 5:00pm | Closing Session: What's Next: Your Future as a Fundraising Scientist Room: Platinum Ballroom 5 | |
| | <i>Josh Birkholz, Bentz Whaley Flessner</i> | |