

Wednesday, July 31, 2019

Day One of Symposium

9:00 a.m. - 10:15 a.m.	Welcome - DAS Chair Opening DAS Keynote You Can't Judge a Book by Its Cover: How Intuition, Experience, Judgement, and Data Help Us Understand the Real Story Richard Tollefson Founder and President - The Phoenix Philanthropy Group Room: Grand Saguaro South	
10:15 a.m. - 10:30 a.m.	REFRESHMENT BREAK	
10:30 a.m. - 12:00 p.m.	Applied Machine Learning with Python: Donor Upgrade Targeting Renee M. P. Teate (Data Scientist- HelioCampus) Room: Grand Saguaro South	
12:00 p.m. - 1:30 p.m.	Lunch on your own	
	Room: Grand Saguaro East Max: 280 Rounds	Room: Grand Saguaro West Max: 280 Rounds
1:30 p.m. - 2:30 p.m.	Better Together: Visualizing Annual Giving Efforts to Predict Donor Activity Julie Knight (Director of Operations and Data Analysis- Johns Hopkins University)	Breaking it Down: Customized Analytics Score Marisa Ontko (Bentz Whaley Flessner- Senior Analyst) Lindsey Nadeau (Director, Research & Relationship Management- George Washington University)
2:30 p.m. - 2:45 p.m.	REFRESHMENT BREAK	
2:45 p.m. - 3:15 p.m.	Optimize Your Fundraising Efforts with DonorCentrics Advanced Performance Dashboards David Lamb (Target Analytics- Senior Solutions Consultant, Blackbaud Target Analytics)	Heroes vs. Villains: Emerging Technology, New Data & it's Impact on Prospect Identification Bill Tedesco (CEO - DonorSearch)
3:15 p.m. - 3:30 p.m.	TRANSITION BREAK	
3:30 p.m. - 4:30 p.m.	Strategic Road Mapping - Navigating Your Fundraisers' Territories Gokul Murugesan (Senior Data Scientist) and Claire Michelle Szeszycki (Prospect Management Analyst), University of Iowa Center for Advancement	Generating Insights from Clustering Large Donors Brad Stieber (Data Analyst- Wisconsin Foundation and Alumni Association)
4:30 p.m. - 5:00 p.m.	TRANSITION BREAK	
5:00 p.m. - 7:00 p.m.	Opening Reception in Exhibit Hall	

Updated 7/19/2019

Thursday, August 1, 2019 Day Two of Symposium

9:00 a.m. - 10:00 a.m.	Fear Less. Do More. Michelle Poler (Influencer, Social Entrepreneur, Branding Strategist, and Creator of the The 100 Days Without Fear project) Room: Grand Canyon Ballroom 6	
10:00 a.m. - 10:30 a.m.	REFRESHMENT BREAK	
	Room: Grand Saguario East Max: 280 Rounds	Room: Grand Saguario West Max: 280 Rounds
10:30 a.m. - 12:00 p.m. (90min workshops)	Building a Predictive Model: Theory to Application Brian Robertson (Prospect Development Analyst) and Matt Moran (Data Analyst), University of Missouri	Predictive Model Evaluation Using Receiver Operating Characteristic Curves John P Gough (Director of Reporting and Analytics- The University of Texas at Austin)
12:00 p.m. - 1:00 p.m.	Lunch / Apra Awards (Exhibit Hall Opens from 12-1:15pm)	
1:00 p.m. - 1:15 p.m.	TRANSITION BREAK	
1:15 p.m. - 2:15 p.m.	The Art of Refined Conjecture: Using Data Marts To Go Beyond the CRM Victor Ogundipe, Jr. (Data Scientist- Universtiy of Michigan)	The Advancement Ecosystem - Pairing Engagement with Giving Nicholas James Teff (Data Scientist), Kelsey Parman (Prospect Management Analyst II), University of Iowa Center for Advancement
2:15 p.m. - 2:30 p.m.	TRANSITION BREAK	
2:30 p.m. - 3:30 p.m.	Case Studies	
2:30 p.m. - 2:50 p.m.	Auditing the Auditors: An Overview of Fundraising Audit Reports at the University of Texas at Austin Neelambika Patil and Neelesh Tekal (University of Texas Development Office)	Relationship Mapping with Tableau and R Kelly Douglas (Senior Data Analyst, Development Analytics- California Institute of Technology)
2:50 p.m. - 3:10 p.m.	Auditing the Auditors Q&A Neelambika Patil and Neelesh Tekal (University of Texas Development Office)	fundRaising: An R package for Fundraising Analytics Michael Pawlus (Data Scientist- University of Southern California)
3:10 p.m. - 3:30 p.m.	Confidence Trickster: How to Know When You're Right Gregory Duke (Consultant- Staupell Analytics)	Case Study: Development of a Comprehensive Advancement Reporting System at UMUC Renee M. P. Teate (Data Scientist- HelioCampus) and E David Miller (Senior Database Report Writer - University of Maryland University College)
3:30 p.m. - 4:00 p.m.	REFRESHMENT BREAK	
4:00 p.m. - 5:15 p.m.	Using Data Effectively: Beyond Art & Science Speaker: Hilary Parker (Data Scientist - Stitch Fix) Room: Grand Saguario South	
5:15 p.m. - 6:00 p.m.	Group Discussions What Does "Big Data" Mean for Fundraing Analytics Taking the Next Step Up Mt. Data Experimental Data Science - Lessons from the Lab Room: Grand Saguario East, Grand Saguario West, Grand Saguario South	