

## 2026 Tentative Schedule

### VAIS Business Officers Institute & Advancement Institute

#### TUESDAY, MAY 5

**5:30-7:00 PM** Reception: The Graduate, Rooftop [RSVP Required]

#### WEDNESDAY, MAY 6 [Visit with Sponsors 8:30 AM - 2:45 PM]

**8:30-9:00 AM** Registration  
Breakfast  
Visit with Sponsors

**9:00-10:30 AM** **Welcome**  
**Keynote:** Understanding Generational Mindsets: Building Schools That Connect Across Ages  
*Dr. Unnatti Jain, Lifecoach, Speaker*

**10:30-10:45 AM** **BREAK & Visit with Sponsors**

#### BUSINESS OFFICERS INSTITUTE

#### ADVANCEMENT INSTITUTE

**Learning Block I**  
**10:45 AM-12:00 PM** **Risk Management Workshop**  
*James Wigginton, 9ine*

**Concurrent Sessions I**  
**10:45-11:35 AM**

**Build a Burnout-Free Team**  
*Miriam Stein, Saddlerock Strategies*

**Responding Inclusively in Crisis**  
*Jessica Hawthorne, Virginia Center for Inclusive Communities*

**Soliciting + Closing Major Gifts (through a campaign lens and otherwise)**  
*Meg George, George Philanthropy Consulting*

**12:00-12:30 PM** **Sponsor Speed Rounds**

**Concurrent Session II**

**K-8 Outcomes or Hidden Benefits**

**Telling Your School's Story, and**

**Campaign-Mode Mentality**

			11:40 AM-12:30 PM	/ Network <i>Jessica Catoggio, World Leadership School</i>	<b>Making Sure It's True</b>  <i>Thrive Hive</i>	<i>Chris Dudley, AdvancementEDU</i>
12:30-1:45 PM	<b>Shared Lunch &amp; Roundtables</b>  <b>Spotlight Session:</b> State of the Industry Report – <i>Allison Davis &amp; Christina Dotchin, EMA/e3n</i>					
<b>Learning Block II</b> 1:50-2:30 PM	<b>Maximizing Your Campus for Increased Non-Tuition Revenue</b>  <i>Nat Saltonstall, SPARC</i>	<b>Human Resources Half-day Workshop</b> (This is a two-part session and can be attended in its entirety or divided.)  <b>Perks with Purpose: Aligning Total Compensation with Your Mission</b>  <i>Christine Lipson, HR Concierge</i>	<b>Concurrent Session III</b> 1:50-2:35 PM	<b>Data Management Best Practices</b>  <i>Kile Marks, Fisher Phillips</i>	<b>Using AI to Repurpose and Personalize Content</b>  <i>Laurie Ehrlich, Elevate Marketing Strategy</i>	<b>Lessons Learned from Campaigns in Smaller Schools</b>  <i>Allan Burrows, CapDev</i>  <i>Kim O'Donnell, Grymes Memorial School</i>
2:35-2:45 PM	<b>BREAK &amp; Visit with Sponsors</b>					
<b>Learning Block III</b> 2:45-3:45 PM	<b>Economic &amp; Demographic Insights</b>  <i>Dr. Robert M. McNab, Old Dominion</i>	<b>Perks with Purpose: Aligning Total Compensation with Your</b>	<b>Concurrent Session IV</b> 2:45-3:45 PM	<b>Admissions</b>  <i>Yaa Agyekeum, EdD, Director of the Center for The</i>	<b>Brand Alignment</b>  <i>Gabe Lucas 12M</i>	<b>Advancement Office &amp; Business Office Partnership</b>  <i>Stacy Nixon,</i>

	<i>University</i>	<b>Mission (continued)</b>		<i>Advancement of Learning, &amp; _____, Director of Admissions The Steward School</i>		<i>Norfolk Collegiate School</i>
<b>3:45-4:00 PM</b>	<b>Professional Learning Updates, Door Prizes, &amp; Closing</b>					