

APRU International Fundraising Conference
San Francisco Marriott Union Square -Sutter 3 Room
480 Sutter Street, San Francisco, California 94108 USA
Phone: 1-415-398-8900
July 11-12, 2016

Day 1 Marriott Union Square – Sutter 3 Room

8:00 Conference Check-in
Continental Breakfast served

8:30 – 9:00 Welcome: APRU & International Fundraising: Exploring the Possibilities
Speakers: Mike Andreasen, University of Oregon
 Keith Wong, APRU Secretariat

9:00 – 10:00 Session 1: Fundraising across Borders: Culture, Best Practices and Potential
Speakers: Eden Woon, Hong Kong University of Science & Technology
 Cindy Fan, UCLA
 Jennie Lang, UNSW

10:00-10:30 *Break*

10:30-12:00 Session 2: US-Style Fundraising and its Shifting Applicability outside the US
Speakers: Mike Andreasen, VP Advancement, University of Oregon
 Susan Madon, Minerva Non-Profit Management

12:00-12:30 *Break*

12:30 – 1:30 **Lunch Key Note: Korea University and a Korean Reinterpretation of the Donor Cycle**
 Presenter: President Jaeho Yeom, Korea University

1:30 – 3:00 Session 3: International Fundraising in the US
Speakers: Jorge Villareal, Monterrey Tech.
 Marina Tan Harper, UC Davis
 Li Jiaqiang, Tsinghua University

3:00 – 3:30 *Break*

3:30 – 5:00 Session 4: Roundtable on the APRU Value Proposition: The WHAT
Speakers: Keith Wong, APRU
 Dennis Galvan, University of Oregon
 Takako Izumi, Tohoku University
 John Rundle, UC Davis
 Mellissa Withers, USC

7:00 – 9:00 Featured Local Restaurant Dinner:

 E&O Kitchen and Bar – E&O Room, Mezzanine Level
 314 Sutter Street
 San Francisco, CA 94108

Day 2 Marriott Union Square – Sutter 3 Room

8:00 *Continental Breakfast served*

9:00 – 10:30 Session 5: Roundtable on the APRU Value Proposition: The HOW

Speakers: Keith Wong, APRU
 Dennis Galvan, University of Oregon

10:00-10:30 *Break*

10:30 – 12:00 Wrap-up: Reflections and Planning for Future Conferences

Facilitator: Mike Andreasen, University of Oregon

Session Summaries and Discussion Topics

Session 1: Fundraising across Borders: Culture, Best Practices and Potential

Speakers: Eden Woon, Hong Kong University of Science & Technology
 Cindy Fan, UCLA
 Jennie Lang, UNSW

An exploration of the cultural and perception differences around the Rim about fundraising. Led by a colleague with Asia experience, the kick off discussion will include the importance of cultural protocol, norms, perceptions and commonly made mistakes in cross cultural fundraising.

Session 2: US-Style Fundraising and its Shifting Applicability outside the US

Speakers: Mike Andreasen, VP Advancement, University of Oregon
 Susan Madon, Minerva Non-Profit Management

Exploring the relevance and applicability of US-style fundraising in Asia with traditional elements of annual giving, major gifts, corporate & foundation relations and dues paying alumni relations programs. The discussion will be led by a US based fundraising panelist with an initial response on what has worked and what hasn't worked in Asia. This is meant to be a high level overview which will identify key discussions topics for the remaining conference sessions and future conferences.

Session 3: International Fundraising in the US

Speakers: Jorge Villareal, Monterrey Tech.
 Marina Tan Harper, UC Davis
 Li Jiaqiang, Tsinghua University

Featuring panelists who have experience fundraising in the US for non-US universities, this session will include experiences, challenges and opportunities for Asian universities to fundraise in the US.

Session 4: Roundtable: Roundtable on APRU Value Proposition: The What

Speakers: Keith Wong, APRU
Dennis Galvan, University of Oregon
Takako Izumi, Tohoku University
John Rundle, UC Davis
Mellissa Withers, USC

This roundtable will include key questions around the APRU value proposition such as:

- What are the main APRU activities that could be of interest to donors?
- Can individual member university fundraising be enhanced by reference to the APRU network?
 - Is this a plausible pitch — “Our University of X is making a difference in the world because our expertise and research is linked in project Y to an Asia-Pacific wide network. Our beloved University of X alone cannot do as much as we can do by linking our efforts to those of the top 44 research universities around the Rim.”
- Can we raise money for our own universities’ activities, programs and projects within APRU?

9:00 – 10:30 Session 5: Roundtable on APRU Value Proposition: The How

Speakers: Keith Wong, APRU
Dennis Galvan, University of Oregon



Mike Andreasen
Vice President for University Advancement
University of Oregon

In April 2013 Michael Andreasen became vice president for university advancement. He started at the University of Oregon as vice president for development on July 1, 2010. The Office of University Advancement includes university-wide development activities, government and community relations efforts, and alumni relations.

Before coming to the University of Oregon, he served as assistant dean and executive director for advancement at the Stephen M. Ross School of Business at the University of Michigan. He previously held development roles in major gifts and campaign leadership at the University of California, Santa Barbara, and the American Film Institute.

He began his career in annual giving at the University of California, Irvine. Andreasen earned his Bachelor of Arts degree in political science at the University of California, Irvine.



Susan Madon
Managing Partner
Minerva Non-Profit Management

Ms. Susan Madon is an international development and management leader with over twenty years experience in the areas of education, arts, culture, healthcare and corporate social responsibility (CSR). She is experienced in managing effective partnerships among individual stakeholders and corporate, government and charitable enterprises. She is proficient in major gifts, grants, strategic planning, alumni and community outreach, high-level special events and marketing and communications.

Until late June, Susan led USC's Hong Kong and South China regional division where she championed the University's twenty one professional schools, units and the Dornsife College of Letters, Arts and Sciences in the areas of advancement, marketing and public relations, academic programs, corporate and government relations, and student and alumni affairs. She served as one of eight international directors (USC also maintains offices in Shanghai, Beijing, Taipei, Seoul, Mumbai, Mexico City and Sao Paulo). She served as vice president of external relations for the French Institute-Alliance Française in New York, the director of educational development for the Archdiocese of New York, director of marketing and public relations for the Berkshire Museum and as regional director for the American Heart Association.

Susan holds an MBA from Columbia University, a BA in Theatre from Jacksonville University and is a Certified Fundraising Executive (CFRE). She has held leadership roles in a number of professional, civic and charitable committees and boards in Asia and New York and enjoys mentoring and coaching.



Cindy Fan

**Vice Provost for International Studies and Global Engagement
University of California at Los Angeles**

As Vice Provost, Cindy Fan is UCLA's senior international officer and is the first woman and Asian to hold that position. She is responsible for the university's global strategy and international partnerships, including overseeing the International Institute and its more than 25 interdisciplinary research centers and degree programs. She has spearheaded initiatives such as UCLA Global Forums to foster UCLA's international ties by addressing issues of global and local relevance.

Professor Fan was born and raised in Hong Kong. She received her PhD from the Ohio State University and has been a Professor of Geography at UCLA since 1989. Internationally known for her research on migration, regional development and gender in China, Professor Fan has numerous publications, including the book *China on the Move*, a pioneering study on rural-urban migration and split households in China. She has also co-edited the journals *Regional Studies* and *Eurasian Geography and Economics*.

A frequent contributor to the *New York Times*, BBC, and China Radio International, Professor Fan has delivered keynote speeches throughout Europe, Asia, Australia, and the U.S. She is a recipient of the UCLA Distinguished Teaching Award and major grants from the Henry Luce Foundation, Andrew Mellon Foundation and National Science Foundation.



Jennie Lang

**Vice President, Advancement
University of New South Wales**

Jennie Lang is Vice-President Advancement and has portfolio responsibility for promoting UNSW, advancing the University's external engagement and positioning UNSW as Australia's Global University. As Vice-President Advancement Jennie is a member of the University's Executive Team. The Division of Advancement was established in October 2012. It includes Marketing Services, the Media Office, Internal Communications, Digital Communications (UNSWTV), Forum@UNSW and has responsibility for the University's flagship events and external engagement.

Prior to this Jennie served as:

- Chief Executive Officer of the UNSW Foundation from October 2012 to May 2016. She has served as a Director of the UNSW Foundation Hong Kong Board since 2007 and a Director of the US Board of the UNSW Foundation since 2012. In her capacity as CEO UNSW Foundation Jennie established the Global Circle of

Friends of UNSW Australia providing an international framework to foster high level engagement with UNSW Alumni and engage them in the important development work of the University and to provide advice on wider university engagement and opportunities to boost the reputation of UNSW in Hong Kong, Singapore, the UK and the U.S. She also represented the University on the Go8 Chief Advancement Officers Group.

- Pro-Vice-Chancellor (International) from 2006 to 2012 at UNSW where she was responsible for: the strategic international direction of UNSW, advancing strategic alliances and global education, international marketing and student recruitment and ensuring UNSW's position at the forefront of best practice in international education. Jennie arrived at UNSW in April 1997 to take up the position of Director International Office and in 1998 became Executive Director UNSW International.

Jennie has been involved in international education in Australia since 1987 and has focused on developing Australia's education links with Asia and beyond. She has held senior positions in international education, at UNSW since 1997, and previously was part of the pioneering international education teams at Brisbane CAE and the Queensland University of Technology in the late 1980s and early 1990s. In these positions she was part of the wider teams who worked closely with Austrade and IDP to open up markets across Asia and the Pacific for student recruitment and to develop international partnerships with universities and government instrumentalities across the Asia-Pacific region.

Jennie has Chaired the National Committee of Deputy/Pro-Vice-Chancellors (International) for Universities Australia (2009-2012), the Go8 DVCs/PVCs International Committee from 2010 to 2012, Chaired the Group of Eight International Directors Committee (2005-2010), represented UNSW on the Universitas 21 (U21) Manager's Group and Chaired the U21 Internationalisation Committee (from 2011 to 2012) and was a Foundation Member of the State of New South Wales Premier's Council on International Education (2011). Jennie also Chaired the AUIDF from 2002 to 2005 and the Queensland International Education Forum from 1995 to 1996. Jennie served on the DFAT Committee to review the Australia-India Strategic Research Fund, the Executive Committee of the Association of International Education Administrators' in North America from 2012 to 2015, and is a Director of the Asia-Society Australia Board. Jennie was often invited to join Prime-Ministerial, Ministerial and Premiers delegations to China and India during her term as PVC International.

Jennie has been recognised for her significant contribution to international education. She was:

- Inducted as an Australian Export Hero by Governor Marie Bashir in 2002
 - Winner of the NSW Telstra Business Woman of the Year Award in the Government and Community category in 2004 and was a national finalist in this category in 2004
 - Awarded the IEAA National Award for Distinguished Service to International Education in 2013.
- Jennie has a Master of Education Research, a Bachelor of Education (with Distinction) and a Bachelor of Arts degree, all from the University of Newcastle, Australia.

Jorge Villareal
Master

Tecnológico de Monterrey

Marina Tan Harper

**Senior Director for International Development
University of California at Davis**



As Founding Director of the Development Office at NTU, she made a deep and transformational impact on students, faculty and the university through private support. Within her first year of joining the Development Office in 2005, she tripled the value of funds raised and increased the number of alumni donors 20-fold. Following that, she conceptualized the iGave suite of programs, building a culture of giving amongst the NTU community, and laying a firm foundation for major gift fundraising across the campus. During her tenure from 2005-2014, S\$500 million of private support (plus over S\$1 billion in matching government grants) was raised. Marina worked with campaign volunteers and university leadership to secure the largest gifts for NTU, making possible named programs and facilities, including the Wee Kim Wee School of Communication & Information, Rajaratnam School of International Studies, Lee Kong Chian School of Medicine, Lien Ying Chow Drive, Tan Chin Tuan Lecture Theatre, Toh Kian Chui Medical Annex, Margaret Lien Centre for Professional Success and Sembcorp Marine Lab. In 2012, Marina secured the President's Award for Philanthropy for NTU, with the accolade, "NTU's donor-centric approach nurtures relationships and builds trust".

Marina has also done much to build, train and inspire a new generation of fundraising professionals in the non-profit ecosystem in Singapore and the region. With 23 years of experience in fundraising, she chaired the 2011 CASE Asia-Pacific Advancement Conference, was faculty at the CASE Asia-Pacific Institute for Educational Fundraising in Melbourne from 2011 to 2013, and presented at CASE conferences, seminars, workshops and CASE on CAMPUS events. She also presented at IBC Asia Higher Education Summits (3 years) and Universities Australia UMCD conference.

Marina continues with her PhD in philanthropic studies part time at IU's Lilly Family School of Philanthropy.



Dr Eden Y Woon, BA, MA, MS, PhD, JP

Vice-President

The Hong Kong University of Science and Technology

Dr Woon took office as Vice-President of the Hong Kong University of Science and Technology on 1 November 2010.

Prior to joining HKUST, Dr Woon was with the Li & Fung Group for 3 years in Shanghai. He was the Managing Director of Li & Fung Group's China Corporate Office and Managing Director of Toys "R" Us China. From 2006-2007, Dr Woon was a Vice-President of Starbucks Coffee Company in China. Dr Woon was the CEO of the Hong Kong General Chamber of Commerce, the oldest and largest business organization in Hong Kong, from 1997 to 2006.

Dr Woon served in the US Air Force until 1993 when he retired as a Colonel. He taught Mathematics for 6 years at the US Air Force Academy – becoming an Associate Professor. He acted as China advisor to the US Secretary of Defense from 1989 to 1994. He was the Executive Director of the Seattle-based Washington State China Relations Council from 1994 to 1997.

Dr Woon received his BA degree from the University of Iowa and his MA, MS, and PhD degrees, all in Mathematics, from the University of Washington in Seattle. He is a member of the Council on Foreign Relations in New York.



Korea University

Prof. Jaeho Yeom

President

Professor Jaeho Yeom earned his Ph.D. in political science at Stanford University for his research on Japanese industrial policy for high technology. He has taught public administration at Korea University since 1990. As a visiting researcher at the Institute of Business Research of Hitotsubashi University, in Japan, he conducted research on the policy-making process for semiconductors and the computer industry

implemented by the Ministry of International Trade & Industry in Japan. Professor Yeom has also performed research as foreign visiting professor at Tsukuba University in Japan, visiting professor at Griffith University in Australia and Beijing University in China, adjunct professor at Renmin University in China, and Chevening Fellow at CENTRIM at the University of Brighton in the UK.

Professor Yeom served as an expert member of the Korean Presidential Commission of Science and Technology Policy and a Board member of the Korea Science and Engineering Foundation. He also served as President of The Korean Association for Policy Studies in 2007 and President of The Korean Association for Contemporary Japanese Studies in 2008. Currently, he is Chairperson of the Policy Advisory Committee of the Ministry of Foreign Affairs and an Executive Committee member of Universitas 21. Professor Yeom's other international activities include founding one of Asia's most popular summer campus programs, (welcoming over 1,500 students to Korea University each summer), implementing the KU-China Global Leadership Program to foster specialists in Chinese language, business, politics and cultural studies and developing similar programs for students in Latin America, Russia and Japan. He has also developed a number of new scholarship programs to attract the world's best and brightest students to attend Korea University as degree-seeking students. He was Executive Vice President of Korea University before being elected as President in March 2015.

Recent research interests of Professor Yeom include Effectiveness of Private R&D Funds (2008, ITEP), A Study on the Role and Improving Management of Public Research Institutes (2009, KISTEP), Research on Development Strategy of Machinery R&D (2009, KIMM), Change Management (2009, BCSAA), Research on the Characteristics and Effective Management of R&D Mega Projects (2010, KISTEP), & Future Strategy for Test, Research, and Evaluation of Food and Drug (2011, NIFDS) among others.



Dennis Galvan

**Vice Provost for International Affairs
University of Oregon**

Dennis C. Galvan is Professor of Political Science and International Studies and Vice Provost for International Affairs at the University of Oregon. Professor Galvan received his Ph.D. from U.C. Berkeley in 1996 and his B.A. From Stanford in 1987. He has conducted field research since 1988 in a cluster of thirty villages in rural Senegal, and has conducted comparative field research in Central Java, Indonesia, since 1999. His published work examines everyday institutional change, peasant adaptation of property regimes, social capital and democratization, sustainable development, ethnic relations, and grass-roots patterns of nation-building. He is finishing a new book, *Everyday Nation Building*, which looks at ordinary life ethic and religious cooperation in Senegal and Indonesia. He serves as Executive Director of the new Global Studies Institute (GSI) within the Office of International Affairs. For more information visit Professor Galvan's faculty site.



Keith Wong

**Director, International Secretariat
APRU**

Mr. Keith Wong from Hong Kong has been appointed as the new Director (International Secretariat). He comes from the Harvard Business School Asia Pacific Research Centre where he was a Senior Researcher. Since 2007, he wrote case studies for the HBS and coordinated research programs across the Asia-Pacific region. He has over 15 years of experience in managing academic research projects and business operations in the technology and hospitality sectors. He was a lecturer in the business school at Hong Kong Polytechnic University for 5 years. Before that he was in China running a Hong Kong hotel management company and then in an IT start-up. He has run the strategic, finance and HR sides of growing companies and is very able in setting up corporate systems. He has a Bachelor of Business Administration from the Chinese University of Hong Kong, an MBA from McGill University, and a Master of Arts in Liberal Studies from HKUST.



Takako Izumi

**Associate Professor
Disaster Information Management and Public Collaboration Division
International Regional Cooperation Office
Tohoku University**

Program Coordinator, APRU Multi-Hazards Program

Takako joined Tohoku University in Japan as Associate Professor under the Office of the President (Promotion of international disaster science) and the International Research

Institute of Disaster Science (IRIDeS) in April 2013. She also plays a role of Programme Coordinator for APRU-Tohoku University Multi-hazard Programme. She holds a Ph.D. in global environmental study from Kyoto University in Japan. She started her career in humanitarian assistance with the UN Office for the Coordination of Humanitarian Affairs (UNOCHA) and involved in disaster response coordination in various countries in Asia, especially deeply involved in the recovery from the Indian Ocean Tsunami in 2005 with the UN Office for the Recovery Coordinator for Aceh and Nias (UNORC) and the earthquake in Yogyakarta in Indonesia in 2006. She also worked for the UN Office for Disaster Risk Reduction (UNISDR) to contribute to the preparation for the UN World Conference for Disaster Reduction held in Kobe, Japan. Since 2007, she worked for an international NGO (MERCY Malaysia) based in Malaysia as Head of Disaster Risk Reduction Department and General Manager for Operations. Also, she serves as Advisor for the Asian Disaster Reduction and Response Network (ADRRN) established in 2002 which aims for capacity development of Civil Society Organizations and advocacy for the need of multi-lateral collaboration among various stakeholders.



John Rundle
Professor of Physics and Geology
University of California at Davis

Senior Advisor, APRU

John is Distinguished Professor of Physics and Geology at the University of California, Davis. He is a past Director of the California Institute for Hazard Research of the University of California, and currently serves as Executive Director of the APEC Cooperation for Earthquake Simulation (ACES), a consortium of 6 APEC economies whose goal is to understand the entire earthquake cycle by means of rigorous models and numerical simulations. For over thirty years, his research has focused on using statistical physics to understand the physics of earthquakes and other driven threshold systems. He has a particular interest in the development of methods for earthquake forecasting based on studies of chaos and complexity in driven nonlinear systems, as well as on the use of realistic, large scale numerical simulations. More recently, he has developed an interest in viewing crashes in economic and financial systems as a kind of “Econoquake” that might be understood by analogy to earthquakes and other first order (nucleation) phase transitions. To further these interests, he co-organizes a yearly symposium on the statistics of the financial markets, held in October every year at Morgan Stanley world headquarters on Times Square, NY. He has also co-founded a startup company in the area of global earthquake forecasting, general hazard analysis, and risk management for the global public (www.openhazards.com).

John has served the scientific community through membership on numerous boards and committees, including serving as a Member (1990 - 1997) and Chair (1994-1996) of the scientific Advisory Council to the Southern California Earthquake Center. He is a Distinguished Visiting Scientist at the Jet Propulsion Laboratory, Pasadena, CA (1995-present). He is an External Professor at the Santa Fe Institute, where he co-organizes a yearly conference on financial forecasting and risk (held this year at Morgan Stanley, NY on October 5, 2011). He is a Fellow of both the American Physical Society (2005) and the American Geophysical

Union (2008). In 2012, the QuakeSim team, of which John is a founding member, won the NASA Software of the Year Award, one of NASA's two highest honors. John received his B.S.E from Princeton University (Magna Cum Laude, Phi Beta Kappa, Tau Beta Pi), and his M.S. and Ph.D. from the University of California at Los Angeles.



Mellissa Withers

**Assistant Professor of Clinical
USC Institute for Global Health, Keck School of Medicine
University of Southern California**

Program Manager (APRU Global Health Program)

Mellissa Withers received her Ph.D. in Community Health Sciences from the UCLA Fielding School of Public Health in Los Angeles, USA in 2009 with an emphasis on medical anthropology. Her dissertation was related to fertility intentions in Bali, Indonesia, where she lived for 15 months. She also holds a Master's in Health Sciences from the Johns Hopkins Bloomberg School of Public Health, Department of International Health in Baltimore, Maryland, USA. Her Master's concentration was Health Systems Management. She graduated from UC Berkeley with a B.A. degree in Global Development.

She is currently an Assistant Clinic Professor at the USC Institute for Global Health, where she teaches global health-related courses. She also works as an independent health research consultant. Her current research focuses on global reproductive health and women's empowerment, including human trafficking, preventing unintended pregnancy, HIV/AIDS prevention among sex workers in Asia, and engaging male partners in family planning in sub-Saharan Africa. Other research interests include community participatory research; cultural competency; qualitative methodology; border, migrant, and refugee health; and how culture influences health-seeking behavior. Prior to coming to USC, she taught at UCLA in the Department of Anthropology and other universities throughout California.

She has traveled to more than 50 countries and has lived in Mexico, Costa Rica and Indonesia. She enjoys salsa dancing, kayaking and yoga.