

# Fundraising Best Practices: Fostering Effective Leadership and Building Alumni Relationships

## 1. Objective

Reduced subsidies for higher education in recent years have put strains on operating budgets at many universities in Japan. In order to continue developing high quality research and education functions, while still meeting the needs of a diverse student body, independent funding sources (such as donations) have increasingly come into focus.

Universities have come to recognize the importance of fundraising. Many have implemented initiatives in hopes of increasing donations. Alumni communities have played a key role in helping chancellors and other senior leaders cultivate relationships with industry.

With this background in mind, the Japanese University Network in the Bay Area (JUNBA) will hold a symposium titled 'Fundraising Best Practices: Fostering Effective Leadership and Building Alumni Relationships'. This event will feature fundraising strategies employed by universities here in the US and discussions on how Japan's institutions of higher learning can improve fundraising strategies and policy.

We hope this event will help universities in Japan diversify their funding sources so that high quality research and education can continue for generations to come.

## 2. Event Outline

**Speaker 1:** Peter Smits, Interim Vice President for University Advancement

Peter Smits leads development efforts at San Jose State University, the oldest campus in The Cal State system. Mr. Smits role encompasses all strategic aspects of fundraising, including organization and budgeting.

**Speaker 2:** Amy Ambrose, Senior Development Director, Simons Institute for the Theory of Computing, UC Berkeley

Amy Ambrose has played a key role in fundraising at UC Berkeley (the original University of California campus) and other institutions for many years. Ms. Ambrose will present her well-honed strategy for creating a system that engages alumni and other key groups as stakeholders to help support their university. (Ms. Ambrose studied at Sophia University and is deeply familiar with Japan and Japanese culture. She can take questions in Japanese)

## Discussion

With the morning's presentations in mind, participants will discuss how best to improve leadership on fundraising among university executives and policies to strategically and systematically engage with the alumni community. Discussion session will be carried out in Japanese.

### 3. Program

<b>January 9, 2020 (Thursday) US-Japan Higher Education Reception</b>	
5:30 – 6 PM	Registration
6 – 8 PM	Reception for US-Japan Higher Education (location: Official residence of the Consul General of Japan in San Francisco)  Event Sponsor: The Consulate General of Japan in San Francisco and Japanese University Network in the Bay Area (JUNBA)

<b>January 10, 2020 (Friday) JUNBA Symposium</b>	
08:30 – 09:00	Registration
09:00 – 09:10	Opening remarks
09:10 – 10:20	Speaker 1 : Peter Smits (Interim Vice President for University Advancement, San José State University)
10:20 – 10:40	Break
10:40 – 11:50	Speaker 2 : Amy Ambrose (Senior Development Director, Simons Institute, University of California Berkeley)
11:50 – 12:00	Group picture
12:00 – 14:00	Lunch break
14:00 – 14:20	Survey on American and Japanese universities
14:20 – 15:40	Discussion session 1 ※
15:40 – 16:00	Break
16:00 – 17:20	Discussion session 2 ※
17:20 – 17:40	Summary and closing remarks
17:40 – 18:00	Break
18:00 – 20:00	Reception

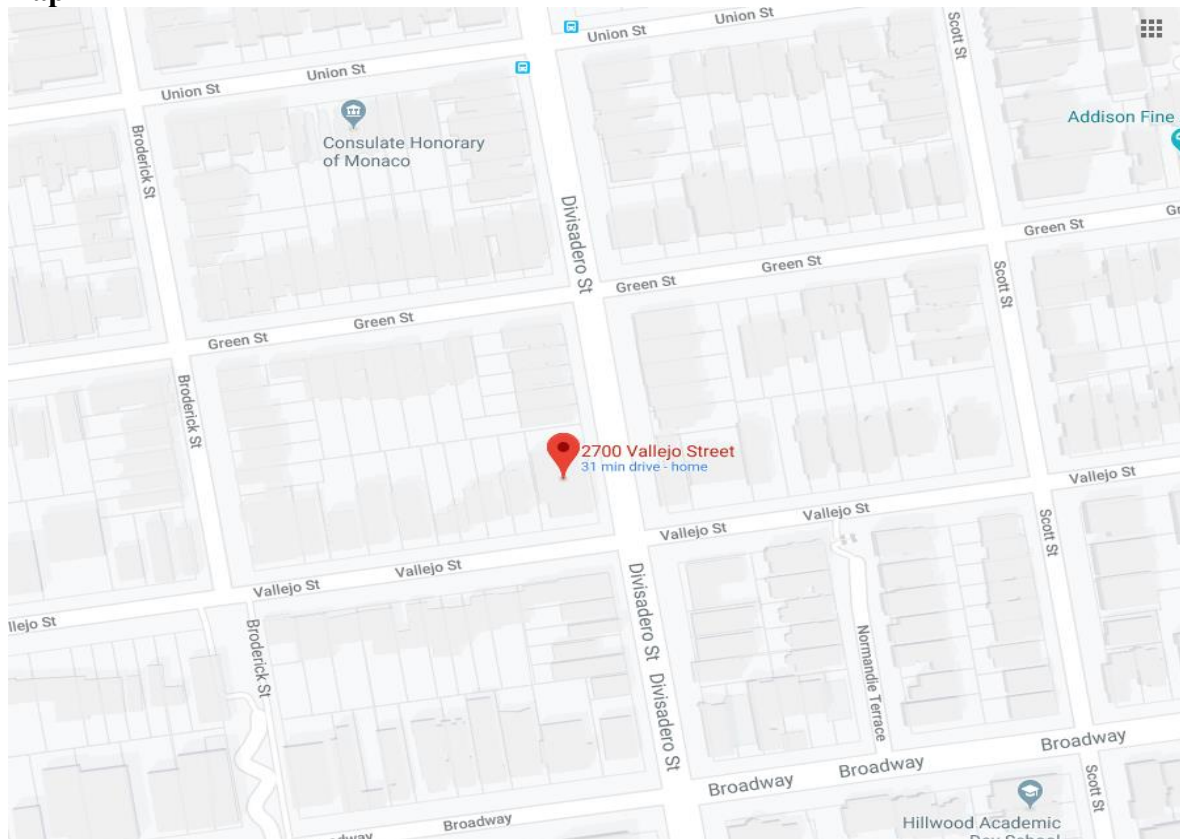
## 4. Venue Information

### <Reception>

#### ❖ Location

**The Official Residence of the Consul General of Japan in San Francisco**  
2700 Vallejo Street, San Francisco, CA 94123, USA

#### ❖ Map



#### ❖ Access

We recommend using a taxi or ride-sharing service.

#### **Parking**

There are no nearby parking lots. Limited street parking may be available if coming by car.

#### **Muni Bus**

The nearest bus stops are at Union St & Divisadero St, Jackson St & Divisadero St and Steiner St & Vallejo St.

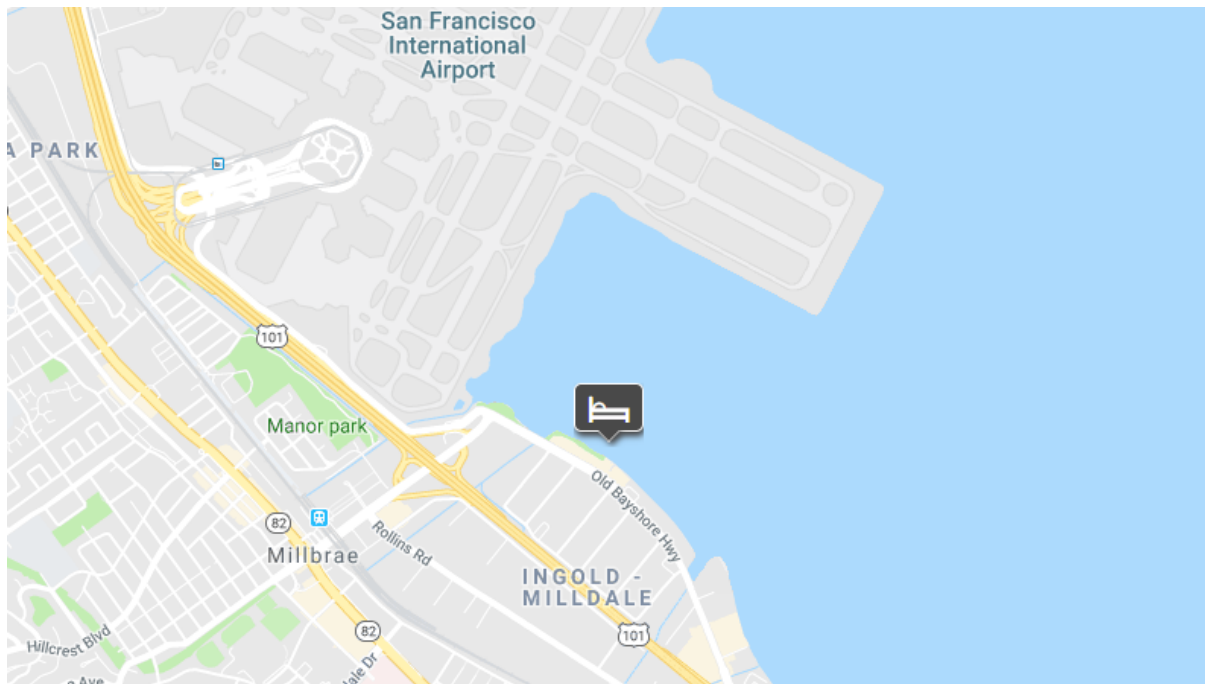
## <Symposium>

### ❖ Location

**Marriot San Francisco Airport Waterfront**  
**1800 Bayshore Highway, Burlingame, CA, 94010-1203**  
**TEL: +1-650-692-9100**

<https://www.marriott.com/hotels/travel/sfobg-san-francisco-airport-marriott-waterfront/>

### ❖ Map



### ❖ Access

#### **Hotel Parking**

《JUNBA2020 special rate》\$15 for all day parking

#### **Complimentary Shuttle Service**

Shuttle goes to and from the San Francisco International Airport every 15-20 minutes from 4:00 to 1:00 AM. For more details please consult the page linked below.

<https://www.flysfo.com/to-from/hotel-shuttles>

※The shuttle runs every 30 minutes from 1:00 to 4:00.