



INTERNATIONAL CONFERENCE ON HIGHER EDUCATION Congreso Internacional de Educacion Superior

KNOWLEDGE CROSSING BORDERS:
Building a Global Future through Research and Innovative Practices

May 30-June 1, 2012 • West Chester, Pennsylvania, USA

*Co-hosted: West Chester University of Pennsylvania, USA
Universidad Nacional at Heredia, Costa Rica*

PRE-CONFERENCE MINI WORKSHOPS

Fundraising, Grantsmanship and Entrepreneurial Resource Development Strategies

LEARNING OBJECTIVES

- Assist participants to strategically plan activities that will achieve the grant's goals and objectives
- Respond to the direction of national evaluations for grants and matching funds to ensure the collection of high-quality core data to use for grant writing
- Design and implement a process of grant writing and fundraising activities connected to the evaluation of various programs of interest
- Collect data that can be used to make adjustments in service delivery and improve the overall grant
- Design and conduct an outcomes evaluation to determine future directions for next phases of grant writing and fundraising

PROGRAM LEVEL An Introduction to Fundraising, Grantsmanship and Entrepreneurial Resource Development Strategies

TARGET AUDIENCE Departmental, Pre-award and Research Compliance Administrators, Faculty Researchers, Senior University Administrators, Directors of International Programs, Teaching Faculty, Managers

MODERATOR Mark Pavlovich and Richard Przywara

Higher Education for Sustainability: Challenges and Strategies

Sustainability is rapidly moving from the margins of higher education to the center of interest and concern. While universities have largely embraced efforts to green their operations and curricula, challenges and questions remain. What is the nature and extent of our planetary predicament? Is it a normal challenge that can be addressed using familiar tools and strategies, or is it a "game changer" that calls into question fundamental cultural assumptions and institutions, including the nature and mission of higher education itself? How can higher education programs move beyond "less unsustainability" and help catalyze real social and cultural transformation?

Answers to these questions yield not only a much needed perspective but should also inform our understanding of strategies and priorities. This session is intended to help all members of the university community understand the nature of sustainability, grapple with its challenges, and learn strategies for creating effective sustainability initiatives. It will explore practical ways to move beyond the relatively comfortable work of "less unsustainability" to the difficult, unprecedented, creative work of making a sustainable future possible.

LEARNING OBJECTIVES:

- Obtain a fundamental understanding of the challenge of sustainability
- Consider ways in which higher education can move beyond "less unsustainability"
- Learn strategies and tools for developing more effective sustainability initiatives

PROGRAM LEVEL Overview

TARGET AUDIENCE Faculty, Administrators, Staff, and Students

FACILITATOR/MODERATOR Paul Morgan, Associate Professor, 2011-2012 Sustainability Coordinator, Director of Certificate Programs in Education for Sustainability
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WORKSHOP FACILITATORS

Paul Morgan

At West Chester University of Pennsylvania, Paul Morgan serves as the director of the undergraduate and graduate certificate programs in education for sustainability. He is also the University's sustainability coordinator for 2011-2012, a member of the West Chester University Sustainability Advisory Counsel, and the faculty advisor for the campus environmental organization known as EARTH. His campus and scholarly work are devoted to exploring the historical precedents, philosophical rationale, and practical means of reorienting educational institutions toward sustainability. Dr. Morgan holds a PhD in philosophy and education from Columbia University.

Mark Pavlovich

Mark Pavlovich is the vice president for advancement at West Chester University, a comprehensive public university of 15,000 students. He is responsible for the University's external-relations functions, including fundraising, sponsored research, alumni relations, marketing, public relations, federal relations, cultural and community affairs, and publications. Dr. Pavlovich has thirty years of experience in fundraising, public relations, and marketing and has served at colleges in Michigan, Ohio, and Pennsylvania. He has been a consultant in the areas of fundraising, public relations, governmental relations, and management for several colleges, private schools, and community organizations. His academic credentials include a BA in political science and history, an MA in higher-education administration, and a PhD in organizational behavior, all from the University of Michigan.

Richard Przywara

Richard Przywara is the executive director for the West Chester University Foundation. In this role, he is responsible for a \$35 million capital campaign and \$4 million in annual fundraising and leads a \$300 million revitalization project for the University's student residence halls. Mr. Przywara previously served as the general manager of the Department of Special Service for New Castle County, Delaware, supervising a staff of more than 450 and managing an annual budget exceeding \$100 million. He simultaneously served as the chief of staff to the New Castle County executive. Earlier he held the position of assistant dean for development and alumni relations for the Widener University School of Law, where he was responsible for annual, capital, and planned giving. Mr. Przywara holds a Master of Public Administration from the University of Delaware and is certified by the Association of Fundraising Professionals as a Certified Fund Raising Executive.