



澳門大學
UNIVERSIDADE DE MACAU

**Forum on
Institutional Advancement and Fund Raising:
Community Partnership for Excellence**
Organized & Hosted by the University of Macau

- Date:** June 14, 2010 (Monday)
Time: 9:00am to 5:30pm (lunch reception at UM)
Venue: Room T302 (Senate Room), Tai Fung Building, University of Macau, Taipa, Macao
- Invited Speakers:** Senior administrators of 6 overseas leading institutions who are actively involved in institutional advancement, fund-raising and endowment fund management
- Participants:** Besides UM senior staff, UM Council Members, UM Assembly Members, UMDF Trustee Board Members, government officials involved in higher education in Macao are invited. We expect a total of about 80 participants.
- Language:** Mainly English (SI in Cantonese will be provided)

Background & Objectives:

As a leading institution of higher learning in Macao SAR, the publicly-funded University of Macau (UM) is undergoing rapid growth and aspires to become a 'world-class' university with unique regional characteristics. Recent strategic initiatives include creating a brand name for its 'elite' undergraduate education, establishing the region's first Honours College, further recruiting and retaining international distinguished faculty, and sustaining world-ranked distinctive disciplines. We are also building a scenery new campus in a special zone in Hengqin, Zhuhai where the Macao law will apply. To be completed in late 2012, we plan to create new academic faculties and programmes, to increase the total full-time student enrollment size from 6,500 to 10,000, and the establishment of 10-12 residential colleges to realize our all-rounded education philosophy.

In order to sustain the University's fast-growing development and innovations towards international excellence, founded by four distinguished community leaders in late 2009, the University of Macau Development Foundation (UMDF) was established in late 2009. UMDF is aimed at helping the University to realize its educational goals and improves its international competitiveness. So far UMDF has received generous cash and pledged donations exceeding US\$40 millions and it expects some large giving in the near future, showing the keen commitment of the community to higher education. While feeling enormously grateful, UM commits to apply these resources efficiently and effectively and to nurture more outstanding talents for Macao and the whole

country. Like many other leading institutions, continued donations and their professional management are crucial.

As UM is a relatively new institution and has little experience in the area of institutional advancement and the management of fund-raising activities, it needs to learn from other sister universities in order to accelerate its progress in such area. The Forum on Institutional Advancement and Fund-Raising organized and hosted by UM provides a platform for participants to exchange views and experience on this important area of university development. The discussion will cover but not limit to the following topics:

- *The Objectives & Functions of Institutional Development/Advancement*
- *Building Community Partnership and Donor Relationships*
- *Strategies & Management of Fund Raising Activities*
- *Governance/Management of Foundation and Endowment Fund*

Programme Rundown

Forum Chair: Professor Simon S.M. Ho, Vice Rector (Academic Affairs), UM

9:00am to 9:30am	Tea/Coffee Reception
9:30am to 9:45am	Welcome Remarks by Dr. Daniel C.W. Tse, Council Chairman of the University of Macau and Founding Member & Vice-Chair of Trustee Committee of University of Macau Development Foundation (UMDF)
9:45am to 10am	Updates by Professor Wei Zhao, Rector of the University of Macau
10am to 10:10am	Souvenir presentation to speakers
10:10am to 11:00am	<i>The Principles and Strategies of Institutional Advancement</i> by Mr. Ricky Cheng, Director of Institutional Advancement, The Chinese University of Hong Kong, Hong Kong (Moderator: Professor Simon S.M. Ho, Vice Rector (Acad. Affairs), UM)
11:00am to 11:15am	Tea/Coffee Networking
11:15am to 12:05am	<i>Singapore's Philanthropic Environment and the Growth of Private Support to NUS</i> by Ms. Angela Chapman, Director of Advancement, National University of Singapore, Singapore (Moderator: Professor Rui Martins, Vice Rector (Research), UM)
12:05am to 12:55pm	<i>Lessons of Experience in Leading University Capital Campaigns</i> by Prof. William H. Mobley, Professor Emeritus

of China Europe International Business School (CEIBS),
China, and President Emeritus of Texas A&M University,
USA

(Moderator: Professor Rui Martins, Vice Rector (Research), UM)

1pm to 2pm

Lunch at UM

2pm to 2:50pm

The Economic and Brand Value of University Endowments by
Dr. Guy K. Diedrich, Vice Chancellor of Federal Relations
and Commercialization, The Texas A&M University System,
USA

(Moderator: Dr. Alex Lai, Vice Rector (Administration), UM)

2:50pm to 3:40pm

Ten Tips to Succeed in Fundraising by Ms. Krista Slade,
Executive Director, Council for Advancement and Support of
Education (CASE), Asia-Pacific Region

(Moderator: Dr. Alex Lai, Vice Rector (Administration), UM)

3:40pm to 3:55pm

Tea/Coffee Networking

4pm to 4:50pm

*You can get there from here!: Building Community
Partnerships and Donor Support* by Ms. Jennifer Bott, Chief
Executive, University of New South Wales (UNSW)
Foundation, Australia

(Moderator: Professor Simon S.M. Ho, Vice Rector (Acad. Affairs),
UM)

4:50pm to 5:15pm

Panel & free discussion

(Moderator: Professor Simon S.M. Ho, Vice Rector (Acad. Affairs),
UM)

5:15pm to 5:30pm

Closing Remarks by Professor Wei Zhao, Rector of the
University of Macau

* * * End of Forum * * *