



**AAMC National Professional Development Conference
for Institutional Advancement
2020 Common Issues and Proposal Ideas
April 1-4, 2020, New Orleans, LA**

Alumni Relations and Development

- Basic science fundraising
- Capital campaigns
- Collaborating with student affairs
- Donor relations, communications, and stewardship
- Evaluating the value and effectiveness of events
- Gift fees/taxes
- Grateful patients
- Management of gift officers
- Parent programs
- Planned and major gifts
- Prospect management: development and alumni relations working together
- Research tools for pipeline development
- Return on investment for regional based events
- Transformational gifts

Communications

- Campus collaborations
- Content creation and management
- Crisis communications
- Data visualization and infographics
- Digital communications and marketing
- Enhancing national reputation
- Internal communications
- Methodology of national ranking systems
- Social media

Engaging Constituent Groups

- Employees as donors, advocates, patients
- Engaging alumni, especially early career alumni
- Engaging parents and key stakeholders
- Physician engagement
- Working with faculty, residents, and students

Health Equity and Diversity

- Diversity and inclusion
- Diversity and marketing best practices
- Rural and regional medical schools
- Unconscious bias

Leadership and Strategy

- Building internal and/or external organizational relationships
- Cross-department, campus partnerships
- Epic failures and lessons learned
- Leveraging data and analytics
- Management strategies for working effectively with advisory boards
- Managing executive and stakeholder expectations
- Managing expectations
- Mergers and acquisitions
- New medical school experiences
- Recruitment and retention
- Strategic planning
- Thought leadership
- Volunteer management

Marketing

- Affiliates and partnerships
- Analytics, technology, and personalization
- Brand ambassador programs
- Branding and co-branding
- Content marketing
- Consumer marketing
- Digital marketing
- Digital storytelling
- Digital strategy
- Email metrics tips and tricks
- Emerging trends (e.g., AI)
- Referring physician relationships and programs
- Social media marketing

Public Affairs, Community Relations, and Advocacy

- Alignment of communications and advocacy agendas
- Communicating the value of science and research
- Community benefit reporting
- Employee/institution-community engagement
- Impact of new administration on academic medicine and communities
- States legislative and administrative trends and challenges
- Strategies and issues around elections
- Tax exemption challenges