

Development officers add communications track to conference

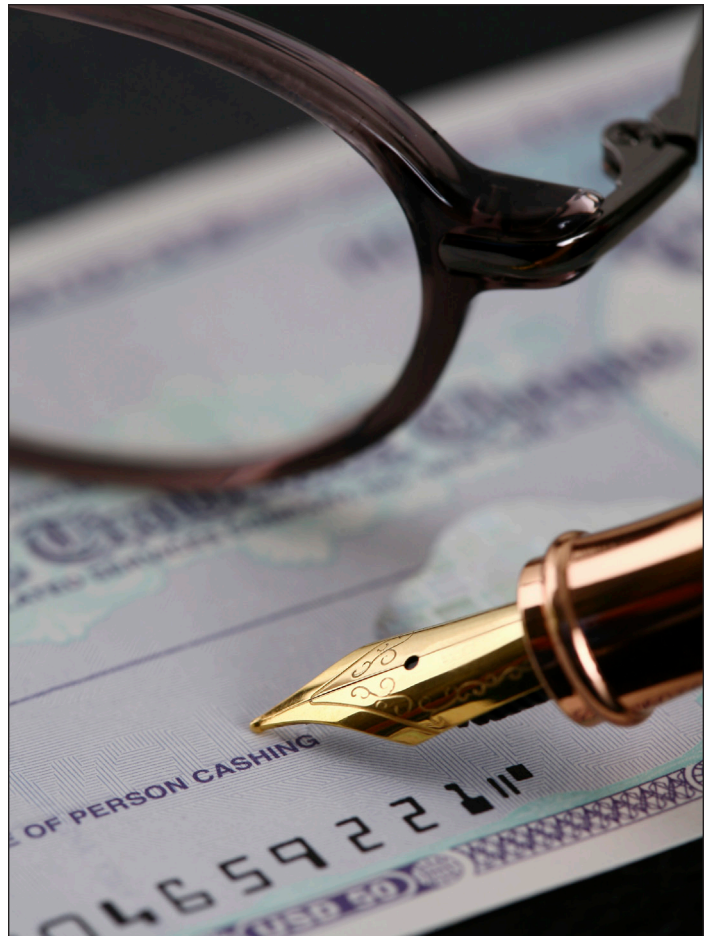
By *LISA KERN*

The 34th annual conference for development officers of ATS member schools—to be held February 23–25, at the Embassy Suites Phoenix–Scottsdale—will focus on stewardship and generosity and will also introduce a new communications track this year.

The steering committee for this event meets regularly to discuss agendas, potential presenters, and ideas for workshop topics, among other items. The committee determined last spring that there was a need to include a communications track of workshops in its agenda. Almost all ATS member schools now have communication and/or marketing professionals on their staffs who work closely with the development officers.

“So many communication people on our staffs are intricate in helping us state the case visually to donors and potential donors,” said Greg Moon, vice president of advancement at Western Seminary and chair of the steering committee.

“We can’t do our work without them...well, we could but it would be much more difficult to convey our messages,” he added.



This year’s conference theme—Stewardship, Generosity, and Communication for New Educational Models—is a theme the steering committee members took very seriously as they evaluated both the workshop content and the presenters. They organized workshops in a way that there is an offering from each of these three theme areas during each session.

“As the committee looks forward to next year and continuing to include communications personnel, we want to be purposeful in including folks who would be best to lead workshops or talks on their work in that field,” said Moon.



Lisa Kern is External Relations Coordinator for The Association of Theological Schools in Pittsburgh.