



PROGRAM SCHEDULE | FACILITATOR: MATT KELLY

8:30 – 9:30	SESSION 1 — DATA-DRIVEN DECISION MANAGEMENT — HOW TO OBTAIN AND ANALYZE THE DATA YOU NEED Presenter — Jan Haas, Partner — CFO Colleague Overview: Data-driven decision management (DDDM/D3M) has become a popular term in recent years. D3M is an approach to business governance that values decisions that can be backed up with verifiable data. Research has found that companies that rely on data expect better financial performance. This interactive session will define D3M, identify methodologies for applying D3M in higher education settings, examine the success and pitfalls of the data-driven approach, and present approaches for implementing D3M. <ul style="list-style-type: none">▶ Understand the principles of Data-Driven Decision Management (D3M)▶ Identify steps for implementation of D3M▶ Select good metrics for higher education (consistent, inexpensive, and easy to collect)▶ Ask the right questions of the data▶ Recognize the errors that kill data-driven decision making▶ Create leadership team “buy-in”
9:30 – 10:00	Q&A Discussion
10:00 – 10:30	Refreshment Break
10:30 – 11:30	SESSION 2 — FINANCIAL ANALYSIS & MANAGEMENT OF ACADEMIC PROGRAMS AND NET PROFITABILITY Presenter — Bill McDowell, CFO (retired) — Indiana Wesleyan University Overview: One specific role of the CFO is the financial analysis of academic programs. This is both art and science that includes net revenue along with hard and soft expenses. Admittedly this can get complicated, but it’s not impossible. Glean some good insight from a veteran and distinguished CFO how he did this. <ul style="list-style-type: none">▶ Understanding the goal — and how the right information will be used▶ Getting the calculation formula right — what to include and exclude▶ Setting up the system for collecting the right data — consistently▶ Conducting good analysis — and communicating the results clearly▶ Serving the president and chief academic officer well — providing good counsel
11:30 – 12:00	Q&A Discussion
12:00 – 1:30	Lunch — Regency Foyer
1:30 – 2:30	SESSION 3 — EFFECTIVE SYSTEMS OF CHECKS & CONTROLS Presenter — Dave Moja, CEO — Moja & Company — ABHE Sr. Fellow Overview: An important but often overlooked function for effective financial management is setting up the right processes that reflect a careful system of financial checks and controls. For the typical Bible college, what should this system look like and include? How do the right processes work? What procedures might a good auditor look for at your institution? Think through your processes with the help of an expert, and sharpen the effectiveness of your vital system of financial checks and controls including . . . <ul style="list-style-type: none">▶ Reviewing the waterfront — knowing what to look for▶ Understanding compliance expectations — knowing the law▶ Conducting a checks & controls audit — before your auditor makes you▶ Giving effective oversight — inspect what you expect
2:30 – 3:00	Q&A Discussion
3:00 – 3:30	Refreshment Break — Regency Foyer
3:30 – 4:30	SESSION 4 — PRUDENT MANAGEMENT & FORECASTING OF CASH FLOW Presenters — Matt Kelly, CFO — ABHE Overview: Almost every institution across ABHE will face cash flow challenges from time to time. For some, this is chronic and painful. For everyone, the CFO should provide prudent cash flow management that includes accurate forecasting of cash flow needs and expectancies. Hear from a veteran CFO who has assisted a growing number of ABHE institutions get this right . . . and help your team plan well so that pay day is not a May day! <ul style="list-style-type: none">▶ Understanding the typical cash flow process — based on the academic calendar▶ Analyzing the right data for the monthly ebb and flow of cash — highs and lows▶ Reviewing the basic principles of forecasting — realistic and practical▶ Taking your numbers and looking ahead — starting now
4:30 – 5:00	Q&A Discussion
6:00 – 7:30	Connections Dinner – Ballroom C/D