FINANCIAL LEADERS FORUM
WEDNESDAY | FEBRUARY 19, 2025

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SAVVY FINANCIAL LEADERSHIP FOR TURBULENT TIMES
FORUM SPONSOR: CFO COLLEAGUE
FORUM FACILITATOR: JAN HAAS, SENIOR PARTNER | CFO COLLEAGUE (PA)

OVERVIEW: With record institutional closings, all of which include financial stress — every CFO is on high alert to serve their institution well. More than just keeping the financial records straight and making good reports, the times call for savvy financial leadership that gives wise insight about current and future financial conditions and provides a prudent path forward. Think through the relevant issues with other financial leaders and sharpen your service for institutional success.

7:00 – 8:00 **Forum Breakfast — Regency Foyer**
8:00 – 8:15 **Welcome & Introductions**

8:15 – 9:30 **TAPPING THE POTENTIAL OF ALTERNATIVE REVENUE OPPORTUNITIES**

PRESENTER: Dave Moja, President | Moja & Company (GA)

OVERVIEW: Post-COVID every institution should be prayerfully and carefully seeking additional sources of revenue — without taking your eye off the ball of what you are called to do. There are great examples of institutions that are mitigating their financial strain by effectively engaging in creative and alternative revenue streams with low risk and capital outlay. Prudent financial leaders are . . .

- Surveying opportunities and examples
- Navigating potential tax issues
- Walking through new tax credit opportunities
- Planning for practical expansion of alternative revenue streams

9:30 – 10:15 **Refreshment Break — Regency Foyer**

10:15 – 11:45 **SESSION 2 — PREPARING FOR AN AUDIT — A TEAM EFFORT**

PRESENTER: Gabby Parker, Comptroller | The Institute for G.O.D. (TN)

OVERVIEW: Someone at every alert institution is the key leader who organizes the effort for the financial audit. And this leader not only organizes the financial information on which the audit is based but engages the broader leadership team to get this information in order. Hear from such a leader how she is getting this done — with the entire team.

- Grasping the breadth of materials to be prepared
- Recruiting the team and making the assignments
- Pulling it all together, engaging with the audit team

11:45 – 12:00 **A Word from our Sponsor — CFO Colleague**
12:00 – 1:00 **Buffet Lunch — Regency Foyer**

1:00 – 2:15 **SESSION 3 — FINANCIAL AID COMPLIANCE UPDATE — WHAT YOU NEED TO KNOW**

PRESENTER: Patricia Willhite, Senior Manager | CapinCrouse (TX)

OVERVIEW: Financial Aid Compliance is not for the faint of heart. In this session we will discuss a variety of current trends and ways to leverage required compliance processes with missional outcomes. Participants will gain an understanding of:

- Current challenges with FAFSA processing
- Effective interdepartmental communication methods
- Resourcefulness and creativity in financial aid
- Long term benefits of building compliance into weekly, monthly, and annual checklists

2:15 – 3:00 **Refreshment Break — Regency Foyer**

3:00 – 4:15 **SESSION 4 — TO TELL THE WHOLE TRUTH — THE FIDUCIARY RESPONSIBILITY OF THE CFO**

PRESENTER: Jan Haas, Senior Partner | CFO Colleague (PA)

OVERVIEW: Can a board of trustees act on what they do not know? Even if ultimately responsible, they are entirely dependent on the faithful service of the CFO to provide an accurate and complete picture of the financial health of the institution. This strategic information is essential . . . but often missed. And often boards do not know what to ask for from their CFO. Dig into this vital area of financial leadership and sharpen your role with the institution's leadership.

- Providing a complete financial picture — what must be included
- Helping the president and board understand the financial reality — interpretation
- Diagnosing both financial strengths and weaknesses — honesty and prudence
- Looking ahead with a realistic picture or forecast — priceless financial counsel

4:15 – 4:30 **Wrap Up**
6:00 – 8:30 **CONNECTIONS DINNER — Ballroom B/C/D**