

Optimizing Financial Leadership with Excellence

CONFERENCE OVERVIEW: The tumult in higher education is prompting CFO's to rethink some of their assumptions about financial leadership at their institution. The growing number of closed institutions bear stark witness to the reality of financial distress. Take a fresh look at your financial operations and serve your institution with excellence.

DAY 1 TUESDAY | MARCH 25, 2025

9:00 – 9:15 WELCOME AND INTRODUCTIONS — DAVID MEDDERS, EXECUTIVE VICE PRESIDENT | ABHE

9:15 – 10:00 SESSION 1: THE ESSENTIAL ROLES & RESPONSIBILITIES OF A CFO

PRESENTER: PHIL SCHMITT, SENIOR VP/FINANCE & ADMINISTRATION | SOUTHEASTERN UNIVERSITY (FL)

OVERVIEW: Whether you're new to the job or counting a growing number of years of service, it's helpful to review the essential scope of responsibilities that pertain to the CFO office.

- ▶ Understanding the scope of a CFO's role — the breadth of work
- ▶ Fulfilling essential fiduciary responsibilities — reducing risks, timely reporting
- ▶ Giving oversight to financial operations — leading the team
- ▶ Providing financial leadership for institutional sustainability — prudent business model & KPI's

10:00 – 10:30 Q & A DISCUSSION

10:30 – 10:45 REFRESHMENT BREAK

10:45 – 11:30 SESSION 2: EXCELLENCE IN FINANCIAL MANAGEMENT — AVOIDING COMMON MISTAKES

PRESENTERS: JUNICE JONES, PARTNER (TX); CHRISTOPHER GORDON, PARTNER (LA) | CAPINCROUSE

Overview: After conducting hundreds of institutional audits, it's clear that CFO's can unintentionally miss crucial points of effective financial management. Some are relatively minor. Others can be catastrophic or irreparable for the institution.

Review the waterfront of common mistakes a financial expert has seen and double check your own operating gameplan.

- ▶ Missing crucial points of checks and controls — protecting the organization's assets
- ▶ Overlooking crucial issues of compliance — regulatory requirements
- ▶ Holding leadership accountable for financial decisions — teamwork
- ▶ Keeping financial reality in focus — KPI's that matter
- ▶ Apprising the board and leadership of current and future changes — maximizing effectiveness

11:30 – 12:00 Q & A DISCUSSION

12:15 – 1:00 LUNCH — CATERED AT THE ABHE DINING ROOM

1:00 – 1:45 SESSION 3: RETHINKING HOW WE BUDGET

PRESENTER: JEFF SPEAR, FOUNDER (FL) AND JESSICA S. RYALS, MANAGING PARTNER (OH) | CFO COLLEAGUE

OVERVIEW: Many institutions are seeing their discounts escalate, recruitment decline, salaries lagging the market and budgets calling for a deficit. The classic approach to budgeting exasperates these problems. Let's rethink how we budget in a way more appropriate for the times.

- ▶ Breaking down revenues with more reliable prediction
- ▶ Knowing how we spend revenue — the types of commitments
- ▶ Understanding the primary institutional health ratio
- ▶ Tracking the right financial relationships — key ratios

1:45 – 2:15 Q & A DISCUSSION

2:15 – 2:30 REFRESHMENT BREAK



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FINANCIAL LEADERS CONFERENCE
MARCH 25-26, 2025

DAY 1 CONT'D

2:30 – 3:15 **SESSION 4: STRESS FREE AUDIT: PREPARING ALL YEAR FOR A SMOOTH YEAR END** **PRESENTER: JESSICA RYALS, MANAGING PARTNER (OH) | CFO COLLEAGUE**

OVERVIEW: In a budget crunch environment, trying to hire and retain qualified accounting office staff is hard enough without the pressures of year end layered on top of the day-to-day. But there are changes we can make - from tweaks to overhauls - that not only make year-end more smooth but also grow and retain our employees. We can tell our Controllers to stop bringing their sleeping bags to the office and start thriving.

- ▶ Building Institutional discipline to support audit and regulatory needs
- ▶ Touching something once in the GL and the office
- ▶ Making simple policy tweaks to make life easier for everyone - in the accounting office and across campus

Following a full year-end roadmap to keep on track for the audit

3:15 – 3:45 **Q & A DISCUSSION**

3:45 – 4:00 **WRAP-UP**

4:00 **DINNER OFF-SITE**

DAY 2 WEDNESDAY | MARCH 26, 2025

9:00 – 9:15 **INSIGHTS FROM THE WORD — DAVID MEDDERS**

9:15 – 10:00 **SESSION 5: EFFECTIVE MANAGEMENT OF INSTITUTIONAL CASH FLOW** **PRESENTER: DAVE MOJA, CPA | MOJA & COMPANY (GA)**

OVERVIEW: Many CFO's of ABHE institutions live with the annual pressure of cash flow. How many have shared with their president, "We can't make payroll next week!" How do prudent financial leaders accurately forecast monthly cash flow on an annual basis and effectively manage to avoid chronic crises? What are the right benchmarks and KPI's that tell the right story well in advance? Gain keen insights from a professional financial leader.

- ▶ Creating the right cash flow projection – the right inputs
- ▶ Tracking the right numbers from your budget – the reality picture
- ▶ Learning from your history – data analysis
- ▶ Avoiding surprises – training the leadership team

10:00 – 10:30 **Q & A DISCUSSION**

10:30 – 10:45 **REFRESHMENT BREAK**

10:45 – 11:30 **SESSION 6: ROUNDTABLE DISCUSSIONS**

OVERVIEW: Discuss the most pressing financial issues you are facing with both the panel of presenters and attendee affinity groups. Create a draft of your *Personal Action Plan* based on the most significant and urgent issues you should address following the conference.

11:30 – 12:00 **Q & A DISCUSSION AND WRAP-UP**

12:00 – 1:00 **CLOSING LUNCH**



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