

# advance

Council for  
Advancement and  
Support of Education

Spring 2000

Great Lakes  
District Five

## Cooperation is the key

Partnering with  
your rival can make  
lots of sense

Imagine teaming up with your rivals for one of the most marketable majors in the region. That's happening in La Crosse, Wis., where three institutions of higher education have joined with the city's two medical centers to offer an extended array of healthcare education offerings and research.

The partner players include: the University of Wisconsin-La Crosse, a four-year public institution; Viterbo College, a private, four-year institution; Western Wisconsin Technical College, a two-year technical college; and two competitive large group practices and hospitals, Franciscan Skemp Healthcare and Gundersen Lutheran Medical Center. In 1992, the five set aside their competitiveness after realizing they could become much more effective



Martin Venneman, executive director of the La Crosse (Wis.) Medical Health Science Consortium, says the partnership among three higher ed institutions and two medical centers is a lot of work, but the payback is more than worth it.

### Close up

players on the same bench instead of in separate corners.

"The power of the collective whole to accomplish important things for the community far exceeds the power of any of the individual entities," explains Martin Venneman, executive director of the La Crosse Medical Health Science

Consortium, who is an associate dean at UW-La Crosse.

In its short history, the consortium has had a significant economic impact on the metro area of more than 121,000. And it has proven that the partners can

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From the editor

## To our readers...

If you're a long-time reader of *advance*, you'll notice a few changes in this issue. We've changed our masthead and overall size of the publication. And, we've worked to bring you more information that will help you in your career as an advancement professional.

*advance* has evolved over CASE V's first 25 years (right) and, like its name, will continue to advance with the times. The success of this publication in large part depends on you — the reader. With CASE V being a volunteer-driven organization, we need members to step forward and help. We need to hear from you. What current issue would you like to see explored in the cover story? Would you be willing to share ideas that have worked on your campus? What's your favorite helpful web site?

Would you be willing to write an article?

Don't hesitate to submit information you believe should be included in an upcoming issue. To entice your involvement, people submitting ideas to most of our regular continuing sections and having their idea published will receive an *advance* momento for their contributions. As an editor, I can honestly tell you that a person who says "No news is good news" is drastically misinformed!

Keep in touch. Contact us at [advance@uwlax.edu](mailto:advance@uwlax.edu), fax at (608)785-6868, or via U.S. mail at Brad Quarberg, *advance* editor, UW-La Crosse, 1725 State St., La Crosse WI 54601.

This publication will be only as good as you want it to be. Happy reading!

**Brad Quarberg**, *advance* editor



DISTRICT  
**CASE.V**  
[www.casefive.org](http://www.casefive.org)

# Cooperation is key to partnering

From previous page

not only exist while collaborating, but also thrive.

"We have developed a mission that is the business of each partner," explains Venneman. "It's very easy for the partners to agree to the consortium because they are, in effect, committing to their own, individual mission statements."

The synergy of the five has allowed them to accomplish things they couldn't have without the consortium, and in some cases has put projects on a fast track. Venneman can quickly click off numerous benefits achieved only because of the five entities joining together—

- The building of a \$26.8 million state-of-the-art building to house education, research and clinical facilities for the five. Half the cost came from a special state fund geared for public higher education institutions larger than those in La Crosse. The rest is being financed by the institutions in a variety of ways, including collaboration among the partners' five foundations.

- The passage of a \$5.4 million

Development Center, which garnered special state department of public instruction funds that would not have been granted to a single entity. The center addresses adolescent and adult illiteracy problems in cooperation with 12 area school districts.

Venneman says the consortium has helped the three higher education institutions build a unique, higher reputation by their respective peers.

The medical partners are being given more of a say in program offerings at the educational institutions across town and numerous new health programs have been added to answer needs. In effect, the consortium is addressing serious healthcare provider shortages throughout a 22-county area in three states — northeastern Iowa, southeastern Minnesota and western Wisconsin.

While the benefits are many, there have been challenges, too. "Collaborations are not easy, they're messy business," Venneman admits.

But Venneman points out that the partners maintain an on-the-table philosophy, which brings concerns to the forefront immediately.

The partners use 100 percent consensus management, so every issue is a challenge. Venneman points out that the partners have come to consensus on every issue except one. On that issue, they agreed to set it aside and not let it hinder other negotiations.

The consortium has very little staff of its own and runs with 90 percent of its labor being volunteered from the five partners. Public relations efforts are coordi-



This \$26.8 million Health Science Center, being built as part of the La Crosse (Wis.) Medical Health Consortium, is a state-of-the-art building to house education, research and clinical facilities for the five partners. Half the cost came from a special state fund geared for public higher education institutions larger than those in La Crosse. The rest is being financed by the institutions in a variety of ways, including collaboration among the partners' five foundations. See the progress at: <http://perth.uwlax.edu/lmhsc/skycam.html>.

## Close up

## It's not easy, but it's worth it

Bringing competitors together takes a lot of work, but the payback is more than worth it, says Martin Venneman, executive director of the La Crosse (Wis.) Medical Health Science Consortium. The consortium includes three institutions of higher education, and two medical organizations. Venneman says the consortium has worked well because of the partners' willingness to:

- put all challenges and concerns on the table
- be flexible
- compromise
- communicate
- focus on the long-term benefits, not the short-term challenges
- come to consensus — all partners must buy in on an idea before the consortium under takes the effort.

regional referendum despite numerous failures of previous educational bond referenda. It had been more than a decade since a regional technical college referendum had passed. But when the five partners headed to area civic groups in a combined pitch on how this money would help improve so many facets of life, the referendum passed by a two-to-one margin.

- The development of a Literacy

nated by the partners' P.R. offices. "For every 25 cents spent we are getting a \$1.25 value," says Venneman.

Louis Markwith, Assistant Chancellor for Advancement and External Relations at UW-La Crosse, says it was easy for the university to accept the consortium idea. It allows the institution to achieve its mission of providing cutting-edge education, as well as serving the state, he explains. "As an organization funded by the state's citizens, it's really part of our mandate."

Markwith says the partners have agreed to look toward the future. "We must look at the long-term benefits in terms of synergy achieved, as opposed to the short-term challenges, such as competing for potential donors," says Markwith.

He predicts partnerships like this will become popular. "I really do believe this is something

we are going to see becoming more common, especially in the public sector," he says.

In central Iowa, three rival institutions have combined to help alumni find work. The Regents' Central Iowa Job Fair has been held the past three years in January at the Polk County Convention Center in Des Moines. It's an effort of alumni associations at

Iowa State University, the University of Iowa and the University of Northern Iowa.

The idea grew from two human resource managers in the University of Iowa's alumni group in Des Moines who wanted to find prospective employees in a tight job market. The fair also meets state government calls to keep graduates in Iowa, as well as helping current students land internships.

"This is the type of program the three alumni associations can work together on and should be working together on," notes Vince Nelson, executive director of the UI Alumni Association. "The three institutions each have different missions and we need to be looking at ways to capture the different gifts and talents each has to offer."

## Iowa job fair successful

The Regents' Central Iowa Job Fair has been held the past three years in January at the Polk County Convention Center in Des Moines. It's an effort of alumni associations at Iowa State University, the University of Iowa and the University of Northern Iowa.

Nelson says the fair has grown from 52 employers in 1998 to 90 this January. "Employers like it because it's the best organized job fair and because of the quality job seekers who attend," explains Nelson. "Alumni and students like it because of the quality of companies attending. It's basically a win-win situation for all."

## My view

# CASE has much to offer members

It all started in Milwaukee. My first trip to a CASE V conference was in December 1981. I enjoyed the sessions and opportunity to network with a variety of colleagues. CASE V's membership was only about 400-500 then, so you felt a sense of knowing everyone.

I had a three-year sojourn to District III, and then back to the Midwest to work for Culver — and back to CASE V in 1985. In 1986 I was recruited to serve as the independent schools track chair and served on the conference committee in a variety of capacities (including conference chair) and the district board through 1991.

Although I rotated off the board, I still attended the annual conferences. Then in 1997 I was asked to serve again on the board. If you throw in a few assignments for annual assemblies and three years as a faculty member for summer institutes, too, it has become blatantly apparent that I still haven't learned to say "no" when asked to volunteer to serve CASE!

CASE has provided professional growth and learning opportunities, stimulation, challenges, professional and personal satisfaction in accomplishments well-done; incredible friendships and a few great dance partners!

We are given the opportunity to continue to learn from others as we share with those new to the

profession. Many of us involved with CASE find our activities provide rare time to get away from the pressures and cycle of the daily routine to reflect on the advancement profession, and our individual roles and continuing growth in the field.

I would encourage each of us to take time when at a CASE conference to absorb others' suggestions in reference to our own institution's situation and look for new ways to enhance our endeavors. After sitting in a session on development, often I'm led to think of a new way to involve or interest a prospect in one of our programs.

Resolve to stay in touch with friends made at the conferences. CASE V is really more than just the conference in December!

### Thanks to conference planners...

*"I would like to extend the Board's sincere thanks to Jeff Todd, 1998 and 1999 Conference Chair; and Peggy Sandgren, 1998 and 1999 Program Chair and the 1999 Conference Committee for stellar efforts in creating a dynamic conference. The record attendance of 2,027 speaks to the strength of the programming. Our thanks, too, to all speakers and volunteers whose hard work made the CASE V 25th Annual Conference a success."*

*"The transition to the Sheraton was successful. Looking ahead to December 2000 conference, several members of the Board, conference leadership team, and hotel transition team have met with Sheraton staff to fine tune things. Peggy Sandgren, conference chair, and Chris Clarke, program chair, will share more news about the 2000 conference in future issues of **advance**."*

The new CASE Learning Network will take us to higher levels of expertise — at the click of a mouse. Soon you will hear more about

this new database-driven learning powerhouse that will enhance the profession immensely. CASE International is working toward becoming a seamless organization, crossing all boundaries to benefit all of us.

Two of the priorities for CASE V this year include joining other districts offering minority internships in the field of advancement through our commitment to the Clarence J. Jupiter Fellowship Program. We have a host institution and are working on the process by which candidates will be recruited and the individual selected to become the district's first Jupiter Fellow.

Assisting with recruiting new members continues to be a district priority. Those interested in volunteering with membership recruitment may contact me or Claranne Perkins, Membership Coordinator for the Board.

As always, I look forward to hearing your thoughts and suggestions.

—**Mary Kay Karzas**  
Chair, CASE V



Karzas

## CASE V leader sought

The CASE District V Board of Directors seeks candidates for the 2000 Chief Executive Leadership Award.

The award recognizes a District V member institution president, chancellor, headmaster, system head or other institutional CEO for outstanding leadership and service in education. Nominations of those whose contributions to their campuses and communities deserve notice are encouraged.

The recipient will be honored at the CASE International Assembly in Toronto in July, and recognized at the 2000 CASE V Conference.

To qualify, a nominee shall have demonstrated abilities to:

- create a vision and inspire others
- establish a positive image for the institution while leading it to higher levels of success
- increase the institution's stature in the community
- encourage innovation and risk-taking among employees
- actively support all aspects of institutional advancement

Nominations must include: a letter outlining the candidate's qualifications, including examples of meeting the criteria; a detailed vita; and letters of support from at least three others. Of the four letters, one must be written by an employee of the nominee's current institution. At least two must come from those not employed by the institution.

Nominations are due April 10, 2000, to:  
Selection Committee Chair Michael P. Malone  
V.P. Development & University Relations,  
Lowden 203, Northern Illinois University,  
DeKalb, IL 60115.  
Get more information at: [www.casefive.org](http://www.casefive.org)

## CASE V fellows named

Eight newcomers to CASE V received fellowships at the district's conference. Recipients, chosen from a pool of more than 40, received a \$400 stipend. 1999 recipients included:

**Claudia Abercrombie**, Director of Development, Student Affairs and Human Resources, University of Cincinnati

**Kate Gaeth**, Coordinator for Annual Giving, Bowling Green State University

**Monique Jones**, Assistant Director, Publications for Electronic Media, Kenyon College

**Jennifer Mueller**, Director of Student Programs, University of Kansas Alumni Association

**Susan K. Olson**, Coordinator of Annual Giving, University of

Wisconsin-Green Bay

**Sara Sims**, Print/On-line Publications Director, Cornell College

**Grant E. Staszak**, Coordinator of Alumni Relations, University of Wisconsin-Green Bay

**Dale Walker**, Communications Manager, University of Chicago Library

Two were recognized with named fellowships. Olson received the **Vaughn Dann Fellowship in Development**, which memorializes Dann, a former associate vice president for development at DePaul University. Staszak was recognized as the **Ray Willemain Fellow in Alumni Relations**, which memorializes the former Northwestern University director of alumni relations.



Eight newcomers to CASE V received fellowships to attend the 1999 conference and pre-conference workshop. Recipients included, left to right, Susan Olson, Kate Gaeth, Grant Staszak, Sara Sims, Monique Jones, Jennifer Mueller and Dale Walker. (Missing from photo: Claudia Abercrombie.)

# Successful district conference re-capped...

**"Eat like a bird, poop like an elephant" ...**Guy Kawasaki, keynote speaker at this year's "Shifting Gears" conference, gave an inspiring talk, using analogies not typically heard at a CASE V conference. Kawasaki listed 10 things revolutionaries must do:

1. **Jump to the next curve, or, better yet, create it.** Think differently, purge your idols.
2. **Don't worry, be crappy.** If you have a product or service that is 10 times better than the existing products and services, it's time to ship. The first version doesn't have to be perfect.
3. **Churn, baby churn.** Assume you're going to have to do it, because you are. Build in the means so you can revive your revolution after you have shipped.



Guy Kawasaki

**4. Be prepared to break down barriers.** No matter how good your revolution, you will find barriers. Let people "test drive" your product/service; create a sense of ownership — people have a hard time erecting barriers in

- front of something they feel they created.
5. **Make evangelists, not sales.** Look out for the other person's interest, rather than telling them what they want.
  6. **Let a thousand flowers bloom.** When you see people starting to pervert the uses of your revolution, embrace it. It's OK for people to use things you never thought they would.
  7. **Eat like a bird, poop like an elephant.** Eat information like a bird — which takes in 50 percent of its body weight daily. Then, spread it out — within your company, department, division, and possibly in the industry.
  8. **Think digital, act analog.** Use all the computer power you have to build relationships, increase customer satisfaction, and increase efficacy, power, independence, productivity and creativity.
  9. **Never ask people to do things you won't.**
  10. **Don't let the bozos grind you down.** Even smart people can have moments of great bozo-sity. "My interpretation of this nay-saying and bozo-sity and predictions of failure is that they may really indicate that you are on to something."

Find more in his book, "Rule for Revolutionaries" or at: [www.kickbutt.com](http://www.kickbutt.com)

**Another successful year...**Here are the CASE V highlights as listed in the annual report distributed during the 1999 conference:

- A successful move of board meetings and the conference to the Chicago Sheraton and Towers



**Distinguished Service...**Karen Englehard, a senior administrative specialist at the University of Wisconsin-Stevens Point, received the CASE V Distinguished Service Award at the district's annual meeting in December. Englehard is past chair/director emerita on the CASE V Board of Directors.

- A refined design and heightened use of the district's web site: [www.casefive.org](http://www.casefive.org)
- Named a Jupiter Fellowship host institution to launch the program
- Increased the student scholarship program to eight students
- Gained several sponsors for district conference activities
- Participated in the Third Annual Leadership Summit and first Chairs Council, increasing better communication among CASE volunteer leadership and staff
- Named the first District V CASE Chief Executive Leadership Award winner

## CASE shifting gears, too...

Eustace Theodore, CASE president, said CASE is "Shifting Gears" nationally, too. At the Senior Professionals' Breakfast and Retirees' Recognition he cited CASE's four gears and overdrive:

**1st Gear**—CASE has gone from a focus on institutions to institutions and individuals, noting that every advancement officer at a CASE member institution can be part of CASE for a \$50 annual fee.

**2nd Gear**—CASE has gone from a focus on the newcomer to a broad spectrum focus on every level of the profession.

**3rd Gear**—CASE had been centered on the association out; now, the focus is from its members to the association. "We now have members telling CASE what they want."

**4th Gear**—CASE was an association focused on "same time next year." Now, CASE is striving to become a 7-24 association, whereby members can reach CASE seven days a week, 24 hours a day. CASE has evolved from "Copy and Steal Everything" to "Creative Advancement Solutions Everyday."

**Overdrive**—CASE has moved from a focus for a few to a focus for all.

**A record number...**CASE V members turned out in record numbers for the 1999 conference. A total of 2,027 people registered

for the conference, breaking the previous record of 1,702 set in 1998.

**New to the board...**Three people were elected to serve two-year terms to the CASE V Board of Directors: D'Juan Francisco, Director of Alumni Clubs and Student Programs at the University of Notre Dame; Greg Korosh, vice president of Advancement and Planning at Lake Michigan College in Benton Harbor; and Bruce Loessin, vice president of Development and Alumni Affairs at Case Western Reserve University.

**Show me the money...**Michael Ziemiansiki, CASE V Treasurer, announced at the annual meeting that the district maintains a "solid financial position" with assets totaling \$232,167.64.

**And the winner is...**Bill Kenyon, vice president for Institutional Advancement at Adrian (Mich.) College. Kenyon won a Paris escapade from Alumni Holidays at the CASE Five Fest to close out this year's conference.

## Odds and ends...

...Approximately 10 percent of those who registered for the conference pre-registered via the internet — a number that has tripled over the last three years.

...Thirty-eight percent of the professionals attending the conference were from development, 29 percent from communications — the area which saw the most significant growth — 23 percent from alumni, and 10 percent from management.

...The conference isn't just for beginners — more than one third who attended had 10 years or more experience in advancement.

...Who says we don't have a sense of humor? For the second straight year, the Second City event was a sellout. This year tickets were snapped up a full six weeks before the conference!





Four advancement professionals were recognized at the 1999 Seniors Professionals' Breakfast and Retirees' Recognition. They included, left to right, Julie Jordon, Indiana State University; Gayle M. Langer, University of Wisconsin-Madison; Don Coe, University of Illinois-Champaign; and Nancy Brown Perrini, Capital University, Columbus, Ohio.

## Retirees recognized during event

**F**our advancement professionals with more than a century of experience were recognized at the 1999 Senior Professionals' Breakfast and Retirees' Recognition. They included:

- Don Coe**, University of Illinois-Champaign.
- Joined the UIC staff in 1984 as director of public affairs
  - Served in numerous advancement positions at UIC, along with teaching a journalism class
  - Prior to higher ed, worked for newspapers for 25 years, including a 10-year stint as chief editorial writer for the Chicago Sun-Times beginning in the late '70s
  - Remains active in professional journalism and public relations organizations
- Julie Jordon**, Indiana State University.
- On the ISU staff in a media and public relations capacity since 1973
  - Former high school English teacher
  - Involved with CASE and numerous other professional organizations
  - Received a Journalism Fellowship Award from the Wall Street Journal to study at the University of Minnesota

**Gayle M. Langer**, University of Wisconsin-Madison.

- Served the Wisconsin Alumni Association for more than 40 years; executive director since '66
- Directed a fund-raising campaign to expand the Alumni House
- Founded the Wisconsin Alumni Student Board and the Wisconsin Alumni Council for Multicultural Diversity
- Active participant of CASE, including CASE V treasurer and chair

**Nancy Brown Perrini**, Capital University, Columbus, Ohio.

- More than 33 years of higher ed experience in alumni affairs, student personnel, admissions and development
- Most recently, director of corporate and foundation relations at Capital University
- Previously at Muskingum College in New Concord, Ohio, and Lindenwood College in St. Charles, Mo.
- Current writer and consultant

## 2000 conference planning underway

It's never too early to think about the 2000 CASE V conference. The dates are Sunday, Dec. 10, through Tuesday, Dec. 12, 2000, at the Sheraton Chicago Hotel and Towers. Mark your calendar now!

This year's conference committee held its first meeting in February; planning is underway.

You can still submit an idea for a presentation on a burning issue, new or old problem, or anything else pertaining to institutional advancement.

Call for presentations should include:

- presentation topic
- recommended track
- brief description of topic
- Suggested presenter(s) and their institution(s)

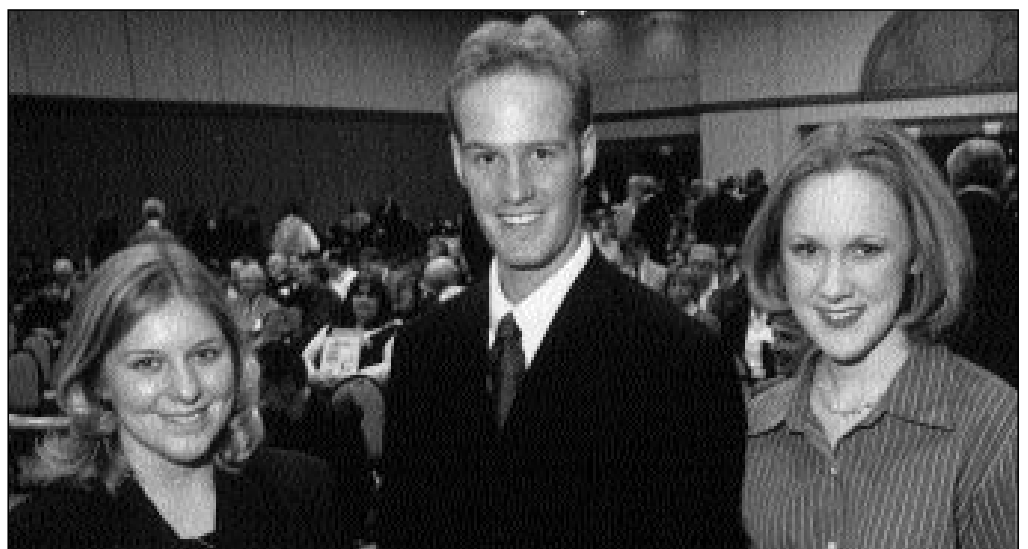
Send your ideas to: Peggy Sandgren, 2000 CASE V Conference Chair, at [ps27@EVANSVILLE.EDU](mailto:ps27@EVANSVILLE.EDU). Take part in maintaining CASE V's high standard of conference programming!

**CASE V  
2000  
Conference  
Dec. 10-12**

# DISTRICT CASE V

## New logo unveiled

CASE District V has a new look. You'll see the logo (above) on all official publications and letterheads. The logo was designed through the national office in Washington, D.C., and will give a common look throughout all CASE districts. This is District Five's first official logo.



**Student scholars...**CASE V student scholarship recipients for 1999 included: Erin Oyster, Bowling Green State University, left; Matthew Olmsted, McKendree College, center; and Angela Konkle, Vincennes University. The three, all involved with advancement at their institutions, received stipends to attend the district's conference.

# Research can enhance strategic plans

**Editor's note:** The following excerpt is part of a chapter, "Using Research to Enhance Your Strategic Plan," written by Robert Sevier in the book, "Integrated Marketing Communication: A Practical Guide to Developing Comprehensive Communication Strategies" (CASE Books 1999.) It is reproduced here with the permission of CASE Books. The book is second in CASE's Integrated Marketing series. The first is called "Integrated Marketing for Colleges, Universities, and Schools: A Step-by-Step Planning Guide."

It is not an overstatement to say that solid integrated marketing communication plans rest on sound, ongoing research. In fact, any communication plan that does not include research at its base is almost surely flawed. Like the well-constructed building on a foundation of sand, communication plans written without research will eventually fail. They may become unfocused, take more time and money to execute, or simply have no impact on the intended audiences. Research, especially at the earliest stages of the planning process, will help make sure that your communication is firmly grounded.

As I was writing this chapter, I realized that I was using the terms market research, audience research, and communication research almost interchangeably. This is because these three terms are synonyms when you consider the basic definition of market research: the systematic design, collection, analysis, and reporting of data

**Like the well-constructed building on a foundation of sand, communication plans written without research will eventually fail.**

and findings relevant to the specific marketing situation an institution faces. In short, research involves finding specific answers to specific questions—information that you will use to refine your messages and message strategies.

Research can help you in a variety of ways. First, you can use it to gather perceptual data. Because people act on their perceptions, learning how strategic target audiences perceive, and

sometimes misperceive you, is critical. Second, you can use research to provide answers. One client was interested in fine-tuning a campaign case statement. I tested a variety of concepts and wordings on a sample of the intended target audience. The result was a case statement that was more on target.

Third, audience research helps you clarify and set priorities. In today's marketing, fund raising, and recruiting environments, the problem is generally not a lack of options; rather, it is deter-



mining which ones are most likely to succeed or provide the greatest return in the shortest time. If you have \$10,000 to buy advertising aimed at nontraditional students, you can use research to pinpoint the media to which they are most likely to respond.

And finally, communication research allows you to test ideas. With research, you can evaluate publication concepts, logo ideas, even signage. You can evaluate potential new majors. You can even test audience response to moving from one football league to another. Using research in this way can often prevent you from making expensive and very public mistakes.

It is not difficult to generate research data. The odds are high that you have volumes of data sitting on a shelf somewhere in your office. But more than yielding just data, successful research must generate information you can act upon. In other words, it is not the collection of data that matters most, but its interpretation and application.

Good research, research that can be used to support an integrated marketing communication plan, must be

more than simply a collection of data. It must provide answers to real questions. It must provide clear direction. And it must set out options in order of priority. As you prepare to develop a research study, it is important that you be aware of the definitions of confidentiality and anonymity, and the differences between them.

Confidentiality means you will not release the data or findings to outside parties. This sounds simple but it is usually quite difficult. One of Erick Larson's laws of data dynamics suggests that data migrate and often end up in places distantly removed from the study. In our era of e-mail and photocopies, it is very difficult to keep studies confidential.

Anonymity means that you will not attempt to match the name of the respondent to his or her individual survey responses. Anonymity is especially important if you are going to ask respondents questions dealing with such sensitive issues as household income, giving patterns, perceptions of leaders, and similar topics.

Like confidentiality, preserving anonymity can also be a challenge. This is especially true for surveys of prospective students, donors, and alumni when there is incredible pressure to use the findings immediately to enhance the "sell." For example, I am aware of one college that wants to undertake an anonymous survey of prospective students and then use the data collected on individual surveys to customize their telemarketing efforts. This approach is unethical, potentially illegal, and just plain dangerous.

Be very careful about promising confidentiality and anonymity. If they are promised, those responsible for the survey—including the institution itself—are bound by honor to deliver.

Before discussing how to develop a research strategy or how to use research to improve your communication efforts, it is important to review some basic research methodologies and some important terms and definitions.

To order a copy of "Integrated Marketing Communication: A Practical Guide to Developing Comprehensive Communications Strategies" call CASE Books at (800)554-8536. Cost for CASE Members is \$49.95, plus \$5 shipping and handling. Prepayment required (credit card, check, or PO). Get more about CASE publications at: [www.case.org/books](http://www.case.org/books)

## CASE V File

A look at new faces in CASE V. Send items for CASE V File to: [advance@uwlax.edu](mailto:advance@uwlax.edu). You may include a photo.

**Jerry Blanche** (photo) became director of University Relations at the University of Wisconsin-Stevens Point May 10, 1999. Blanche had previously headed University Relations at Eastern Oregon University, La Grande, for 10 years.



**Dawn Dempsey** has accepted a position with the University of Michigan Alumni Association. She had been director of alumni relations at Ferris State University, Big Rapids, Mich., for the past seven years.

**Cory Duckworth** has been named vice president for university advancement and marketing at Ferris State University, Big Rapids, Mich. Duckworth had served as associate vice president for institutional advancement at Utah Valley State College in Orem since 1994.

**Dennis Flichman** has been named director of development at Concordia College, Ann Arbor, Mich.

**Sister Ann Francis Klimkowski** ends her tenure as president of Lourdes College, Sylvania, Ohio, June 30, 2000, to become president of the Lourdes College Foundation.

**Stuart G. Lang** (photo) has been appointed vice president for institutional advancement at Lewis University, Romeoville, Ill. Lange had previously served as executive director of institutional advancement at St. Norbert College in DePere, Wis., since 1984.



**John Mohr**, vice president for development and alumni affairs at Knox College in Galesburg, Ill., has been appointed senior development officer and secretary to the college's board of trustees.

### Passing...

**Jan Michael Ridenhour**, 56, Anderson, Ind., died July 24, 1999, following an extended illness. He was the senior development planning director for Anderson (Ind.) University.

## CASE Work

A look at some of the honors CASE V institutions received for their work in higher education. Send items for CASE Work to: [advance@uwlax.edu](mailto:advance@uwlax.edu).

**Mount Mary College**, Milwaukee, has been named to "The Templeton Guide: Colleges That Encourage Character Development."

The National Council for Marketing and Public Relations

has awarded **Sinclair Community College**, Dayton, Ohio, a Gold Medallion Award in the Government Relations or Community Relations Project category for the college's Montgomery County levy campaign, "Sinclair: Always on Your Side." The college also received a 1999 Institutional Merit Award from the National Council for Staff, Program and Organizational Development.

**Western Wisconsin Technical College**, La Crosse, Wis., has received the Wisconsin Forward Award at the mastery level. The award annually recognizes Wisconsin organizations for achievements in management excellence. The college is the first educational organization to earn the award.

## CASE president to step down

CASE President Eustace D. Theodore announced in January he will not seek a second term. His three-year contract expires June 30, 2000.

"My experience as president of CASE has been tremendously rewarding, so this personal decision was not an easy one," says Theodore.

Two factors made the timing to step down seem right, according to Theodore. First, he says most of the goals set for him by the Board of Trustees are on track. Second, Theodore says he's leaving knowing the organization is in the hands of a capable staff and dedicated volunteer leaders.

"In my view, CASE has never been stronger or more responsive to members' needs," he explains.

During its June 1997 meeting the CASE Board of Trustees



CASE President Eustace Theodore will step down June 30, 2000.

announced Theodore's appointment as CASE's sixth president following a national search. He took office the following October, replacing Peter E. Buchanan. When appointed, Theodore agreed to inform the trustees of his interest in continuing as president following the November 1999 board meeting.

The board has begun a search for his successor and is considering appointing an interim president.

## Take fiVe

"Take fiVe" provides ways to take a five-minute break. Information is provided by Jack Curtis, professor in the University of Wisconsin-La Crosse Health Education and Health Promotion Department, and Mark Schuenke, current UW-La Crosse graduate student. Curtis is the author of 14 books, including "Learn to Relax: A 14-Day Program" and "The Mindset for Winning."

**T**ake 5. It's easier said than done. Too often there is "Too much to do and not enough time to do it." There's no time to relax, exercise, play golf, spend time with the family, or kick back and regroup your thoughts. Busy-ness faces many of us today. The time is there — it just hasn't been "freed up." The problem could be not applying good time-management strategies in day-to-day routines.

If you were offered financial advice guaranteeing a daily 500%-700% yield would you be interested? Of course you would! Here are several ideas that can give you that rate of return. Instead of money it's "time" — and the return on your investment will be time as well.

**There are three very simple concepts in time management:**

- 1. Planning** — examine your day, week and month; list all activities to accomplish your goals. Work out what you want to achieve, then identify the most effective way to accomplish these goals.
- 2. The "To Do List."** — Write down everything you need to get done. Many do this, but stop a

step short of deriving maximum return from the list. If you carry important tasks over from one day to the next, you may be falling into this common trap.

- 3. Prioritizing** — Look at your daily "To Do List" and ask "If I only could do one thing on this list today, what would it be?" That identifies the most important task — the item you want to invest your time in first.

The concepts can be implemented in minutes per day — but can yield a 500-700% increase in your time investment. Research shows using these three concepts with one another can save five to seven minutes for each minute invested.

Each time you have five or 10 minutes, work on the first task. Even sitting quietly and thinking

about an important task is better use of time than eliminating a less important task. After completing the first task, tackle the second most important and so on down the list.

**Additional ways to make time-management concepts work:**

- **Set daily planning time.** Try to do it at the same time each day — at the start of the day, or at the end. It's key to do it every day at the same time so it becomes a habit.
- **Review goals on a regular basis.** Put time into goals identified as the most important.
- **Plan "break time" to relax and refresh, as well as "catch-up time."** If you get behind during the day, get back on schedule during "catch up" periods.

Plan 1 minute, gain 7

## CASE & Point

In CASE V tradition, here's an opportunity to assist colleagues throughout the District — share an idea that has worked, or explain how you handled a challenge. Send your ideas to: [advance@uwlax.edu](mailto:advance@uwlax.edu). Those submitting ideas printed will receive an *advance* momento.

### Time to reinvent print?

University of Missouri School of Journalism Professor Don Ranly has eight rules for writing on-line—and how they apply to print.

1. Write for surfers
2. Provide information quickly and easily
3. Think both verbally and visually
4. Cut copy in half
5. Use lots of lists, bullets
6. Write in chunks
7. Use hyperlink
8. Give readers a chance to talk back

Readers ask "WIIFM — What's in it for me?" says Ranly, who notes good writing must: grab attention, provide comprehension, spark retention and create action. Learn more about Ranly — who has authored books on writing and editing, and led a seminar at the 1999 Shifting Gears conference — at [www.ranly.com](http://www.ranly.com)

### Confused alumni?

Are your alumni having trouble distinguishing between your alumni association and foundation? Despite its nearly 130-year history, The Penn State Alumni Association, like most every other institution, is working to curb the confusion.

Penn State has a tri-fold, two-colored brochure in school colors for alumni that covers "myths, misunderstandings and misinformation." It dispels seven common myths about its alumni association, including:

- **Making a donation to Penn State makes me a member of the Alumni Association.** (The Association's primary business is "friend-raising"; the Development Office focuses on fund-raising.)
- **If I join, I can get football tickets.** ("We wish!" explains the brochure, pointing out that Association life members get extra points in ticket distribution.)
- **All the Alumni Association does is throw parties.** (The Association works to connect people, which often leads to social events. But, it also sponsors student scholarships, Teaching Fellow awards, and other worthwhile endeavors.)

The brochure is accompanied by a smaller piece that lists all membership benefits. Want to see more? Contact April Scimio, Director of Communications, Penn State Alumni Association, at (814)863-1865 or [ajs4@psu.edu](mailto:ajs4@psu.edu) for a copy.

### Getting the most out of your student writers?

Problems with motivating students in your news bureau office? Jerry Johnson, director of public information at Luther College in Decorah, Iowa, runs a News Liaison Bureau of student workers responsible for discovering and producing news about the small, liberal arts college in northeastern Iowa.

Each student liaison works with an assigned faculty newsbeat. The liaison is responsible for talking with faculty members to discover potential newsworthy items. Liaisons meet with Johnson at an assigned time each week to report and discuss news leads. The two determine which to pursue, and the liaison schedules interviews to write an article for a particular audience.

Johnson continuously recruits new student liaisons to replace those who've graduated or given up their beat. He trains them quickly, using the KISS (Keep It Short and Simple) method. Find out more; contact him at [johnsjer@luther.edu](mailto:johnsjer@luther.edu).

## Brief CASE

A listing of some of the grants received by CASE V institutions. Send items for Brief CASE to: [advance@uwlax.edu](mailto:advance@uwlax.edu).

**Alma (Mich.) College** finished its three-year, \$33 million Cherished Ever capital campaign Dec. 9, 1999.

**Alverno College**, Milwaukee, received a two-year grant from the W.K. Kellogg Foundation.

**Anderson (Ind.) University** raised \$75 million three months ahead of schedule for "The Anderson Challenge," a six-year campaign launched in 1993.

The Ball Brothers Foundation has given **Ball State University**, Muncie, Ind., a \$10 million gift, including nearly \$8 million of art.

**Bluffton (Ohio) College**, received a \$1.3 million grant from the U.S. Department of Education.

**Butler University**, Indianapolis, received a \$3 million gift from the

Richard M. Fairbanks Foundation.

The **University of Cincinnati** received the following: \$400,000 from the Caroline Halfter Spahn Trust, Cincinnati; \$3.4 million in software from Alias/Wavefront Inc.; \$1.6 million in furnishings from Knoll Inc.; \$1.5 million from Patricia Corbett, Cincinnati; \$1.1 million from Elaine Worsnop, Cincinnati; \$1 million from J. Wesley Alexander, Crescent Springs, Ky.; \$837,000 from Parke Davis/Warner Lambert Co.; \$639,000 from the Mary R. Evans Trust, Danville, Ill.; \$639,000 in furnishings from Continental Office Furniture/Herman Miller.

**Columbia College**, Chicago, has received three grants totaling \$4.4 million from the Lila Wallace-Reader's Digest Fund and

see Brief CASE, next page

## fiVe.www.ideas

Find a site to see while surfing the web recently? If so, we'd like to hear about it — and share it with your CASE V colleagues. Send your web address, and explain why it's helpful to: [advance@uwlax.edu](mailto:advance@uwlax.edu). People whose ideas are selected will receive an *advance* momento.

### Survey says...

Looking for current information about the internet? Visit: [www.nua.ie/surveys](http://www.nua.ie/surveys). Nua Internet Surveys is known for monitoring, discussing and analyzing key events on the net. Find out interesting things such as:

- how many are on-line (112.4 million in the United States and Canada alone)
- 44 % of college courses use e-mail
- 51.6% of academics access the internet on a daily basis, compared to 45.1% of undergraduates
- 45% of private school students go on-line, compared to 29.3% of community college students

### Retirement planning

Been putting off retirement plans, or do you have potential donors who are? Charles Schwab & Co. offers access to retirement planning where browsers may evaluate current financial situations and see how it maps to their retirement goals. Discover more at: [www.schwab.com](http://www.schwab.com).

### Have the correct address?

A recent U.S. Postal Service study shows it costs \$1.5 billion each year for undeliverable mail. That trickles down to all who mail. Some recommendations:

- Make sure all response cards have enough room to provide complete addresses. Make separate areas for apartment/suite numbers, company names and secondary address data.
- Use data entry software that prompts data-entry staff to ask for apartment numbers, directionals, etc. Software can apply correct ZIP codes.
- Take advantage of programs such as National Change of Address, Address Change Service, Coding Accuracy Support.

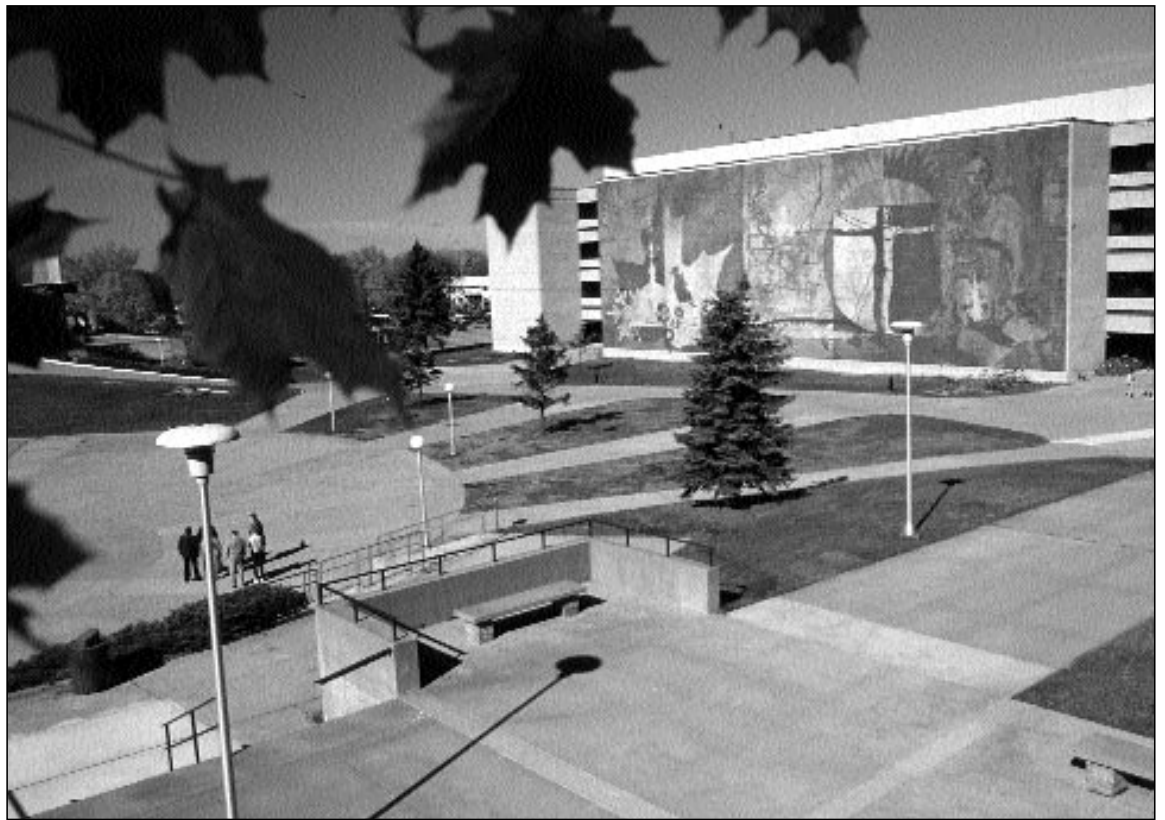
For more postal-saving ideas — and free information regarding postal service — log on the recently updated USPS website: [www.usps.gov](http://www.usps.gov).

### Hold the phone!

The five-state area of Illinois, Indiana, Michigan, Ohio and Wisconsin has seen 13 new area codes in 10 years. Hard to keep track of phone numbers? Visit [www.codefinder.com](http://www.codefinder.com), maintained by the Number Administrator for the Midwest Region, to find the latest areas receiving a new code. The site has a handy code finder to look up the first three digits of a seven-digit phone number to see if the area code is changing. It also has a link to obtain area code information for the entire North American Numbering Plan, including the U.S. and Canada.

### You raised the money how?

E-mail donations are quickly becoming more common. But how do you do it efficiently and when does it work best? Check [www.fdncenter.org](http://www.fdncenter.org) to find the latest about fund raising on-line. Along with up-to-date "News 2 use," the site has a "Sites 2 see" list of links to quickly view top-of-the-line web sites dealing with fund raising.



**Parting Shot...** Standing on the terrace of the library at the **University of Wisconsin-Stevens Point**, you can see the College of Natural Resources which sports the world's largest computer-generated mural. The work, on the building's south wall, is made up of nearly 300,000 ceramic tiles. The mural, and the sundial forum, are two of the most architectural focal points at UW-Stevens Point, which has about 8,500 students enrolled in 95 undergraduate programs and 12 graduate programs.

*In each issue, advance will attempt to feature a photo highlighting a program or physical characteristic on a CASE V campus that's unique to the region. For consideration, send your photo and brief description to: [advance@uwlax.edu](mailto:advance@uwlax.edu) or the address below. Campuses selected will receive an advance momento.*

## Brief CASE

From previous page

the U.S. Department of Education. Also, Columbia's Science Institute and Robeson High School received a \$1 million grant from the Chicago Public Schools Math/Science/Technology Academy.

The Ball Foundation Venture Fund has awarded **Franklin (Ind.) College** \$25,000.

**Madonna University**, Livonia, Mich., received a \$1.6 million Title III grant from the U.S. Department of Education.

The McGregor Fund has awarded **Marygrove College**, Detroit, \$100,000 grant. The college received a \$49,000 grant from the Community Foundation for Southeastern Michigan.

**McKendree College**, Lebanon, Ill., received a \$10,000 Ameritech Partnership Award.

**The Medical College of Wisconsin**, Milwaukee, received numerous grants: \$1.1

million from the National Institutes of Health (NIH) National Cancer Institute; \$1.4 million from NIH; \$8.7 million from NIH; \$998,000 from the Robert Wood Johnson Foundation; \$4.1 million from the National Institute of Mental Health and the World AIDS Foundation. Donald and Rosemary Tendick established a \$1 million fund at the Milwaukee Foundation to support research.

The U.S. Department of Education Strengthening Institutions Program has awarded a \$1.7 million grant to **Mount Mary College**, Milwaukee.

**Saint Xavier University**, Chicago, was given a \$1 million challenge by Brian and Sue Shannon of Burr Ridge, Ill.

**Valparaiso (Ind.) University** received a grant of more than \$1.4 million from Lilly Endowment Inc.

The national law firm of Robins, Kaplan, Miller & Ciresi L.L.P. has established a \$400,000 endowment at **William Mitchell College of Law**, St. Paul, Minn.

# advance

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