

advance

Council for
Advancement and
Support of Education

Fall 2001

Great Lakes
District V

Erase those lines and reshape advancement

CASE V conference is Dec. 16-18

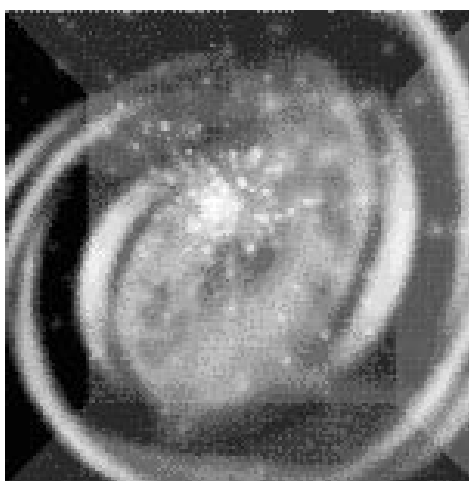
We've heard buzzwords about society and work for years: A melting pot. Tossed salad. Integrated marketing. Now it's time to explore how they relate to advancement.

That is what this year's CASE V conference — "Erasing the Lines: Reshaping Advancement" — sets out to do. You'll not only get an array of new, cutting-edge ideas to start out the new year, but also a chance to recharge with colleagues.

Along with our traditional strong array of session offerings, there will be an ample opportunity to network with colleagues. Some of the new offerings this year include:

- Expanded Roundtables.
- More special sessions for Senior Professionals.
- More topics specific to community college issues.
- Pre-conference workshops on "Media Training," "Personal Solicitation: Making the Ask" and "CASE Management Seminar for Institutionally Related Foundations."
- Meet veteran and new colleagues at the Piano Bar Sunday evening. We've hired a pianist from The Red Head Piano Bar to jazz up the annual opening night networking event at the hotel.
- Keynotes include "How to Keep the Promises you Make to Yourself" by Emmy Award winner John R. Powers Sunday evening and "Change is Inevitable — Growth is Optional" by Business "Renaissance Man" Ira Blumenthal Tuesday morning.
- A new optional Chicago Outing! CASE V and Murder Mystery Productions present "A Dinner Party To Die For," a three-hour dinner theatre to

Erasing the Lines:
Reshaping Advancement



test your imagination and detective skills.
•This year's conference will close with "Razzle Dazzle," a reception with food and entertainment late Tuesday afternoon. (No banquet will be held.) There's something for everyone — from the rookie to veteran advancement professional. Erase the lines at your institution — and reshape your future!

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Brief CASEback

Parting shotback

Expecting a new leader on campus?

Presidential transitions can be a media success story

There are at least three things inevitable in higher education advancement: Death, Taxes and Presidential Transitions. And if you're a person of faith, you believe there is life beyond all three.

It's estimated that within five years, 40 percent of all current college and university presidents will leave office by retirement or death, to say nothing of those who will move up or on to other presidencies or be fired by their boards of trustees.

Because the success of higher education advancement is so closely linked to campus CEOs, CASE has just published a 20-chapter, 344-page book — Public Relations and the Presidency — Strategies and Tactics for Effective Communications. Edited by John E. Ross and Carol P. Halstead, the spiral bound book is

Making the CASE

based on a survey of more than 900 presidents and chief public relations officers at U.S. colleges and universities. (See page 6 for a book profile.)

Sinclair Community College (Dayton, Ohio) President Ned J. Sifferlen and Gary Honnert co-authored one case study for the publication that appears in Chapter 10: Feeding the Media Monster.



Honnert

The case study of Sinclair's 1997 presidential transition describes a scenario not unlike many others around the country — the passing of the presidential baton from a longtime, high profile CEO to the college's provost, who although not a newcomer to the institution, was a leader little known to those outside of the higher education community.

see Presidential transitions
next page

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Make presidential transitions a success

From previous page

Perhaps what made Sinclair's presidential transition unique was that its board made the decision to forego a public, national search. Instead, it conducted a private search utilizing several higher education associations and individual professional networking to verify that the best candidate was indeed already on the Sinclair campus. Once their decision was made, the challenge was how to go about announcing it to maximize positive impact without violating Ohio's sunshine laws.

Campus officials and advancement staff met and developed a strategy to announce the presidential transition just eight days before the big day. (See sidebar.)

The net result of the media strategy was that the Dayton Daily News was brought into confidence for coverage and the designed news embargo successfully held for eight days. The first broadcast rumor, fueled by leaks from board members' meetings with college employees, was aired less than three hours before the news conference announcement.

The presidential transition announcement was heavily aired on all afternoon drive time radio newscasts and got lead story, live TV remote coverage from all three of Dayton's television news departments. The following day, the Dayton Daily News coverage included all of the elements anticipated in the media strategy, with the exception of profiles on presidential spouses.

The public's reaction to the announcement was overwhelmingly positive. There was great pride in the community that a "local boy," born, raised and schooled in Dayton, had "paid his dues" and succeeded. There was also a general feeling that the Sinclair board, by foregoing a public national



Sinclair Community College (Dayton, Ohio) President Ned J. Sifferlen spoke at a news conference announcing his new presidency. Public Information Director Gary Honnert headed a successful plan announcing the new president. The public's reaction to the announcement was overwhelmingly positive.

search, had saved the college thousands of dollars and many months of stagnated momentum by acting decisively. One longtime political observer's quip summed it up best, "Sinclair knows how to do things right."

In November 1998, just 14 months following the presidential transition of power, the voters of Montgomery County, Ohio, passed a \$2.5 million replacement levy with 73 percent approval. At the time, it was a record margin for a county-wide referendum.

[This article was written by Gary Honnert, Director of Public Information at Sinclair Community College (Dayton, Ohio). Public Relations and the Presidency - Strategies and Tactics for Effective Communications is available from CASE at www.case.org/books. See page 6 for a profile.]

Making the CASE

Sinclair's transition plan

Sinclair Community College (Dayton, Ohio) put a media plan into motion to announce their new president — and it worked. The announcement was heavily aired on all afternoon drive time radio newscasts and got lead story, live TV remote coverage from all three of Dayton's TV news departments. The following day, the Dayton Daily News coverage — which embargoed the information for more than week — included all of the elements anticipated in the media strategy except one. Here's the media plan established just eight days before the big day:

- **Announcement ideally should be made the same day that Chairman/President/Provost meet with college constituencies.** Media availability should be late in the afternoon (between 3-5 p.m.) so the college can orchestrate electronic media coverage to minimize interference with meetings earlier in the day.
- **Deal should be struck with the local newspaper** (the Dayton Daily News — the area's only major daily newspaper) to allow them major coverage of story to be published

the next day. The PIO will work with newspaper staff to assemble various elements likely to include lead story, sidebar stories, graphics and photos of:

- Profile of President Ponitz
- Profile of Provost Sifferlen
- Details of the succession agreement and reasons for foregoing national search, etc.
- History of College
- Profile of growth and expansion during the Ponitz era
- Reactions of board members, elected officials, Chancellor of the Ohio Board of Regents, area CEOs, area college presidents, faculty, staff, students, etc.
- Impact of college on community - financial, as employer, training site, etc.
- Photo spread of major college events during Ponitz era
- Presidential wives
- Dayton Daily News editorial support of college's approach
- **Permission to bring college archivist into the confidential process** to facilitate newspaper coverage.

District's distinguished service recipient sought

CASE V leaders are seeking nominations for the CASE V Distinguished Service Award, the district's highest award presented at the December conference.

Established in 1980, the award recognizes an advancement professional who has given outstanding service to the district for at least five years. Service to the district, which is operated totally by volunteers from the membership, is the major factor in determining recipients.

A committee composed of a member of the Board of Directors, two former award recipients and a member-at-large makes the final recommendations for the selection. Letters of nomination may be sent by Oct. 15 to: Jeffrey S. Todd, Director of Alumni Relations & The Wooster Fund, Gault Alumni Center, The College of Wooster, Wooster, OH 44691 or to: Jtodd@wooster.edu.

Past award recipients

CASE V Distinguished Service Award recipients include:

- 1980—Fred Volkmann
- 1981—Bob Odaniell
- 1982—Gayle Langer
- 1983—Ray Willemain
- 1984—Arnette Nelson
- 1985—Ray Rowland
- 1986—Royster Hedgepeth
- 1987—Barbara DeBoer
- 1988—Jan Augenstein-Miller
- 1989—Carl Magel
- 1990—Ron Stephany
- 1991—Bob Forman
- 1992—Linda Crossley
- 1993—Tom Peters
- 1994—Jamie Jeremy
- 1995—Vaughn Dann
- 1996—Dick Sollmann
- 1997—not awarded
- 1998—Michael Malone
- 1999—Karen Engelhard
- 2000—Harry Lovell

DISTRICT
CASE V

My view

It's the relationships: CASE mirrors our profession

At the 2000 CASE Annual Assembly in Toronto last summer, I had the opportunity to hear David Dunlop share a few comments on advancement. A respected and successful Cornell University fund raiser, now semi-retired, Dunlop was the 2000 recipient of the Ashmore Award for distinguished service to CASE and the advancement profession.

In his remarks, Dunlop registered his discomfort with the term "moves management" to describe the process of encouraging a prospect to become more involved and financially invested in an institution. "Moves management" was too cold and impersonal, he said, proposing instead, "relationships nurturing." Cultivating donors with loyalty and long term commitment to the institution requires more than managing the steps to a timely "ask," he said. It requires building and maintaining—nurturing—a personal relationship between the donor and the institution.

Echoing the single-minded focus that guided the successful 1992 presidential campaign ("It's the economy, stupid"),

Dunlop suggested that fund-raising professionals focus on this simple reality: It's the relationships.

A light bulb went on in my head. "Right," I thought, "of course." And then, more importantly, "I can do this. In fact, I can see how fund raising is philosophically not so different from the communications and alumni relations work I've been doing all along."

I returned to my campus inspired to tackle the new and previously mysterious capital campaign assignments that had recently been added to my plate.

Isn't that just the way with CASE? Just as

your job seems an impossible challenge or your responsibilities move in an unforeseen direction, CASE is there with a tip, a mentor, a new idea or just a good laugh with someone who "shares your pain." That's been my experience anyway.

When I discovered CASE 20 years ago as a newcomer to advancement, I quickly embraced the association's alternative acronym: Copy And Steal Everything. At workshops and annual conferences, I haunted the take-home tables, hoarded the session hand-outs and held onto all my notes. I went home renewed every time.

At first, I found my new ideas in the form of a creative magazine layout, a new approach to headline type or photo cropping, or a compelling direct mail piece. Later, it was a new approach to managing priorities, dealing with conflict, or organizing special events.

As I became involved as a CASE volunteer, I found the best professional energy booster of all: people. Whether as a conference volunteer, committee member, workshop presenter or district board member, involvement with

CASE means involvement with colleagues. And colleagues—other people dealing with similar issues and challenges, headaches and hallelujahs—are an inexhaustible spring of solutions, solace and sanity. If you're like me, you some-



Hamlin Church

times need all three.

No matter how big or small the volunteer job, I've "stolen" from every meeting and assignment far more than I could have contributed. I returned to my institution invigorated by my colleagues, proud of my profession, focused in my work.

Most recently, I had the opportunity to serve District V on the CASE Board of Trustees. What a remarkable experience! As Trustees, we focused on trends and changes in advancement, wrestled with how best to serve advancement professionals now and in the future, and debated best practices and ethical procedures in today's education marketplace. Each Trustees meeting gave me renewed purpose and determination.

At every turn in my career, CASE has provided what I needed to grow as an advancement professional. Where once I "copied and stole" ideas for my alumni tabloid and hometown news program, now I take home enriched understanding and a broader perspective on the particulars of my job and my university. I benefit and so does the institution I serve.

My term as a Trustee has ended now, but I know there will be new ways to contribute to CASE and benefits I can't yet imagine.

Through many CASE volunteer opportunities, my circle of colleagues has expanded to include advancement pros across the country and around the world, at institutions similar to and unlike my own, and even within the CASE staff. What's most rewarding, however, is this: My colleagues have become my friends.

David Dunlop's words come back to me: It's the relationships. And it is as true for CASE as it is for advancement.

That's been my experience anyway. I hope it is yours.

—Jennifer A. Hamlin Church
Associate Vice President for Advancement
at Siena Heights University
and Past District V Trustee

CASE V Board nominations sought

The CASE V 2001 Nominating Committee seeks nominees for Board Directors at Large (three positions) to serve two-year terms commencing 2002. Nominees must be employed at a CASE V member institution. The slate of nominees will be posted on the CASE V Web site by Nov. 1 and will be presented for approval at the annual meeting of CASE V during the December conference in Chicago.

Nominations must be received by Saturday, Sept. 22, to be considered. Send nominations including name, title, institution and correct mailing address to: Mary Kay Karzas, Past Chair – CASE V, CASE V Nominating Committee Chair, Culver Academies, 1300 Academy Road #153, Culver, IN 46511, or to karzasm@culver.org Direct any questions about the process to Karzas at: (219)842-8233.

CASE V Board update

Highlights of the CASE V Board of Directors meeting June 24-25 at the Chicago Sheraton Hotel & Towers included:

- Learned that profits for the 2000-01 fiscal year should reach around \$40,000, which will be transferred to the district's reserve fund which hopes to reach 100% of the district's operating costs by 2005.
- Voted to fund two Jupiter Fellows for the district in 2001-02 (\$2,500 for each fellow at Notre Dame and Case Western Reserve.) The program aims to introduce young advancement professionals to the profession.
- Discussed the timeline for the district's strategic plan, which will follow CASE international's plan and be approved in 2002.
- Welcomed Ralph Amos, assistant vice president of alumni relations and executive director of the Ohio University Alumni

Association, as new District Trustee. Amos has been active with CASE since 1990, serving as CASE V Committee on Opportunity and Equity (COE) chair from 1992-93 and on the national COE from 1993-95. He received CASE V's 2000 COE Outstanding Commitment to Professional Development Award.

- Welcomed Lynn Carver as the board's new chair.
- Recognized four for their service to the Board:
 - Mary Kay Karzas, who served as Chair for more than two years and is now Past Chair.
 - Past Chair Karen Engelhard for her 10 years of service to the board and nine years on the conference committee.
 - Jennifer A. Hamlin Church for her years as District Trustee.
 - CASE staff member Julie Landes for her years as CASE V District V Liaison.

Conference highlights, keynote speakers

Sessions to have special emphases

CASE V conference sessions will, once again, represent the four broad areas of advancement — alumni, communications, development and management. Here is what the emphasis chairs have planned —

Alumni Emphasis

Co-chairs: Barbara Daus, Special Assistant to the Chancellor, University of Wisconsin-Platteville
Michael Eastman, Executive Director, University of Cincinnati Alumni Association

Look no further for ways to enhance your job, the work itself and your productivity in the alumni office. This year's Alumni Emphasis will be an A to Z portfolio of information for the newcomer to the alumni profession, as well as for the seasoned professional.

Consideration has been given to the needs of the small shop and to multiple staff organizations. Learning opportunities will abound in the areas of technology, e-commerce, online communities, list serves and Web sites. Sessions will include presentations on what alumni want most: career networking opportunities, educational opportunities and meaningful ways of staying connected to their alma mater. Programming consideration has also been given to working with current students, volunteers and board members and ways to make them feel needed and valued. Additional opportunities will be included for the professional who wants to know how to market an association and how dues-paying organizations can increase revenue through expanded membership development programming.



Daus



Eastman

Communications Emphasis

Co-chairs: Deb Pozega Osburn, Associate Director of Public Relations for Media Communications, Michigan State University
Bryan Taylor, Director of Publications, Rose-Hulman Institute of Technology

Communication knows no boundaries and this year's emphasis has been designed to offer help in a variety of advancement areas, regardless of the size of your college. We'll focus on electronic media and how they can be used to help advance specific causes within your college. The emphasis also has a national perspective as it tackles college rankings and offers perspective on national media coverage. Other timely topics include marketing, using research, managing change, magazine architecture, design, using photography, surviving the small shop, campaign communications, admissions communications, and strategic media relations.



Taylor



Osburn

Development Emphasis

Co-chairs: Rickey McCurry, Vice Chancellor for Institutional Advancement and Chief Executive Officer of SIU Foundation, Southern Illinois University Carbondale

Matthew TerMolen, Assistant Dean and Director of Development, Weinberg College of Arts & Sciences, Northwestern University

Whether new to the advancement profession or a seasoned pro, one fact rings true: advancement has changed. New technologies, new wealth, and new attitudes are forcing us to re-think the way we do business. Traditional approaches are giving way to the need for more collaboration, cooperation and partnerships. We have new opportunities to break down barriers, think outside the box, and "erase the lines" that have traditionally existed in the profession. Join us as your fellow development colleagues discuss such partnering topics as "how development officers and researchers work together," "the role of IT staff in the advancement process," and "having more than one boss." Combine those topics with some real nuts and bolts sessions such as "basic and advanced planned giving," "the role of annual giving in today's mega-campaigns," and "fund raising during leadership transition." We're certain you will walk away from this conference with valuable tools and strategies to help in your everyday efforts to "advance" your institution.



TerMolen



McCurry

Management Emphasis

Chair: Catherine McGlinch, Executive Director of Leadership Giving, College of St. Benedict

Successful management has as a goal the development of unique capacities and potentialities of each individual, rather than common objectives for all participants. From ethics to communication skills to employee measurement, all sessions in the Management Emphasis will provide information you can apply within your organization to strengthen your programming and enhance your human resources and yourself.



McGlinch

Conference registration

Encourage your colleagues to register with you to take advantage of the group discount. The deadline for early registration is Nov. 8, 2001. Get registration information from the Call for Registration booklet, which will be mailed in mid-September or visit www.case.org

Featured speakers

"How to Keep the Promises You Make to Yourself" by Emmy Award winner John R. Powers
5 p.m. Sunday, Dec. 16

You've more than likely made a promise to yourself. Did you keep it? Probably not. John Powers will explain the systems he has developed that enable us to accomplish the most challenging goals in the easiest way. Powers says any goal can be achieved if we live the five P's:

- Make the promise.
- Feel the passion.
- Live the persistence.
- Experience the stress.
- Rejoice in your newly-found power.

Powers is the author of four books, the most recent, "The Junk Drawer." He wrote the Broadway musical, "Do Black Patent Leather Shoes Really Reflect Up?" which is currently running in major U. S. cities. He received two Emmy Awards for his work in television, and is currently hosting the PBS interview show, "The John Powers Show." The co-founder and president of The Powers of Motivation Institute, Powers was a professor of speech and performing arts at Northeastern Illinois University for many years.

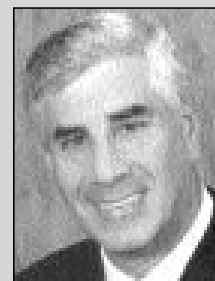
"Change is Inevitable — Growth is Optional" by Business "Renaissance Man" Ira Blumenthal
9-10:15 a.m. Tuesday, Dec. 18

The one constant in life (and at work) is change. While change isn't new, today's incredible speed of change is. Industries, companies and careers have gone from "distinction" to "extinction" because of their inability to adapt, adjust and master change. Blumenthal will offer a high-content, high-energy, hands-on approach to embracing, as well as capitalizing on change in business building.

Blumenthal is founder and president of CO-OPPORTUNITIES Inc., a business development company that counsels and advises clients such as Coca-Cola, Nestle, Exxon, United Artists, and Harrah's Casinos. He is considered a global expert on strategic alliances, branding, the challenges of change, sales professionalism and marketing for today's consumer. He is an institute faculty member at Michigan State University and the University of Notre Dame.



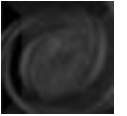
Powers



Blumenthal

Conference updates and information: www.casefive.org

Special conference information • Dec. 16-18—Chicago



Pre-conference sessions set for Saturday, Dec. 15

There are four options for sessions before the conference begins. Sign up early, space is limited. The \$100 registration (except where noted) for each session includes materials and refreshments. Sessions include:

•Pre-conference Workshop for Newcomers to the Field of Advancement

— Saturday, Dec. 15, 12:30-5 p.m. If you're starting a career in alumni relations, development or institutional relations, here's a great opportunity! This special pre-conference workshop is designed to give an overview of the advancement profession while building your professional network. No on-site registrations will be accepted. For more information, contact Carmela Kranz: c.kranz@mmf.umn.edu

•**Media Training** by Steve Crews, Golin/Harris International Sunday, Dec. 16. Offered twice: 8:30-10:30 a.m. or 11a.m.-1 p.m. Golin/Harris media training sessions are designed to give tools required to achieve communication objectives, regardless of the interview environment. The combination of discussion with on-camera practice pinpoints specific areas people need to improve and highlights their individual strengths.

•**Personal Solicitation: Making the Ask** by Arthur Criscellis, Senior Consultant, Alexander Hass Martin and Partners. Sunday, Dec. 16, from 9 a.m.-noon. The workshop will address solicitation principles through presentations, group discussion and role playing.

•**CASE Management Seminar for Institutionally Related Foundations** by CASE staff, Saturday, Dec. 15, 1-5 p.m. and Sunday, Dec. 16, 8 a.m.-12:30 p.m. The CASE Management Seminar for Institutionally Related Foundations provides practical guidance, up to the minute information, and valuable contacts needed to successfully manage foundations. For further information contact David Bass: bass@case.org Registration is \$150.

Chicago 'murder' outing planned Monday evening

CASE V and Murder Mystery Productions present "A Dinner Party To Die For" from 6:30-9:30 p.m. Monday, Dec. 17. This three-hour dinner theatre event (a private showing just for CASE V) will test your imagination and detective skills. Dinner will be served at Bice Ristorante, located in Chicago's elegant Gold Coast just off Michigan Avenue. Tickets are \$51; drinks and cab fare are extra. To reserve a ticket, see the conference registration form.

Committee on Opportunity and Equity breakfast is Monday

The Committee on Opportunity and Equity, which promotes and supports the advancement of people of color and women, will sponsor a breakfast. The COE Recognition Breakfast runs from 7:45-9 a.m. Monday, Dec. 17. It's a special time to honor a colleague with the second annual Outstanding Commitment to Professional Development Award. Also, the first recipients of the Jupiter Fellowship will be introduced.

Senior professionals, retirees to meet Tuesday

This year's special salute to retiring senior colleagues is planned during the conference from 7:30-8:45 a.m. Tuesday, Dec. 18. Those retiring, as part of a special panel, will discuss their careers and challenges and opportunities that lie ahead. CASE V Chief Executive Leadership Award recipient Joseph Steger, president of the University of Cincinnati, will speak. The event is for those with director responsibilities or 10 years of service in institutional advancement. If you qualify for retirement, or know someone who qualifies, with a minimum 10 years of service in institutional advancement and involvement with CASE, contact Gene Haberman for a nomination/application form by Oct. 15. Write Haberman at: Gene Haberman, Ashland University, 401 College Ave., Ashland, OH 44805.

Volunteers needed!

Become involved with CASE V more by volunteering during the conference. Opportunities include:

- Local Hospitality/Information Center, contact Sarah Beck: beck@lakeforest.edu.
- The Career Center seeks volunteers to staff the office. Contact Christopher Smith: jcsmith@purdue.edu.
- Session Hosts are "room managers." They assist with rooms, along with distributing and collecting presentation evaluations. Contact Patricia James: pkjames@wooster.edu.
- Roundtable leaders. Roundtable facilitators introduce topics and keep the discussion moving. Contact Kirby Winn: aprkw@augustana.edu.

Complete the volunteer form at:
www.casefive.org

Conference awards available

Up to 8 newcomers' fellowships offered

CASE V offers newcomers a chance to receive financial assistance toward attending the December conference and pre-conference Newcomers' Workshop through the CASE V Newcomers' Fellowship Program. Up to eight new advancement professionals will receive fellowships. Nominees must:

- Hold an advancement position at a CASE-member institution
- Have held that position for two or fewer years
- Be attending his/her first CASE V conference in 2001

Applicants must:

- Complete and return the fellowship application form by Oct. 31, 2001
- Provide a reference report
- Attach a current resume
- Register for the conference and make hotel reservations

Recipient will receive \$400 to offset registration and other conference fees. Reimbursements will be distributed at the conference or following it. For an application, see:

www.casefive.org/call.htm For more information, contact Carmela Kranz: c.kranz@mmf.umn.edu

COE Award nominations sought

The CASE V Board seeks nominations for the COE Outstanding Commitment to Professional Development Award which recognizes a district member who has enhanced professional development and career opportunities for multicultural professionals. Their career should reflect a commitment to COE's purpose. To qualify a nominee must meet at least one of the following:

- Sustained and long-term commitment to mentoring multicultural professionals in advancement careers
- Significant track record of recruiting and hiring multicultural professionals
- Encouraged the promotion of multicultural professionals
- Developed and supported multicultural initiatives

Nominations should include a letter outlining the candidate's qualifications, including examples of meeting the criteria. Nominations are due Nov. 2, 2001, to: D'Juan Francisco, Director, Constituency Groups, Alumni Clubs and Student Programs, University of Notre Dame, 100 Eck Center, Notre Dame, IN 46556 or Francisco.1@nd.edu.

Three student scholarships offered

The CASE V Board seeks applications for the district's Student Scholarship Program. Three scholarships to the district conference will be awarded. Member institutions should seek talented students interested in advancement careers and support their application.

Recipients will have their registration fee waived and receive up to two nights accommodations at the Sheraton. The value is approximately \$445. Institutions endorsing winners are asked to fund transportation and meals. The deadline to receive applications is Oct. 15, 2001.

The program helps prepare undergraduate and graduate students for careers in alumni/parent relations, development and communications. Applicants must be currently enrolled, affiliated with some aspect of the advancement at their institutions (e.g., employment or participation in one of the professional areas indicated above), and interested in an advancement career. Applicants must have sponsors with applicable institutions.

A Student Scholarship Application can be accessed at www.casefive.org click on "Student Scholarship Program." Those interested may also contact Scholarship Program Chair Greg Koroch at (616)927-8161.

PR plays key role with college prez

*Editor's note: This excerpt is taken from CASE's new book, **Public Relations and the Presidency: Strategies and Tactics for Effective Communications** by John E. Ross and Carol P. Halstead, CASE Books 2001. (Spiral bound, 343 pages.) \$69 for CASE members plus shipping and handling. To buy this or any CASE book, visit www.case.org/books.*

Is your college or university the country's best-kept secret? If so, you've got lots of company. Chief PR officers have been hearing that from their presidents, and presidents have been hearing it from their trustees, for the past three centuries, ever since the College of William and Mary was founded 57 years after Harvard.

Communication is what makes colleges and universities tick. Without it they'd have no students, no donors, no appropriations from government, no grants, and no friends in the community (global or otherwise). Slightly amended, the old saw from business applies to higher education: Nothing happens until somebody tells somebody something and someone else responds.

The telling has become increasingly important over the last 25 years. Until the mid-70s, higher education existed, it seems now, in a state of quasi-equilibrium. Private colleges competed with private colleges and the publics did likewise. One worried little about erosion in donor bases caused by invasive approaches from groups outside the institution. In the public sector, support from state legislators, while Byzantine in process, was fairly predictable. Privates relied on tuition with little thought of having to use merit scholarships or other competitive marketing strategies.

The game changed in the 1980s as distinctions between sectors blurred—witness the development of the public liberal arts college—and as government off-loaded funding for post-secondary education onto students and their families. Then came the resurgence of community colleges in the 1990s, wrought by rapidly shifting demands on the workforce, and the first waves of new technology that enabled students to learn anywhere, at any time, from anyone.

This is an oversimplification, no doubt. But the end result is heightened competition for students, for dollars, for the attention of supporting publics, and for the allegiance of parents, alumni, and even faculty and staff. And at the center of this maelstrom lies communication.

"We can no longer hide our light under a bushel," boards inform presidents. "We must be more effective in getting our message out," presidents tell their cabinets. "We have to do better in telling our story," vice presidents for university advancement relay—often with some vigor—to their chief PR officers.

If you doubt that competition for the ear and eye of today's audience is intense, consider that a decade ago the average television received a handful of stations; now that number has multiplied by a factor of 10. Consider the number of sites on the World Wide Web. Although the number of

large daily newspapers continues to decline, a walk through any of the mega-bookstore chains will tell you that books and magazines still command a great deal of attention (though glossy covers hide a troubled industry). And while we're at it, don't overlook the proliferation of cellular phones. So talkative are we that it's hard to get a word in edgewise.

This book is about ways in which colleges and universities can strengthen their communications. We believe that only through targeted and effective communications — public relations, if you will — can institutions weave their ways through the clutter and carry their themes and messages directly to the individuals who are in the best positions to act on the institution's behalf.

The book is based on five crucial assumptions:

1. Presidents are the chief communicators for the institutions they lead, though they may delegate the responsibility at times.
2. The role of the chief public relations officer is to coordinate all internal and external communication with audiences whose support is vital to the institution's future success.

3. To achieve institutional objectives, presidents and chief PR officers must work closely together and with all other staff and faculty to influence and change the behavior of external and internal audiences. This group includes such offices as admissions/enrollment management, development, alumni affairs, government relations, continuing education, intercollegiate athletics, student affairs, academic affairs, and human resources.

4. Everyone affiliated with an institution—students, faculty, staff, parents, alumni friends, trustees, etc.—is a communicator, and word-of-mouth communication from a friend is far more effective than the written word or visual image.
5. Accurate and timely information presented in a way that connects directly to an individual's personal interests will draw attention and stimulate that person to enroll, give money, or vote on an institution's behalf.

The contents of this book were driven by the results of a national survey of college presidents and chief public relations officers.

More than 60 essays and case studies illustrate the perspectives and insights developed through this survey, which included more than 600 college and university presidents and nearly 300 chief PR officers. This book articulates practical philosophy and its application to many of the communications-related issues with which presidents and chief PR officers must deal. The case studies, representing every kind of institution in the country, provide how-to examples of public relations as it is practiced.



Slightly amended, the old saw from business applies to higher education: Nothing happens until somebody tells somebody something and someone else responds.

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. Those submitting ideas printed will receive an *advance* momento.

Tips on telephone interviews

There's help when you're fielding that unexpected phone call from a reporter. When the call comes, be careful to not become defensive as you try to figure out what direction the reporter is taking. Here are some simple steps to help you take control:

- Take control by asking questions. Your first question should be, "What is your deadline?" This shows the reporter that you want to help. Then you can ask more about the subject of the story.
- Compliment the reporter. Saying, "Your newspaper has always been fair" will make the reporter feel good and, at the same time, challenge him or her to get both sides.
- If you are uncomfortable, ask the reporter to review what you have said.
- Fax or e-mail the reporter your main points. Some say this is a slap in the face to the reporter, but trust your instincts. It's better to correct something early than after it has run.
- Do telephone interviews only when deadlines are tight or meeting the reporter is logistically impossible. Meeting face-to-face allows you to add a personal touch and to your professional relationship with him or her.

[From Media E-Tips, May-June, 2001, Issue #23
www.rothsteinmedia.com]

News in a 'Flash'

Want to keep up with the international higher education scene? Then get "Flash Points," one of CASE's most popular services among advancement professionals. The bimonthly e-newsletter summarizes education in the news and is delivered to more than 20,000 campus advancement professionals, association professionals, and journalists. Advancement professionals who wish to receive this free electronic roundup of media coverage of education issues must be CASE professional members who work at CASE member institutions. For more information about Flash Points, contact Barbara McCuen at mccuen@case.org

Award-winning ideas available

If you're suffering from writer's or designer's block, or even if you're just searching for new ideas, take a look at what colleagues from across CASE are doing — and for what they've received notoriety. The 2001 Winners of the CASE Circle of Excellence Awards for Alumni Relations, Communications, and Philanthropy are online at www.case.org/awards/alumni2001/default.cfm. You'll not only find a list of winners, but links to winning Web designs. Also, you'll be able to see samples of the winning publications in the Resource Center at this winter's conference.

CASE V file

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

David Aussicker, has been named vice president for advancement at the Mackinac Center for Public Policy (Midland, Mich). He had been an assistant professor and Heritage Society Director at Old Dominion University in Norfolk, Va.

Murray Blackwelder (see photo), senior vice president for advancement at Purdue University (West Lafayette, Ind.) He had been vice president for external affairs at Iowa State University.



Blackwelder

Gregory C. Bobonich, vice president for institutional advancement at the University of Toledo (Ohio).

Mary Lynn Heininger, director of corporate and foundation relations at the University of Michigan-Dearborn. She had been program director of the alumni association at the University of Michigan-Ann Arbor.

John G. Hendrickson, communications and marketing director for Metropolitan State University (St. Paul, Minn.)

Fred W. Hensley, senior vice president for advancement and marketing at Michigan Technological University (Houghton). He had been chief public affairs officer at Western Kentucky University (Bowling Green).

Robert L. Hoy, vice president for institutional advancement at Roncalli High School.

Leonard P. Iaquinta (see photo), assistant dean for development and alumni affairs for the University of Wisconsin-Milwaukee College of Engineering and Applied Science. He had been at Northeastern Illinois University in Chicago.



Iaquinta

Mark W. Jones, dean for college advancement and secretary of the college at Wabash College (Crawfordsville, Ind). He had been former vice president for advancement at Goucher College (Baltimore). Jones served as 2001 CASE District II annual conference chair and is editor of an upcoming CASE book, "Campaign Strategies: From Start to Finish and Beyond."

Scott LaMorte, associate director of corporate and foundation relations at Elmhurst (Ill.) College.

Jason Logue, associate director of development at Millikin University (Decatur, Ill.)

Erin Minne, assistant vice president of corporate and foundation relations, University of Iowa Foundation (Iowa City).



Molkentin

Kay F. Molkentin (see photo), associate director of corporate and foundation research at Case Western Reserve University (Cleveland).



Richter

Jill Nilsen, vice president for external relations at Eastern Illinois University (Charleston.) She had served in an acting capacity since 1998.

Mark Richter (see photo), vice president for development and external affairs at Rose-Hulman

Institute of Technology. He had been at Hillsdale (Mich.) College.

Carrie Rodovich, director of media relations at Valparaiso University.

Pete C. Stevenson, director of development and alumni relations for Midwestern University (Downers Grove, Ill.)

Mary Strothers, assistant dean for development at Ohio University's College of Business (Athens).

Kimera Way, executive director of development at the University of Wisconsin-Eau Claire. She had been at Michigan Technological University (Houghton).

Amy Wendt, development associate at Elmhurst (Ill.) College. She had been at the admissions office at Concordia University.

Indiana State University (Terre Haute) has made the following changes and appointments in the advancement office:

•**John M. Heintz**, director of development for the Schools of Health and Human Performance and Nursing. He had been executive director of West Communities YMCA in Chicago.

•**Teresa D. Exline**, executive director of public affairs. She had been director of public affairs.

•**Duff T. Ridgeway**, director of planned giving. He had been at Bradley University.

•**William W. Tromble**, director of development for the College of Arts and Sciences. He had been the former vice chancellor of external affairs at Indiana University Southeast.

•**Brenda J. Weber**, director of development for the School of Education.

Lincoln (Ill.) College has made the following changes in the advancement office:

•**Debbie Ackerman**, former associate director of annual fund and alumni relations, has been named director of annual fund and alumni relations.

•**Jean Ann Miller**, former associate director of communications, has been named director of communications.

•**Debbie Shull-Andrews** has joined the office full time as donor relations assistant.

The Minnesota Medical Foundation at the University of Minnesota has announced the following

appointments:

•**Michelle Francois** (see photo), associate director of development for new therapies.

•**Carmela Kranz** (see photo), associate director of development for special programs.

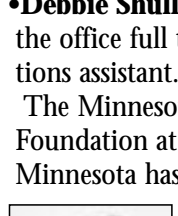
•**Kent M. Spaulding** (see photo), director of annual giving.

•**Kim Spear** (see photo), associate director of development for neuroscience.

•**Tracy G. Wolfe** (see photo), director of development for the department of surgery.



Kranz



Francois



Spear



Spaulding



Wolfe

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 the web address, and explain why it's helpful to: advance@uwlax.edu. People whose ideas are selected will receive an *advance* momento.

Create your own screensaver

Tim Potter, staff photographer for the Michigan State University Alumni Association, searched long and hard for an easy-to-use, inexpensive way to create screensavers using his photography. His find: www.webshots.com which allowed him to create his first "album" in their user community area called the MSU Alumeye. Potter found the whole process "very easy to use to create the 'album.'" And, Potter says, using their 'My Photos Assistant' program is "so much easier and faster to create and manage than their Web interface." When MSU launched the first spring-time theme album in mid-May they had about 1,500 views and almost 400 downloads by mid-June. "This is a very easy and inexpensive way for organizations to promote their campuses, programs if they have some photography to utilize," notes Potter. See MSU's latest offerings at: www.msualum.org/picoday/.

Traveling abroad help posted

If you're planning to travel abroad soon, answers to most of your pressing questions can be found online. The U.S. government's new customs Web site — www.customs.gov/travel/travel.htm — has an array of travel information. Get travel alerts, along with information on restricted merchandise, pets, medication and more. You'll even find tips on currency and taking advantage of duty-free shopping.

Looking for digital photo tips?

With the huge growth in digital photography, digital photography Web sites are following. Here are some to check:

- Imaging Resource**— www.imaging-resource.com features information on digi-photography, like user forums, digicam comparison tool covering current cameras, a "COMPAROMETER" which allows you to compare reference images from digital cameras side-by-side, a weekly electronic newsletter, and more.
- Digital Photography For What It's Worth** — www.cliffshade.com/dpfwiw/ is an awesome collection of technical information and tips geared toward users of Olympus digital cameras, but also covers a lot of areas of digi-photography that applies to all cameras.
- Dave Weikel's Olympus E-10 Page**— davidweikel.com/E10_samples/index.shtm is devoted to information about newer Olympus E10 digicams.

[Thanks to Tim Potter, information officer and photographer, Michigan State University Alumni Association, for these site tips.]

Brief CASE

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

Alverno College (Milwaukee) received \$236,250 from the National Science Foundation to provide scholarships and career planning for women computer science and mathematics majors.

Calvin College (Grand Rapids, Mich.) and the Grand Rapids Christian Schools have been awarded \$30,000 from the National Science Foundation to help attract college students to careers as science teachers and implement an inquiry-based science curriculum.

Chatfield College (St. Martin and Cincinnati, Ohio) received a \$750,000 gift to establish its first endowed faculty chair, the George H. Jung, Jr., Chair in Science.

Philanthropist and banker Harrison I. Steans has committed \$5 million to establish and endow the Irwin W. Steans Center for Community-based Service Learning at **DePaul University** (Chicago.)

Elmhurst (Ill.) College received \$2.7 million— its largest gift ever — from the estate of alumnae Gladys and Ray Robinson to benefit the A.C. Buehler Library. Also, Elmhurst received \$500,000 from alumnus Tom and Diane Tyrrell. The college's new fitness center will be named the Tom and Diane Tyrrell Fitness Center.

Eureka (Ill.) College's teacher education department received \$75,000 from the Illinois Board of Higher Education through the Dwight D. Eisenhower Professional Development Program to improve middle school mathematics instruction in central Illinois.

Kenyon College (Gambier, Ohio) has received a grant from the Henry Luce Foundation to fund a new junior faculty position in Asian music and culture. Annual grant payments are estimated at more than \$300,000. Also, the college has received \$600,000 from the Mrs. Giles Whiting Foundation to support teaching in the humanities.

The Charlotte and Walter Kohler Charitable Trust has given \$1.5 million to the **Lakeland College** (Sheboygan, Wis.) endowment fund, the largest single gift in the 139-year-old school's history. The gift will allow Lakeland to create an additional business faculty position and a business lecture series.

The U.S. Department of Education has awarded **Lewis University** (Romeoville, Ill.) \$359,420 through the Title III: Strengthening Institutions Program. The award could reach \$1.74 million, depending on successful grant initiatives, making it Lewis' largest grant ever.

The Donald W. Reynolds Foundation has awarded nearly \$2 million to the **Medical College of Wisconsin** (Milwaukee) for geriatrics education and training. Also, the college received



Parting Shot...Evidence of The Ohio State University's commitment to enhancing the quality of the learning and teaching environment: five architectural columns mark the future site of the Knowlton School of Architecture which will incorporate the columns when construction begins this fall. In the background, Pfahl and Fisher Halls are part of the new, six-building, state-of-the-art Fisher College of Business campus. Construction projects currently underway on campus include a new home for the College of Veterinary Medicine, a major renovation and restoration of Ohio Stadium, and ground has been broken for a new Heart Hospital. —Photo by The Ohio State University Photo Services

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 or the address below. Campuses selected will receive an *advance* memento.

\$379,000 from the Robert Wood Johnson Foundation for end-of-life care training.

Miami University's (Oxford, Ohio) Interactivity Initiative, a project aimed at preparing students for the digital era, has received \$1 million from The Procter & Gamble Fund. Also, former students finance professor Bruce Olson donated \$312,000 to endow internships with investment firms and study abroad scholarships.

The Dearborn (Mich.) Rotary Club exceeded its \$25,000 commitment to sponsor the quiet room in the Environmental Interpretive Center at the **University of Michigan-Dearborn**. Hoping to raise half the funds through its membership, the club has already received \$46,000 from one-third of the club's membership.

Northeastern Illinois University (Chicago), the lead institution of the Chicago Engaging Latino Communities for Education Partnership, was awarded \$1.5 million by the W.K. Kellogg Foundation to allow Northeastern and its 30 partners to implement programs in Chicago to increase the number of Latino graduates from high school and college.

The **Northeastern Ohio Universities College of Medicine** has established the Andrews Academic Professorship in Community and

Public Health from a \$1.5 million gift from the Andrews Trust.

Columbus, Ohio, attorney Michael E. Moritz will donate \$30 million to **The Ohio State University** (Columbus) College of Law to provide student scholarships and enhance the college's support for faculty programs. It's the largest single gift ever made to the university.

The Henry Luce Foundation has awarded **St. Norbert College** (De Pere, Wis.) \$100,000 to support two Clare Boothe Luce scholarships for women majoring in science. Also, St. Norbert received a \$1.8 million Title III grant over five years from the U.S. Department of Education to conduct assessment about how students learn and how the college can help them do this more effectively.

A major gift from the estate of Dorothy and James Tate was recently received by the **Urbana (Ohio) University** Foundation for addition to the Dorothy C. Tate Memorial Scholarship Fund, bringing the scholarship's total endowment to more than \$260,000.

Viterbo University (La Crosse, Wis.) has received \$100,000 from the William Randolph Hearst Foundation to endow a new scholarship for first-generation college students.

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