

An early sampling

Conference sessions to focus on an array of current hot topics in advancement.

How should you change your writing for the Web, or should you? Having problems communicating with Millennials? How do you find the best person for the position that just opened in your office?

These are some of the topics to be probed during this year's annual conference, CASE V: Vision. Voice. Value. The conference begins at 1 p.m. Sunday, Dec. 15. It concludes with the CASE V Luncheon Grand Finale Tuesday, Dec. 17. Session samplings follow.

Reinventing print

The internet has taught much about delivering info.

Don Ranly, Professor of Journalism, University of Missouri

"If you are still putting out publications in the same way you did before the Internet, stop!" says Journalism Professor Don Ranly.

The Internet has changed everything, says Ranly. It's time to look at the rules for writing for the Internet and apply them to writing for print. "If you dislike a Web site that is not user-friendly and easily navigable, give your publications the same test," he says.

Universities must realize that they are not in the pub-

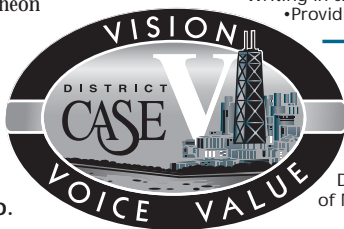
lication business, explains Ranly. "The click-here generation has no time or patience for long-winded, badly presented information," he notes.

Make publications more reader-centered by:

- Presenting information to take the reader the least amount of time. (Cut copy in half.)
- Presenting info to give the most impact. (Such as lists.)
- Remembering communication is getting attention, comprehension, retention and action.
- Writing in chunks.
- Providing links; let readers talk back.



Ranly



'Refrigerator Journalism'

An approach to service journalism by reinventing copy.

Don Ranly, Professor of Journalism, University of Missouri

In today's microwave world, in-a-hurry readers want practical information presented in the most efficient and effective way, says Don Ranly. "Everyone — writers, editors, designers, photographers, illustrators — must become more concerned with presentation of ideas," he says.

Ranly says it's time to learn techniques of refrigerator journalism, a way to present information readers will clip and stick on their refrigerators or bulletin boards. "Readers see too much cross their desks that is useless," says Ranly. "Research shows that readers will read what

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Register, details at:
www.casefive.org

Political perceptions

Newsweek's Chief Political Correspondent Howard Fineman is keynote speaker Sunday, Dec. 15.

"It's political." That's a phrase we hear much too often — at work, in government, and even in our personal lives. It's also a phrase that drives all but the weary reporter. And for some, it's a way of life.

Newsweek's Chief Political Correspondent Howard Fineman, one of the country's foremost reporters and commentators, fills the latter. Fineman, who has covered every U.S. President since Carter, will help open this year's conference. Fineman gives the keynote, "Washington: A Political Update," at 5 p.m. Sunday, Dec. 15.

Following an election that could have major ramifications for the makeup of Congress, Fineman will bring an insider's view of Washington, D.C. The new Congressional configuration, along with a questionable economy will set the stage for university advancement heading into 2003. Fineman will give a behind-the-scenes look as to what we should expect.

A look at Howard Fineman

- Newsweek's Chief Political Correspondent, Senior Editor and Deputy Washington Bureau Chief.
- News analyst for NBC, MSNBC and CNBC, appears regularly on "Hardball with Chris Matthews," "The News with Brian Williams," "The Today Show" and "Dateline."
- Has covered every president since Carter. Was among the first journalists to report on the rise of George W. Bush.
- Has written dozens of Newsweek stories about Bush, including five cover stories, one the president's first extensive interview after Sept. 11.
- Newsweek cover articles include 11 on the 2001 election, six on the Lewinsky scandal, and solos on the rise of the religious right, the emergence of talk radio, the impact of digital technology on society, race and politics, and the influence of Hollywood on politics.
- Has interviewed and written about every major presidential candidate since 1984; also, leaders of business and entertainment, including Bill Gates, Steve Case, Ted Turner, Jay Leno, Rush Limbaugh, and more.
- Native of Pittsburgh, Pa.; married to Amy L. Nathan, senior counsel in the Office of Policy and Plans of the Federal Communications Commission. They live in Washington, D.C., with their children, Meredith and Nicholas.



Fineman

More at: www.keplerassociates.com/fineman.htm

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Parting shotback

Forming a plan

District's strategic planning is in full gear; report expected by December.

Strategic planning was the main topic during the CASE V Board of Directors' annual summer meeting June 30-July 1 at the Chicago Sheraton Hotel & Towers.

Board members reviewed the draft of CASE International's strategic plan and took the next step in developing District V's plan. Board members finalized vision, mission and value statements (see sidebar) for the

CASE V numbers...

404	Number of institutions and affiliates that are district members.
3,197	Number of institutions and affiliates that are members in CASE worldwide.
105	Number of institutions in the district that are from Illinois, the most from a single state.
1	Number of institutions in the district that are from either Kansas or Pennsylvania, the least from single states.
4,110	Number of individual memberships in District V.
23,451	Number of individual memberships in CASE worldwide.
\$370,835	District's revenue for 2001-02. (Budget was \$391,000)
\$314,099	District's expenditures for 2001-02. (Budget was \$374,250)
\$56,735	District's profit for 2001-02. (Budget was \$16,750)
\$379,233.05	District's balance at the end of the 2001-02 fiscal year.

district. The board also decided to develop an action plan based on CASE International's four key directions designed to:

- strengthen member services.
- further the profession.
- establish global leadership.
- lead change in advancement practice.

Board members will list the district's existing tactics addressing these areas, and explore new tactics in each. They will discuss the findings and proposals in an exposure draft during their September meeting. A proposal of the district's strategic plan

will be unveiled during the district conference in December. The proposal will be distributed at the annual meeting and posted online. Feedback will be taken in conference forums and via the district's Web site. The

board hopes to approve a plan at its February 2003 meeting.

Other highlights from the meeting included:

- The contract with the Sheraton through 2007 has been approved by CASE International. Changes include reduced rates for parking, audiovisual charges and box drop fees; increased allowance in room attrition; and stable room rates. "It was absolutely a perfect time for us to take advantage of this," says Karen Engelhard, Hotel Transition Task Force chair. "We're in the best shape contract-wise than we've ever been."

- Heard from Treasurer Mike Ziemanski that the district ended with a \$56,735 profit for the year, primarily due to last year's

conference committee's late adjustments.

- Agreed to a one-year trial basis to end this year's conference with a luncheon on Tuesday. The luncheon will feature retiree and leadership recognition, as well as a keynote speaker.

- Approved funding for at least two Jupiter fellows, with funding available for additional fellows.

- Heard that the district's membership is 4,110 as of May 31, up from 3,973 a year earlier.

- Saw a preliminary version of the district's new Web site (see article next page).

Planning underway

To begin strategic planning, the CASE V Board of Directors approved vision, mission and value statements during its summer meeting:

Vision (The dream) — CASE V: The Educational Advancement Source.

Mission (What CASE V will do to achieve the dream) — Promote professional educational advancement practices through relevant, economical access to information and people.

Values (Standards of product and performance quality) —

- Accessible
- Affordable
- Collegial
- Connections
- Current
- Diverse
- Inclusive
- Professional
- Reliant
- Standard-setting
- Supportive

Volunteer sought

CASE V seeks nominations for the CASE V Distinguished Service Award — the district's highest award presented at the December conference.

Established in 1980, the annual 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: Bruce Loessin, Senior Vice President for Institution Relations & Development, Cleveland Clinic Foundation, 9500 Euclid Ave., Cleveland OH 44195 or loessib@ccf.org

Past award recipients

CASE V Distinguished Service Award recipients include:

Fred Volkmann	1980
Bob O'Daniell	1981
Gayle Langer	1982
Ray Willemain	1983
Arnette Nelson	1984
Ray Rowland	1985
Royster Hedgepeth	1986
Barbara DeBoer	1987
Jan Augenstein-Miller	1988
Carl Magel	1989
Ron Stephany	1990
Bob Forman	1991
Linda Crossley	1992
Tom Peters	1993
Jamie Jeremy	1994
Vaughn Dann	1995
Dick Sollmann	1996
not awarded	1997
Michael Malone	1998
Karen Engelhard	1999
Harry Lovell	2000
Jeffrey Todd	2001

Members sought for 2003 Board of Directors

The CASE V 2002 Nominating Committee seeks nominees for the following positions to the CASE V Board of Directors:

- Chair-Elect. Serves a two-year term to be followed by a two-year term as district chair and a one- or two-year term as past chair. Previous CASE V volunteer service required.
- Secretary. Serves a two-year term. Previous CASE V volunteer experience desired.
- Directors at Large. Three positions to serve two-year terms commencing 2003. Directors are assigned specific areas of involvement by the chair. Nominees should have CASE V volunteer experience and must be employed at a CASE V member institution.

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 district's December conference in Chicago.

Nominations must be received by Sept. 20, 2002.

Send nominations including name, title, institution and correct mailing address and phone number to: Mary Kay Karzas, Past Chair - CASE V; CASE V Nominating Committee Chair; Culver Academies; 1300 Academy Road #153; Culver, IN 46511 or karzasm@culver.org
Direct questions to Karzas at 574.842.8233.



A first first-place award

Receiving a national award requires more than carrying home the hardware.

The saying goes that the third time is the charm. In 2001, the University of Wisconsin-Stout (Menomonie) applied to receive the first-ever Malcolm Baldrige National Quality Award for the third time. In December, we discovered we were the first university to win the U.S award and were making history in higher education. But, that probably didn't fully register with some of us until February when we visited Washington, D.C., to accept the award.

The 50-member UW-Stout delegation was standing in a huge ballroom in the Hilton Washington Hotel. The band stopped playing. A voice came over the loud speaker: "Ladies and gentlemen...The President of the United States." As "Hail to the Chief" played and President George W. Bush entered the room, he walked a few feet from us and presented the award to our chancellor, Charles W. Sorensen. That's when it struck me. We were part of a watershed event for higher education.

The Malcolm Baldrige National Quality Award is given to U.S. organizations that have exemplary achievements in seven areas: leadership, strategic planning, customer and market focus, information and analysis, human resource focus, process management, and business results. We were encouraged to pursue the award by an alumnus who's a former Baldrige examiner.

All applicants for the Baldrige Award undergo a rigorous 10-month examination that ranges from 300 to 1,000 hours of outside review. Teams of examiners to clarify questions and verify information visit final-stage applicants. An independent board, primarily from the private sector, reviews all applications. Each applicant receives a report citing strengths and opportunities for improvement.

Named after the 26th Secretary of Commerce, the Malcolm Baldrige National

Quality Award was established by Congress in 1987 to enhance the competitiveness of U.S. businesses. The award promotes quality awareness, recognizes the quality and performance achievements of U.S. organizations, and publicizes successful performance strategies.

Since 1988, 46 organizations have received the Baldrige Award. Awards are given in manufacturing, service, small business and, starting in 1999, education and health care. The award is not given for specific products or services. There have been no winners in the health care category and up until this past year, the education category. Along with UW-Stout, the only university to win, 2001 award recipients included school districts in New York state and Alaska.

Reaction to our award has been profound. We have received dozens of requests for speakers or campus visits from throughout the United States and at least 13 foreign countries. We are told repeatedly that the Baldrige standards will indeed become the management tool for

many institutions of higher education institutions.

At UW-Stout, we see many future benefits of receiving the award:

- Accreditation. Many accrediting organizations are or will adopt Baldrige standards as institutional measures, replacing earlier standards used for decades.
- Placement. All of our graduates are permitted to use on their resumes that they are graduates of a Baldrige Award-winning university.
- Partnerships. Several major corporations with whom we have formed partnerships are eager to capitalize on their association with the



President George W. Bush presented the Malcolm Baldrige National Quality Award to the University of Wisconsin-Stout during ceremonies at the Washington Hilton, March 7, 2002. UW-Stout was the first university to receive the prestigious award. Those on stage included, from left, Donald Evans, Secretary of Commerce; Julie Furst-Bowe, Stout's Associate Vice Chancellor; Charles Sorensen, Stout's Chancellor; President George W. Bush; and Rod Paige, Education Secretary. *Photo by Marty Springer, UW-Stout.*

Baldrige Award and us.

- Donations. We will use the award to leverage increased resources from gifts and grants.

The Baldrige Organization permits and encourages such benefits for winners as a way to further disseminate information about the award. As a condition of accepting the award, many of our staff presented information about our program at a national conference on quality, held in Washington, D.C., in April. Many participants made it clear that they intend to use this institution as their model for quality.

During the ceremony, U.S. Commerce Secretary Don Evans said the three educational institutions "will be outstanding role models for 21st century education organizations. As President Bush has so often said, if we succeed in educating our youth, many other successes will follow."

Undoubtedly, many of those seeking advice will enter future competition for this distinction. We must wait five years to apply for a second award. But, our continuous improvement process is in place and working now, and the recognition in the future is promising.

We look forward to the challenge.

John K. Enger

Executive Director of University Relations
University of Wisconsin-Stout

Reaction to our award has been profound. We have received dozens of requests for speakers or campus visits from throughout the United States and at least 13 foreign countries.

An online make-over

CASE V Web site receives a fresh look.

Click on CASE V's Web site — www.casefive.org — and you'll see a new look. The site received a facelift in July to incorporate the District's new logo, become more user-friendly, add services and more.

CASE V launched its Web site in 1997, thanks to the efforts of Kathy Horn, senior graphic designer at the University of Michigan and former editor of *advance*. Since then, the site has received lots of traffic — especially for the annual conference. Horn still serves as Web site manager.

Later this year, the site will become *the* place for the 28th annual conference. For the first time, the call for registration materials for the conference will only be listed online.

Click to find:

- Who we are.
- What we do.
- Conference details.
- Services available.
- Past issues of *advance* since Spring 2000.
- Details on how to submit information to *advance*.
- Historical information.
- Links to CASE International.



Early sampling

From cover page is useful. What is useful also leads to action. Service journalism is action journalism, the ultimate goal of most communication."



Refrigerator Journalism tips:

- Think more visually, graphically.
- Use games, cross-words, contests; be interactive.
- Use better subheads (entry points) in the copy.
- Provide summary/content/benefit blurbs.
- Give every publication a TOC (home page).

Recruiting and Retaining Staff Advancement is facing its biggest shortage in history.

Colette M. Murray, CEO, Paschal-Murray Executive Search

Despite the slowing economy, it's still a "buyer's market" in advancement. Along with a shortage of qualified workers, laws have changed making it difficult to terminate non-productive employees. That means hiring managers must be more diligent than ever. Colette M. Murray says the advancement field is facing its biggest shortage of experienced development professionals

in history. "Right now it is definitely a buyer's market and senior managers need to be creative in their recruitment and retention strategies," says Murray.



Murray

You will:

- Learn the real reasons staff leave.
- Receive a handout of creative compensation incentives.
- Learn top skills CEOs look for when hiring chief advancement officers.
- Learn what CEOs expect as the top functional responsibilities of chief advancement officers.
- Get an overview of the "ideal" work environment.

Management 101 Bootcamp for New Managers

Find out what it takes to be a new manager.

Meg Trausch, Director, Annual Fund, Loyola University Chicago

In the busy college advancement life, managers often begin their jobs



without a lot of training. "It is important to be as good a manager as possible in a timely manner," explains Meg

Trausch, Loyola University Chicago. "And, I have so often seen that no one takes the time to manage, mentor and train new managers; rather, one is expected to just know these things."

Effective management tips:

- The Golden Rule — treat others as you would like to be treated.
- You reap what you sow.
- It's all about relationships.
- Good fund raising is critical.

Is team building a waste of time? Ask Ben hur!

Discover tips on working together.

Charles F. Lennon, Jr., Executive Director, Alumni Association and Associate Vice President, University Relations, University of Notre Dame

Today's economy and time demands are making it more important than ever

to develop a team strategy at work.

Charles Lennon, Jr., University of Notre Dame (Ind.), says it's important to work together for the same goal.

"It's important to be better today than yesterday, and to be better tomorrow than today," he says.

An outline for workplace team-building :

- Motivation.
- 7 Habits summary.
- Mission statement priorities.
- Morale development.
- Growth as a person and employee.



The University Web Site: From Chaos to Harmony — Part 2

Rip the red tape to mend a top-notch Web site. J. Allan Rent, Director of University Marketing, Ball State University Denise Jones, Director of Internet Communications/Web Development, Ball State University Kyle Parker, Distributed Programmer, Ball State University

How do you create a consistent Web image with limited resources? A team from Ball State University

set out to take the issue head on, and has seen favorable results.

When presenting at the 1999 CASE V conference,

the Ball Staters had a theory with a firm goal and a strategy in place to initiate a new direction. "Now, three years later, we are meeting our goal and have set new objectives," says Al Rent, director of university marketing.

Rent and two others will demonstrate how they moved the university's Web site from a chaotic situation with more than 150 contributors — "I want to be different/I want my freedom/I

don't have time/I don't know how" — to a site with consistent text and graphics.

Recipe for a "perfect pie":

- Build comprehensive, personalized relationships with potential students and donors using the Web.
- Improve message consistency, accuracy, and saturation.
- Enable access to information from other databases and Web sites.
- Add value to your pages to make the Web experience more valuable to your visitor by sharing content and building relationships between pieces of content.

Make Road Trips Count

Using Technology to Develop an Effective Geographic Strategy

Jeff Wendorf, Vice President, Programs and Outreach, Wisconsin Alumni Association Angie Nash, Vice President of Information Systems, Wisconsin Alumni Association

Developing one-to-one relationships with busy alumni who reside in major metropolitan areas can be a challenge. The Wisconsin Alumni Association has developed a "Geostrategy" that integrates its database knowledge with its programming efforts to provide more deeper and frequent contacts with alumni.



Nash

"An ever-increasing number of alumni are looking to their institutions to renew and provide meaningful connections and life-long learning, not just tailgate parties," explains Jeff Wendorf of the Wisconsin Alumni Association. "Alumni offices must be focused on customer relationship management and developing high-touch, one-to-one marketing. Alumni no longer make the long-term commitment necessary to maintain local chapters."

Successful new alumni programming includes:

- Taking your programs to where your alumni live.
- Programming the market rather than marketing the program.
- Using technology to deliver timely, concise and meaningful information to alumni.
- Attacking segments where there's more opportunity and letting go of those who will never be engaged.
- Collaborating or collapsing.



Wendorf

Session details:
www.casefive.org

CASE V conference odds and ends

Newcomers' fellowships available

CASE V offers those with two years or less experience in advancement a chance to receive financial assistance to attend the conference and the Newcomers' Pre-Conference Workshop. Up to eight newcomers to institutional advancement will receive fellowships. For more information, contact: Barbara Todd, Director of Alumni Services, Illinois State University, Campus Box 3100, Normal, IL 61790-3100, 309.438.2586, fax 309.438-8057, or e-mail btodd@ilstu.edu

Your help is needed!

Become a member of the 2002 CASE V Conference Team by volunteering during the conference. Volunteers are needed as Sessions Hosts, Bell Ringers, and Session Host Center staff. Time commitment and responsibility are small, but rewards are great! Contact Shelly Armstrong Flock, Associate Vice President for University Advancement and Marketing, Ferris State University, W. 100, 330 Oak St., Big Rapids, MI 49307 at 231.591.2066, or shelly_armstrong@ferris.edu.

Calling all retirees...

Each year CASE District V honors colleagues who have recently retired or are planning to retire during the current academic year. The only qualifications for this recognition are 10 years of service in institutional advancement and CASE involvement.

If you qualify or know someone who qualifies, contact Gene Haberman and request a nomination/application form. Reach Haberman at Ashland University, 302 Founders Hall, 401 College Ave., Ashland, OH, 44805; 419.289.5676; or ghaberna@ashland.edu.

Student scholarships available

The CASE V Board seeks applications for the district's Student Scholarship Program. Three scholarships to attend the district conference will be awarded.

Recipients will have their registration fee waived and receive up to two nights accommodations at the Sheraton. Institutions endorsing winners should fund transportation and meals. The deadline to receive applications is Oct. 14, 2002.

Applicants must be currently enrolled as an undergraduate or graduate student, affiliated with some aspect of the advancement program at his/her institution.

Click on "Student Scholarship Program" at www.casefive.org. Refer questions to Scholarship Program Chair Charles Dominick at 937.327.7430 or cdominick@wittenberg.edu.

COE nominations sought

The CASE V Board seeks nominations for the Committee on

Opportunity and Equity (COE) Outstanding

Commitment to

Professional

Development

Award which recognizes a

district member who has

enhanced professional

development

and career opportunities for

multicultural professionals in the field. The person's career should reflect a commitment to COE's purpose. Recipients will be honored during the COE breakfast from 7:45-9 a.m. Monday, Dec. 16, during the district's conference

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 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 and are due Nov. 1, 2002. Submit nominations 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.

Wondering what's planned?

Alumni

A program to help you meet daily demands.

Vision and value are evident throughout the Alumni track. This year's sessions will inspire and challenge newcomers and senior professionals alike. Consideration has been given to those working in small shops, as well as those in multiple-team operations. The program has been designed to help you meet the daily demands of alumni, students, and volunteers while making plans for the next wave of new ideas in outreach and involvement.

Join us for a stimulating series of meetings, presentations and discussions as we plan for success in 2003.

Communications

Whether your specialty is communicating through the written word or visual image, there's something for you.

Establishing a vision. Giving voice to its components. Conveying the value of what we do. Effective communications play a vital role as we advance the cause of education.

Variety is in the Communications lineup. Many of the sessions cut across the discipline to focus on helping communicators on all sides of the profession add value to their work by exploring new ways to give voice to an institution's message. A wide range of tools will be examined—from those that reinforce a school's image on a daily basis to those designed to take key messages to a larger audience during the big events that are part of life on every campus.

Learn how colleagues recruit advocates for their vision by creating their own videos or using Web communication. If you're a writer or editor, take advantage of sessions on crisis communications, campus style guides, media placements and legislative relations. Designers and Web developers will find inspiration in sessions on photography, video, content management, and institutional identity. Marketers and strategy specialists will find help with sessions on audience targeting, branding, and market positioning.

Tuesday's featured speaker, Don Ranly, will guide all communications professionals through the intricacies of an effective communications strategy. The programming holds out the promise of revitalization and reinvigoration.

Development

Walk away with tools and strategies to help you advance your programs!

The changing dynamics of philanthropy in today's economy demands constant evaluation of our programs, practices and techniques. Vision for moving forward requires that we, as advancement professionals, focus on improving strategic planning and partnerships.

Our values tell us that we must strive to understand our supporters and friends and shape our programs to meet their changing needs. We may be asked to more with less. You can count on being energized through presentations that will help you meet the demands of 2003.

Sessions will include presentations on the evolution of megagifts and the use of transforming challenge grants; demographics and cultural influences; the inter-relation of Web, e-mail and telefunds; and niche marketing in development. Dave Dunlop will join us for major sessions on relationship building for the largest gifts of a lifetime. There's also sessions in topics integral to our everyday success: volunteer management, annual fund trends, major gifts, planned giving and more.

Management

Everything from simple to complex management principles.

The eight sessions in management cover all sorts of management issues from the simple, such as basic management principles, to the complex, such as benchmarking and outcome evaluations.

Samplings of the various management sessions are:

- The Basics of Management: the Golden Rule, Practice what You Preach, etc. Discussion will include benefits and frustrations of being in a new managing role.
- A university president will discuss the president's role within advancement – from alumni to development to media relations. He will also discuss methods to be an effective leader.
- A professional recruiter will discuss how to find, hire, and reward quality personnel, critical factors in achieving fund-raising goals.
- An interactive session will offer exercise for mental and physical health. Different types of stress and effects on personal health will be discussed. Participants will perform actual exercise routines which can help to relieve negative stress.

Yet, another communication revolution

Book addresses today's competition for students, money, reputation.

Editor's note: This excerpt is taken from *Competing for Students, Money, and Reputation: Marketing the Academy in the 21st Century* by Larry D. Lauer, published by CASE books in 2002. It's from the chapter, "How Students, Fund Raising, and Media Markets Are Changing." To order a copy, call 1.800.554.8536 or order at www.case.org/books. Item is #28174; cost is \$54.95 for CASE members, plus shipping and handling.

Society no sooner adjusts to one communication revolution than another comes along. When print was the dominant medium, its rational qualities tended to influence and even shape institutions and societies. Then television ushered in the world of imagery, and its emotional qualities tended to overpower the influence of print.

Indeed, people like H.A. Innis in *The Bias of Communication* and Marshall McLuhan in *The Medium is the Message* pointed out that when a new medium predominates, the way the world works tends to reorganize around it. During the shift from print to TV, people in general shifted in their preferences from the rational to the emotional. Yes, the world of images changed how families, politics, organized religion, the news business, and institutions function.

Now digital communication and the Internet enter the picture. Many think the Internet has already replaced television as the dominant influence. Whether or not this is true overall, there is no doubt that it is already changing how institutions function, and it is taking the communication field into new areas of issues and concerns.

In the academy, for example, everyone sees what the Internet should do from a different point of view. And there is often a tug-of-war for editorial control between those in information services and those in communications. If you are a faculty member, you are likely to see the Internet primarily as a scholarship and interpersonal communication tool. Depending on where you are in the organization, you may also see it as a registration-management tool, a business-management tool, a research tool, an information-search tool, or a marketing and public relations tool. In fact it is all of these, and managing it requires an ability to satisfy all of these needs and perspectives.

In addition, there are different views on how to use the Web effectively. Some see it as heavy on design and pictures. These people tend to see the screen as more of a TV with expanded capabilities. Others see it as more of an information

tool, a directory with links to vital data. Learning how to use it effectively from all of these perspectives is a challenge, to say the least. The truth is that it is a whole new medium with a little bit of all of the above, and integrating it into the advancement profession and the academic system as a whole is a revolutionary change for everyone.

A more sophisticated consumer

The intense competition for students, money, and visibility is partly fueled by a more intelligent and sophisticated consumer. Higher education is merely responding to a larger change in society as a whole. Everyone today is a shopper.

More second- and third-generation college students are learning from their parents how to approach the admission process. And everyone is getting more help from secondary-school counselors, teachers, and even independent consultants. The result is that prospective students and parents are shopping for institutions more intelligently. They are no longer as intimidated by the fear of not getting in. Of course, they are concerned about getting in to "good" schools, but they are a lot more aware of their options. Thus they apply to more schools and ask better questions. They are aware of financial aid possibilities and are better equipped to compare institutions. And this process fuels the competitive environment.

Since more donors are involved with more than one institution, they are often involved in more than one comprehensive campaign. Even academic trustees may have divided loyalties because they also serve on symphony or opera boards, human-service boards, or museum boards. They may even serve on other university or school boards. Thus competition for their attention and money is intense. This situation calls for new initiatives, and some of those ideas are coming from the field of relationship marketing.

In the midst of this competitive situation, volunteers are calling for more visibility. They feel a greater need to be seen. As a consequence, everyone is competing for more news-media attention. Since faculty, staff, and students also want more prominence, new and more innovative marketing techniques are in demand. What can be done to get media attention? What can be done to bypass the news media and go directly to stakeholders and opinion leaders? Again, marketing has some answers.



Many think the Internet has already replaced television as the dominant influence. Whether or not this is true overall, there is no doubt that it is already changing how institutions function, and it is taking the communication field into new areas of issues and concerns.

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.

A great Web site idea

Click on The Ohio State University's Prospective Student Web Site — www.osu.edu/undergraduate — and you'll see why it was the 2001 Gold Medal of the CASE Circle of Excellence Awards for Alumni Relations, Communications, and Philanthropy. The site gives prospective students a unique opportunity to find out what campus life is like — from talking with students walking across campus to viewing a recent building addition. And, there's special information for parents and guidance counselors. Other winners: www.case.org

Just the facts, ma'am

Looking for factual information about a country you're writing about or planning to travel to? At www.odci.gov/cia/publications/factbook/index.html you'll find access to current information about every country — from the birth rate to death rate, and everything in between.

A Web site report card?

It can be challenging to explain your Web site accomplishments. To establish a benchmark for maintaining accountability, personal growth, professional growth, and a constantly improving Web site, why not set up a "Report Card?" Here are six subjects to include:

1. My area of the site—just the area for which you are responsible, not the whole site unless you are responsible it—is known for (2 to 4 items). By next year at this time I want the site to be known for (1 to 2 new items).
2. In the last year, I've learned (2 to 4 items) about my site's visitors. By next year at this time, I want to answer the following: (2 to 4 questions).
3. My promotional plan for my portion of the site consists of (2 to 4 items).
4. The site has benefited (number) people in the last year. In the next year, I want that number to increase by (number).
5. The principle report card-enhancing activities for the next year are (4 to 6 good-sized projects).
6. My report card is specifically different than last year's at this time in the following ways: (list at least four items, the more the better).

Remember to set realistic goals and allow time to handle crises that arise.
—Stamats Interactive Marketing Newsletter, Vol. 2, Issue 6, June 2002, www.stamats.com

Give me an inch, I'll give you a centimeter

Looking for a quick way to go from English to metric conversion or vice versa? Try: www.psinvention.com/zoetic/convert.htm for:
•metric and english conversions of distance
•metric and english conversions of weight
•metric and english conversions of liquid volume

Brief CASE

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

Bluffton (Ohio) College broke the \$1 million mark in gifts to the annual fund for 2001-02, a record. The college received \$1,011,339, an 8 percent increase from the previous year. Bluffton's total contributions were \$3.13 million, 12 percent more than 2000-01.

Grinnell (Iowa) College, \$30 million of unrestricted gifts upon the death of alumnus Joseph Frankel Rosenfield, a former trustee and longtime benefactor. Of that, \$25 million will be earmarked for a new campus center. Also, a \$5 million gift from Ann S. Bowers, a long-time friend of the college and widow of 1949 graduate Robert N. Noyce, to fund an addition and renovation of the Robert N. Noyce Science Center.

Kenyon College, Gambier, Ohio, \$25 million — the largest donation in its history — from an anonymous donor. At the donor's request, the gift has been earmarked for programs in fitness, recreation and athletics.

Mount Mary College, Milwaukee, \$50,000 from the Marshall & Ilsley Foundation for construction of a new recreation center on campus.

Otterbein College, \$35,000, from the Ingram-White Castle Foundation to fund a summer academy institute laboratory. Also, \$15,000 from both Turner Construction and Mount Carmel St. Ann's Hospital to support the college's "Fit for the Future Campaign" to help meet a Kresge Foundation challenge grant goal.

CASE V file

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

Heidi Fisher (see photo), director of annual giving and donor relations at the University of Wisconsin-Eau Claire Foundation. She had been with Literacy Volunteers of America.



Fisher

Gary Klein (see photo), vice president of institutional advancement at Viterbo University, La Crosse, Wis. He was vice president for advancement at Saint Mary's University, (Winona, Minn.)



Klein

Martin J. Riggs, director of leadership gifts and campaigns at the University of Memphis (Tenn.) He had been associate vice

president for development at Hanover (Ind.) College.

Margaret Roush (see photo), director of alumni relations at Huntington (Ind.) College. She had been director of Huntington's Merrillat Center for the Arts.



Roush

Steve Shenk, public relations director, Bluffton (Ohio) College. He had been communications director at Eastern Mennonite University.

Douglas H. Stein, chief advancement officer (encompassing development, alumni relations and communications) at St. Charles (Columbus, Ohio) Preparatory School and as senior adviser to The Catholic Foundation. He had been chief development officer at The James Cancer Hospital and Solove Research Institute at Ohio State University.



He rides into the Calvin Development Office

Andy DeVries, above, doesn't avoid challenges. As a Calvin College (Grand Rapids, Mich.) student he once rode his motorcycle, a Triumph, through an entire winter after being challenged by a roommate. He recalls trying to write while his fingers regained warmth. He still rides a cycle — now a Harley — just not year-round!

A challenge is what caused DeVries to make a switch in jobs at Calvin. He moved from Career Services to Development, as director of corporate giving. "I liked what I was doing a great deal," he says, "but, the new challenges of the job in development were really intriguing to me."

In his work on summer internships he spent a lot of time visiting local employers, sometimes on his latest bike, a 1999 Harley Davidson Wide Glide. As a development officer he'll continue to call on corporations, perhaps on his bike.

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@uwfax.edu. Those submitting ideas printed will receive an *advance* momento.

How strong is that contact?

Having contacts within certain markets can sometimes help you pitch a story idea, but they are not everything. Reporters call back based on their interest in the story, not on whether they know the person calling. There is too much deadline pressure for them to call back everyone. They must be selective. They select the best story ideas. Some advice:

- Contacts take a back seat to the quality of your story idea.
- Shape the story properly.
- Make the story easy for the reporters to cover.
- Bad story ideas make the media wary.
- Reporters must be selective because of deadlines and the desire to get the best possible story.

—Media E-Tips May-June 2002, Issue #29 Al Rothstein Media Services Inc. www.rothsteinmedia.com

Be open during a crisis

When suspected smiley-face pipe bomber Luke Helder allegedly put 18 explosive devices in mailboxes throughout five midwestern states, officials at the University of Wisconsin-Stout (Menomonie) were propelled into the mix, too. Helder was a junior majoring in art with a concentration in industrial design at UW-Stout. The story broke in Texas at 11 a.m. "By 11:15 it was all over the world" and Executive Director of University Relations John Enger found himself flooded with requests. "Our first call was from MSNBC," recalls Enger. "Then, all of the major news outlets began calling." Media queried whether or not Helder had shown signs of being disturbed. Normally confidential information, Enger said the university decided to be up front: he had not shown any signs. Being open to the national media camped with satellite trucks in the small, western Wisconsin town of Menomonie was key. "We were very accommodating. Some reporters were surprised and asked why we were so helpful," recalls Enger. Reporters were allowed to walk the campus, access buildings and interview students and staff. "We told them they could; we're a public university," notes Enger. The result was positive feedback from the media, says Enger. Contact him for more details at engerj@uwstout.edu. —John Enger, Executive Director of University Relations, UW-Stout, engerj@uwstout.edu

Postage pondering

Wondering what the U.S. Postal Service is up to? Consider this:

- Delivers 600 million pieces of mail per day at an average cost of 30 cents per piece. (FedEx delivers 3 million pieces per day at a \$15.70 per piece average cost.)
- Delivers to 134 million addresses six days a week. There are 1 million new addresses added yearly.
- Handles 41 percent of the world's mail. Japan is second with 6 percent.
- Delivers a daily average of 2,300 pieces to 500 addresses by each mail carrier.

—Banta Mailbox, July 2002 www.banta.com

Optimizing alumni outreach

Taking "the show on the road" is a tried and true way to reconnect with alumni. Typically, alumni offices send invitations asking alumni to meet. Depending on interest or local alumni chapter strength, events can wonderful or woeful. The University of Wisconsin-Eau Claire Alumni Association recently started to take alumni to lunch where they work. Using its database, the association identified businesses where significant numbers of graduates work. It contacted businesses to see if they would be willing to allow a lunch at the company. After getting a contact at the company, the contact forwards an e-mail invitation designed by the alumni relations director. Employees respond to the contact. Typically, the director and chancellor host the lunch (usually pizza, salad, soft drinks and cookies) and provide updates and answer questions about programs and professors. Sometimes faculty members tag along. This year, the lunch and listening sessions gave the chancellor the opportunity to explain the university's first, comprehensive fund-raising campaign. At the end, there's a drawing for door prizes including university apparel.

—Mike Rindo, Executive Director of Communications, UW-Eau Claire



Parting Shot...

The University of Iowa Foundation and the University of Iowa Alumni Association are housed in the Richard S. and Jeanne S. Levitt Center for University Advancement, named for two of the university's most generous benefactors. The center provides a central location for the university's advancement-related activities, including fund raising, alumni communications, and outreach. The Levitt Center, which officially opened in summer 1998, was designed by a world-class architectural team, led by Charles Gwathmey of Gwathmey Siegel & Associates of New York and William Anderson of Brooks Borg Skiles Architecture Engineering of Des Moines. The 112,000-square-foot structure consists of four levels of office and meeting space (a plaza level and three upper floors), topped by a fifth level devoted to large meeting and entertainment spaces. A glass-walled rotunda on the building's southeast corner serves as the public entryway on both the plaza level and first floor above. The University of Iowa, founded Feb. 25, 1847 — 59 days after Iowa became a state — is the state's flagship public university with an enrollment of 29,000 students.

—Photo courtesy of University Relations at the University of Iowa

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 image and brief description to: advance@uwlax.edu or the address below. Campuses selected will receive an *advance* memento.

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.

Linda Kettner, (see photo) director of University News Service at the University of Iowa (Iowa City) was named vice chair of CASE International's Communications and Marketing Commission during the annual meeting in Chicago in July. CASE International's three Commissions — Alumni Relations, Communications and Marketing, and Philanthropy — support the creation and dissemination of knowledge in the advancement disciplines. They frame and direct research to examine and evaluate professional practices, along with developing and monitoring programs and services in the disciplines, to ensure that they reflect current knowledge,



Kettner

emerging issues and trends. Kettner serves as the communications and marketing liaison for District V.

Two **University of Wisconsin-Green Bay** students visited the campus for the first time this spring — to receive their diplomas. Paulette Vrem of St. Paul, Minn., and Rafal Banek of Des Plaines, Ill., earned bachelor's degrees in nursing. But, unlike their classmates who took classes on campus, these two completed their education via computer at work and at home, miles from the UW campus. Vrem and Banek were the first national graduates of the BSN-LINC program, an interactive, online nursing degree completion program established through collaboration among the five UW Schools of Nursing and UW Learning Innovations, which provides instructional design and development, faculty development, marketing, IT and learner services support to the BSN-LINC collaborators. Delivered almost entirely online, the program allows a registered nurse with a diploma or associate degree in nursing to earn a bachelor of science degree in nursing.

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