

Conference is Dec. 14-16



This year's CASE V conference, "Advancing Advancement ... in challenging economic times," will bring more than a smile to your face, as last year's did to these participants. The annual event — Sunday-Tuesday, Dec. 14-16, at the Sheraton Hotel and Towers in Chicago — features more than 90 sessions, up to 70 roundtables, two keynote presentations, and a variety of networking and social events. Registration has been kept at last year's rate.



Take part in the country's largest advancement conference!

It's a CASE V tradition. Chicago in December. Dynamic presentations, ample networking, an array of resources, and, maybe, an evening of shopping on Michigan Avenue among the holiday decorations. Year in, year out, the annual conference provides top-notch sessions — for all emphasis areas, for newcomers and senior professionals, and those in between.

CASE V has the largest CASE conference in the country, even though it's not the largest district. An annual attendance of around 1,700 and the number of presentations can't be beat! Not to mention: it's all at an exceptional value!

Issues and challenges change every year, but CASE V continues to deliver value, quality and collegiality. This year's conference "Advancing Advancement ... in challenging economic times" offers:

- more than 90 sessions covering issues that matter in today's challenging climate.
- opening and closing sessions featuring timely keynote presentations.
- roundtables — around 70 of them.
- prime networking opportunities.
- an array of vendors in the ever-popular Resource Center.

Plan to attend now! There's no better time to stay on the cutting edge. CASE V will help you do that. We offer the biggest bang for your professional development buck.

See you in Chicago in December!

- Top 5 reasons to attend! — page 2
- Conference session sampling — page 4
- Special events set — page 5

CONTENTS:

District's distinguished volunteer sought2

Here are the top 5 reasons — for each emphasis — to attend this year's conference2

My view: There's a good reason CASE V has the country's most popular conference3

The 2003 conference:
 Conference session sample.....4
 Special opening, closing.....5
 Pre-conf. workshops.....5

Book: The origins of African American giving6

fiVe.www.ideas.....6

CASE Work6

CASE V File.....7

CASE & Point7

Brief CASE.....back

Parting shot: New science and math building at The Culver Academiesback



www.casefive.org

To award or not. That is the question.

Task force studying the potential of a district awards program.

A CASE V task force is studying the feasibility of creating a district awards program similar to the CASE Circle of Excellence awards. The group will develop a recommendation for consideration by the district board at its December meeting.

While CASE V annually bestows honors such as the Distinguished Service Award, CEO Award, the COE Award, etc., it is the only CASE district without a comprehensive alumni, communications and philanthropy awards program, says



Teresa Exline, Indiana State University, chair of the task force.

"However, establishing an awards program of any kind is not an easy task — especially for a volunteer organization," notes Exline. Task force members are currently gathering information from other CASE

districts on how their programs work. Those programs vary widely. Information on these programs can be accessed through the CASE Web site at: www.case.org/districts/. Click on any of the districts and then click on the link to their awards program.

In addition, the task force would like to hear your opinions on the issue. In

Continued on next page

Give feedback by Oct. 15 to Task Force Chair Teresa Exline at: t-exline@indstate.edu.

Award

From cover page particular, input is sought on the following:

- Do you think CASE V should establish a district awards program? Why or why not?
- If so, what categories do you think should be considered for awards?
- Do you feel there should be any differentiation within a category such as institution size and type, institution budget, project budget, etc.?
- How should judges be selected?
- What criteria should the judges use to evaluate the entries?

Task force roll

Members of the CASE V task force studying an awards program:

Teresa Exline, Indiana State University (Chair)

Larry Anderson, DePauw University
Jennifer Heisey, Ohio University

Peggy Sandgren, Marian College

Keith Williams, Michigan State University

an awards program? Send feedback by Oct. 15 to: t-exline@indstate.edu. Responses will be reported only in aggregate; all individual replies will be kept confidential!

- Should there be any restrictions on number of entries from a single institution?
- What would you consider to be an appropriate fee for each entry?
- What kind of event would you recommend for an awards ceremony?
- Would you be willing to serve as a volunteer for

Who will be the district's distinguished volunteer?

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

The annual award, established in 1980, 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 — including a member of the Board of Directors, two former award recipients and a member-at-large — makes the selection. Letters of nomination may be sent by Friday, Oct. 17, 2003, to: Ray Mock, Executive Director, Miami University Alumni Association, 725 E. Chestnut St., Oxford, OH 45056, or mockrf@muohio.edu.

Nominations are due Friday, Oct. 17

Past award recipients

CASE V Distinguished Service Award recipients include:

Fred Volkmann	1980	Linda Crossley	1992
Bob O'Daniell	1981	Tom Peters	1993
Gayle Langer	1982	Jamie Jeremy	1994
Ray Willemain	1983	Vaughn Dann	1995
Arnette Nelson	1984	Dick Sollmann	1996
Ray Rowland	1985	not awarded	1997
Royster Hedgepeth	1986	Michael Malone	1998
Barbara DeBoer	1987	Karen Engelhard	1999
Jan Augenstein-Miller	1988	Harry Lovell	2000
Carl Magel	1989	Jeffrey Todd	2001
Ron Stephany	1990	Mary Kay Karzas	2002
Bob Forman	1991		

Top 5 reasons to attend this year's CASE V conference

Alumni

- 5 After attending our session on how to communicate with communicators, your communications folks will love you!
- 4 You'll learn there really are ethics in advancement.
- 3 Discover if a "Fish Philosophy" really exists.
- 2 A chance to free your mind with the "Dan Heinlen Experience."
- 1 Leadership magic will be unveiled during "Movies to Manage By," hosted by Professor John Clements. You'll return to your campus invigorated and rejuvenated!

Communications

- 5 It's time to find out the latest in Web communications.
- 4 It's not every day you can get easy-accessible exposure to award-winning editors, designers and photographers who discuss their craft.
- 3 Acquire creative options for fundraising campaign coverage.
- 2 Isn't it time you received sound advice on designing publications for diverse audiences, reaching younger audiences and pitching higher ed stories?
- 1 A chance to make money! Take home saving tips on everything from cutting printing costs to branding on a budget.

Development

- 5 Because it's time to find out what female givers want, and why they matter.
- 4 In these challenging economic times, learn techniques to maximize your development budget.
- 3 Now is the time to find out how to successfully recruit, train, support and retain top-notch volunteer.
- 2 You can hear from actual donors as to why they donate.
- 1 Now, more than ever, it's important to know what makes your non-alumni donors give.

29th Annual
DISTRICT
CASE V
CONFERENCE

My view

There's a good reason we have the largest CASE conference

Our 1,700 annual participants and number of sessions can't be beat!

I remember attending my first CASE V conference. It was 1988. I had been working in advancement for about two years. I walked into the Chicago Marriott not knowing what to expect. Three days later, I walked out with a #1 red ribbon (remember those?), pages of notes, an array of new ideas, and a list of contacts from campuses throughout the Midwest. I couldn't wait to get back to work!

Since then, I've missed only one district conference! (The birth of your first-born child four days before the conference will do that.) Why do I have the attendance record of an information-starved kindergartner? Well, I tell myself, "It's the conference, stupid."

Sure, I've gone to numerous other non-CASE, professional workshops and conferences — paying more than three times the CASE V registration rate, not to mention more for the hotel room. They've been good. But I've always come away saying, "Why did I spend that much when CASE V's registration and hotel rates are more reasonable, and I get an array of topics and speakers rolled up in one conference."

It's called value. And, don't take it for granted. We don't know how good we have it! (Doesn't that sound like a parent?)

Year in, year out, the annual conference provides top-notch sessions — for all emphasis areas, for newcomers and senior professionals, and those in between. There's plenty of time to network with colleagues. And, the roundtables ice the cake.

The session presenters can't be beat. If they're not a stellar professional in the field, they're a distinguished colleague who's just invented the latest wheel.

Why do I have the attendance record of a information-starved kindergartner? Well, I tell myself, "It's the conference, stupid."

Last year, for instance, University of Missouri Professor Don Ranly gave two sessions offering the latest ideas on "Refrigerator Journalism" and "Reinventing Print." Ranly-led sessions by other commercially-sponsored workshops charge more than \$500 for his presentations. With CASE V, it was part of the regular conference fee. (And he's coming back this year on Sunday to review publications and to give

those in alumni tricks to dealing with campus communicators.)

This year, there will be more than 90 sessions, around 70 roundtables, two keynote presentations, a luncheon and more. Take a look at the session samplers in this issue of *advance*. Better yet, visit the conference Web site: www.casefive.org.

We have the largest CASE conference in the country, despite the fact that we're not the largest district. Our 1,700 annual participants and number of sessions can't be beat!

Don't overlook the value the CASE V conference offers! Times may be tough financially, but the CASE V conference has a proven track record that will pay you back. How can you not attend? Unless, of course, that first-born is on the way.

Brad Quarberg

Quarberg is the associate director of university relations at the University of Wisconsin-La Crosse. When he's not being a parent, husband or pr person, he's working for CASE V — as chair of this year's conference and editor of advance.



Brad Quarberg

Top 5 reasons to attend this year's CASE V conference

Two-year/ Independent Schools

- 5** We have speakers who can relate to our exceptional situations.
- 4** The Latin School is going to share the secret of raising \$1 million in an evening!
- 3** Finally learn how to attract and keep alumni involved at community colleges and K-12 schools!
- 2** Gain lots of info that will help us raise lots more funding. Yippee!
- 1** It'll be a blast! Attend one of the specialized luncheons. "Indie" and 2-year folks are the craziest and most creative around!

Management

- 5** Find out what they mean by "de-centralized" and "centralized?"
- 4** You'll learn how different institutions approach management.
- 3** Find an answer to the question, "Is management really for me?"
- 2** You'll discover what "management" really means.
- 1** Hear senior colleagues share ideas and tips on the latest management and management trends.

Senior Professionals

- 5** It's a great way to plan for the future — whatever that holds.
- 4** You'll get a focus on the 'Good Times.'
- 3** It's the end of the year —enjoy some private time for reflection!
- 2** It's not every day you get an opportunity to share your wealth of experiences with people who want to hear them!
- 1** Finally, a chance to mix with colleagues who probably have faced your challenges before.



ADVANCING ADVANCEMENT in challenging economic times

A look at some of the sessions planned during the 2003 CASE V conference ...

New Challenges for Independent School Fund Raising

Presented by: Kris W. Kindelsperger, President, Johnson, Grossnickle and Associates (JGA)

(Monday luncheon-additional registration required)

Independent Schools are facing an unprecedented series of challenges which have forced many to raise significant amounts of money, says Kris W. Kindelsperger, president of Johnson, Grossnickle and Associates (JGA). Funding is needed for annual operations, as well as capital and endowment. "Many institutions have not had such challenging fund-raising goals in the past," explains Kindelsperger. "Thus, they are not as prepared as their college brethren in terms of staff size, sophistication of programs and overall resources."

In most communities, independent schools historically were typically private prep and day schools or parochial schools, continues Kindelsperger. "Today, the landscape is populated with



Kindelsperger

For many independent schools, fund raising is the key to survival.

Christian Schools, charter schools, and special purpose academic schools — special needs, international focus, language immersion, university prep, etc. — which are often new enough that they lack alumni bases and other traditional sources of support," he notes.

Competition has increased dramatically, he says. For many independent schools, fund raising is the key to survival. "Many schools are facing issues related to how much to invest in development, the role of the head of school in development, how aggressively to set fund raising goals, and more," he notes.

"Leading in Adversity"

Presented by: John K. Clemens, Founder and Executive Director, Hartwick Leadership Institute

(Tuesday morning)

John Clemens was "too busy" to dig into some of the greatest leadership and management handbooks ever written. But a year of sailing the Mediterranean gave him time to immerse himself. It was a call to action.

Clemens changed careers, dove deeper into his studies, and co-authored a best-selling book, "The Classic Touch: Lessons in Leadership from Homer to Hemingway."

"I left my comfort zone with its traditional managerial career path and entered, without even knowing it, my Leadership Zone," explains Clemens, now professor of management at Hartwick College. He founded the Hartwick Leadership Institute, funding it with a million-dollar grant from the W.K. Kellogg Foundation.

"In times of adversity, people need extraordinary leadership, leadership that is fine-tuned to move beyond the business-as-usual settings of the past," explains Clemens. Long-held assumptions about the task of leading must be adjusted, he notes.

"For example, contrary to conventional wisdom, adverse times call for a kind of leadership that is more authoritative and directive," he explains. "Answers become more important than questions. Political correctness must give way to stark reality. Nurturing is superseded by sacrifice. Clarity replaces ambiguity and chaos."

Doing things "the way we always have" can be enhanced by adding new approaches, says Clemens. Most importantly, rational analysis must be strengthened by passion and intuition, he continues.



Clemens

"For leaders who are willing to recalibrate their leadership assumptions and behaviors in these ways, adverse times can spell remarkable upside opportunity," concludes Clemens. "After all, adversity doesn't build character, it reveals it."

Clemens uses film clips to help find examples of good leadership. He shows a series of up to 10-minute clips to generate dialogue about leadership. Participants construct a model of effective leadership behaviors. "The insights and behaviors about effective leadership gained in this process inevitably become part of your leadership model," he says.

"Campaign Coverage: What Works?"

Presented by: David Gibson, Director of Communications for Development and Alumni Relations, Dartmouth College

(Tuesday morning)

Fund-raisers and alumni magazine editors have never understood each other. At least, not as well as they should, says David Gibson, Dartmouth College.

"And that's too bad, because that kind of dysfunction usually means unhappy staffers, a mediocre product for a sophisticated audience, and an institution that's not being well served," explains Gibson. "There are some notable exceptions — and we should learn from them. The Berlin Wall came down, so why the conflict on our campuses?"

Gibson intends to help editors and fund-raisers learn how to approach each other when planning coverage of a campaign. "Editors will be able to explain to fund-raisers how a magazine



Gibson

— Chuck Luce, co-chair of the CASE Editor's Forum

can advance the campaign without putting readers to sleep," he notes. "Fund-raisers will be able to explain to editors that philanthropy is the life blood of charitable enterprises like ours, that campaigns are a reaffirmation of an institution's mission, and that coverage is essential. Both will be reminded to think about what they owe their external audience."

Planning for campaign coverage in the magazine must start early, says Gibson. He will outline when and how that should happen. And, Gibson will share "stories to steal," offering a wide range of stories that advance the campaign which any institution can publish.

"Reclaiming the Ethical High Ground"

Presented by: John Di Frances, Managing Partner, Di Frances & Associates, LLC

(Tuesday morning breakfast)

If you ask John Di Frances, CEO not only stands for Chief Executive Officer, but also Chief Ethical Officer.

Di Frances' career spans 30 years of global corporate, nonprofit and government agency experience in senior executive and industry leadership positions. The author of "Reclaiming the Ethical High Ground: Developing Organizations of Character," Di Frances speaks on developing organizations of character through leadership and the establishment of solid ethical principles.

"Worldwide, businesses are in crisis," explains Di Frances. "At the heart of it is an ethical failure. Corporate scandals, financial fraud

and executive abuses have sent already troubled financial markets tumbling to record lows."

Di Frances says not to expect much change fast. "An honorable legacy cannot be built overnight — it takes years," he notes. "And sooner or later, it requires decisions rooted deeply in high ethical character."



Di Frances

—John Di Frances

Featured presenters set

CASE V Opening Extravaganza

4:45-7:30 p.m. Sunday, Dec. 14

Sheraton Ballroom and CASE V Resource Center

Don't miss the "official" opening of the 29th annual CASE V Conference! Start the conference on the right step by:

- taking part in the district's annual recognition of the board and conference committee, as well as CASE V's accomplishments.
- helping honor CASE V's best—The Distinguished Service Award.
- welcoming the district's newcomers, and the top new professionals.
- reacquainting yourself with old colleagues — and meeting new ones over a glass of wine.
- getting ideas on how to overcome today's challenges in the office. Hear from Fast Company magazine's Senior Editor Polly LaBarre on "The new leadership agenda: Are you navigating or just weathering the storm." LaBarre, who appears regularly on CNN, "Today" and "Good Morning America," is known for her presentations on leadership, winning business practices, and the challenges of going digital. She'll offer an array of practices to take back to the office.
- taking your chance at winning a door prize! (Must be present to win.)



Fast Company's Senior Editor Polly LaBarre will put you on a path to overcome today's challenges.

CASE V Grand Luncheon

12:15-2:30 p.m. Tuesday, Dec. 16
Sheraton Ballroom

After an exhilarating three days of sessions, roundtables, networking and more, relax before you head back to the office! Following a refreshing lunch, we'll recognize retiring colleagues from the district. Then, it's time to sit back and enjoy some Midwestern entertainment. Minnesota motivational humorists and extraordinary entertainers "Tina and Lena" are bringing their rich blend of music, humor and high energy fun to the Windy City. At the end of their program, there's a chance to win a trip from Alumni Holidays. You won't want to miss it!



Tina and Lena will bring their Minnesota humor to Tuesday's Grand Luncheon.

For those new to the profession

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

Noon-5 p.m. Saturday, Dec. 13

Those new to advancement have an opportunity to hit the ground running! This pre-conference workshop is designed to give you an overview of advancement, as well as an opportunity to build a professional network with CASE V colleagues. The small-group setting of the workshop gives you a chance to meet others before the regular conference begins. Registration is \$100. For complete details, see: www.casefive.org/conference/.

Assistance available

CASE V offers fellowships that provide financial assistance to attend the conference and pre-conference workshop for newcomers to advancement. For more info and applications, see www.casefive.org/call.htm.



Pre-conference workshops available

Two workshops are set from 9 a.m.-noon Sunday, Dec. 14. They are:

- "Building Your Skills to Enhance Major and Planned Gift Success"
- "Utilizing the Voice of Your Customer: Applying an Effective Business Tool to Higher Education"

Register early; space is limited! Registration is \$75. Visit www.casefive.org/conference/.

We've kept registration costs down!

The Board of Directors and Conference Committee have worked hard to keep conference costs at last year's rates. Get the best rate — \$195 per person—when you encourage colleagues to register with you to take advantage of the group discount (five or more from same CASE member institution.) Single registration is \$205. Deadline for these rates is Nov. 7, 2003. And this year, register online! — www.casefive.org

Additional opportunities at the conference

Interested in mentoring, getting mentored?

CASE V has a new Career Mentor Program, which can be an important step in developing your network. Those attending the CASE V Conference may apply to either be placed with career mentors or to serve as a career mentor. While the opportunity is open to all members, it is recommended that those who wish to be a career mentor have at least three years' experience in their current profession.

To be placed with a mentor, complete the appropriate application. See www.casefive.org/careermentor.htm. Applications are due Nov. 15. Matches will be made as much as possible according to professional discipline, level of responsibilities, and institution characteristics. Contact information will be shared with both the mentor and those mentored. Participants will be asked to contact one another and arrange for a meeting during the CASE V conference.

Volunteer for the CASE V conference team!

Become a member of the 2003 CASE V Conference Team by volunteering! Help is needed for ...

- The Registration Desk, where volunteers greet attendees and distribute conference packets. Contact Catherine McGlinch at cmcglinch@csbsju.edu.
- The Local Hospitality/Information Center, which has the latest program updates, and hotel and city information. Volunteers are needed to work at the center throughout the conference. Contact Amanda Kamman at: akamman@iupui.edu.
- Session Hosts, who are "room managers." Contact Jeffrey T. Spoeri at jspoeri@msu.edu.

Scholarships for students available

The CASE V Board of Directors seeks applications for the district's Student Scholarship Program. Up to three scholarships to attend the district conference, Dec. 14-16, will be awarded. Member institutions should seek talented students interested in advancement and support their application.

Recipients will have registration waived and receive up to two nights' accommodations. Institutions endorsing winners are asked to fund transportation and meals. Deadline for applications is Oct. 14, 2003.

Applicants must be currently enrolled as an undergraduate or graduate student, affiliated with some aspect of the advancement program at his/her institution (e.g., employment in one of the professional areas indicated above, or participation in a student alumni or foundation organization), and interested in pursuing 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." Refer questions to Scholarship Program Chair Charles Dominick at 937.327.7414 or cdominick@wittenberg.edu.

Calling all retirees ...

CASE V honors colleagues who have recently retired or are planning to retire during the 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 Julie C. Lund, Director of Communications, Humphrey Institute of Public Affairs, University of Minnesota, 300 Humphrey Center, 301 19th Ave. S., Minneapolis MN 55455; or JLund@hbbh.umn.edu.

A historical review

Origins of African American giving rooted in efforts to overcome oppression.

The following excerpt is from Chapter 2, "A History and Overview of African American Giving," found in CASE's recent book, "Fund Raising From Black College Alumni: Successful Strategies for Supporting Alma Mater" by Marybeth Gasman and Sibby Anderson-Thompkins. Cost of the 7 X 10 softcover, 119-page book is \$36.95 for CASE members and \$48.95 for others. Order at: www.case.org/books.

Because much of Black giving falls outside this narrow scope, those who study philanthropy have often overlooked it. Thus a review of both historical and current literature proved essential for identifying the motives behind Black giving—motives that we used to shape interview questions. This review also helped dispel the prevailing myth that Blacks do not have a culture of giving, thus indicating that the lack of alumni giving at Black colleges is a more complicated issue (Fairfax, 1995).

The origins of Black giving and the organizations around which it is focused are rooted in efforts to overcome oppression. Its history shows that Blacks are motivated by those who are close to them and efforts that make a difference in the daily lives of others in the community. In many cases, Black philanthropy has been a response to discrimination—slavery and segregation in the past; today, inequality in education and the workplace.

Since its inception, the Black church has been the center of African American giving and the single most effective fund-raising mechanism for Blacks (Byrd, 1990; Fairfax, 1995; Frazier, 1977; Frazier, 1963; Lincoln, 1974; Pressley, 1995). According to Emmett D. Carson, "African Americans understand that the role of the Black church—especially in the area of fund raising is legendary. We recognize that the Black church puts the force of authority and legitimacy behind its appeals to reach givers in the Black community. The Black church is a triumphant example of philanthropy among friends ("Giving Strength," Carson, 2001; Gumbs, 1998)."

The tradition of giving "tithes and offerings" began as early as the Colonial period when free Blacks in the North established Black churches

to aid needy African Americans (Gough, 2001). According to C. Eric Lincoln and Lawrence H. Mamiya in *The Black Church in the African American Experience*, the tradition of mutual aid lay deep in the African heritage, which stressed a greater communalism and social solidarity than either European or American customs allowed. These incipient traditions of mutual aid and self-help in the slave quarters were formalized and legitimated with the Christianizing of the slaves in the eighteenth and nineteenth centuries (Lincoln and Mamiya, 1990, p. 242).

The growth of separate Black churches gave African Americans the opportunity to establish the "first Black-owned and operated institutions" (Smith et al., 1999, p. 10). For the tithe of the children of Israel, which thy set apart as a gift unto the Lord, I have given to the Levites for an inheritance (Numbers 18:24).

With the weight of the Bible, the majority of African Americans are taught from a young age that they have an obligation to give to the church. Through personal engagement and the establishment of a trusting bond, Black preachers convey the needs of the church and consistently encourage parishioners to support the work of the church—the will of God (Lincoln and Mamiya, 1990).

Its history shows that Blacks are motivated by those who are close to them and efforts that make a difference in the daily lives of others in the community.

The clarity of the clergy's message manifests the parishioner's sense of commitment and obligation to the church. For example, a 1998 study funded by the Lilly Endowment found that 96 percent of Black church members thought that they should make regular offerings (donate during a religious service when money is collected by passing a basket throughout the church), and 85 percent felt they should tithe (donate 10 percent of one's income) (Institute of Church Administration and Management, 1998).



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@uwvax.edu. People whose ideas are selected will receive an *advance* memento.

Time for online giving?

Bluffton (Ohio) alumni and friends can forget the checks, stamps and envelopes when donating. They can go to www.bluffton.edu and click on the "Make a Gift" icon. A form pops up, which allows donors to confidentially provide basic information, gift amount and designation. Credit card security is provided through VeriSign. "Our more recent graduates have come to expect this kind of thing since Bluffton College is advanced in the area of computer technology," says Web site manager Sara Kisseberth. Yahoo has ranked Bluffton among its "most wired colleges."

Satisfied with your fund-raising consulting firm?

A recent, nationwide survey conducted by Campbell Research assessed the satisfaction and preferences of clients to fund-raising consulting firms, direct marketing firms, and telemarketing firms serving the nonprofit sector. To download a summary of the results, visit: www.campbellresearch.com/pdf/CampbellResearch-SummaryReport.pdf. Get other information about market research for nonprofits at: www.campbell-research.com.

Tips and more when writing about those with disabilities

Ever wonder if you're using the right word in an article that includes a person with a disability? The National Center on Disability and Journalism Web site www.ncdj.org can help. The site includes tips for journalists interviewing people with disabilities, along with a broadcast copy editing exercise. The center's mission is "to educate journalists and educators about disability reporting issues in order to produce more accurate, fair and diverse news reporting."

It's time for a laugh

Bring along your sense of humor when you click on Larknews, which spoofs the sacred similar to The Onion. Recent headlines include: "Ministry changes name to Campus Jihad for Christ" and "Church splits over spelling of 'hallelujah.'" And in an exclusive interview, VeggieTales's Bob the Tomato tells an interviewer he fears over-ripening. See it at: www.larknews.com.

—*The Lutheran, August 2003*

CASE V file

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

Bob Arkeilpane, associate vice president for West Campus Colleges/Units & Campaign Planning of the University of Cincinnati Foundation. He was director of athletics/associate athletic director of development at the University of Buffalo, NY.

William K. Beach, associate dean and chief development officer for the Office of Development and Alumni Relations at The John Marshall Law School, Chicago. He previously served as assistant dean and chief development officer.

Erik Christianson, director of communications, University of Wisconsin System (Madison). Previously, he had been acting director of communications and news and publications editor for UW System.

Julie Curro, director of the St. Norbert Fund at St. Norbert College in DePere, Wis. She had been in charge of direct mail and telephone solicitations at the University of Wisconsin-Green Bay.

Shari Fox, director of gift planning of the University of Cincinnati Foundation. She was president of the Beech Acres Foundation in Cincinnati.

Ernest B. Iseminger, vice president for development and

alumni affairs at Oberlin College (Ohio). He had been director of principal gifts.

Bruce A. Mack (see photo), vice president for institutional advancement at Defiance (Ohio) College. He had been assistant vice president for university development at Indiana State University.



Mack



Dan Saftig (see photo), president and CEO of the The Iowa State University Foundation. He had been vice president of marketing and communications for the Minnesota Medical Foundation at the University of Minnesota in Minneapolis.

Jeff Schwister (see photo), director of alumni and parent relations at Marian College (Fond du Lac, Wis.). He had been director of public relations and fund raising for The Ranch Inc. in Menomonee Falls, Wis.



Schwister

Kate Sutfin, director of alumni relations, Elmhurst (Ill.) College. She had been the college's annual fund director.

CASE work

A look at some of the honors CASE V colleagues and institutions received for their work in higher education. Send items for CASE Work to: advance@uwslax.edu.

John Maguire (see photo), assistant vice president for university relations at Western Illinois University (Macomb) is among eight higher education professionals awarded a CASE 2003 Research Writing Award. Maguire received the Alice B. Beeman Outstanding Doctoral Dissertation Award for his research, "Public Institutions in Higher Education Policies on the Crime Awareness and Campus Security Act of 1990 and the



Maguire

Buckley Amendment," which he completed for his 2001 doctorate in higher education administration from Illinois State University. The study analyzes how three Illinois institutions were able to accurately report crime on their campuses and comply with imposed regulations, without compromising the schools' enrollment or reputation. He was recognized at the CASE International Assembly in July 7.

The DaimlerChrysler Corp. has named **Sinclair Community College** Dayton, Ohio, as the 2002/2003 College Automotive Program School of the Year. Sinclair has the nation's largest CAP program, the first in Ohio, and has been affiliated with Chrysler Corp., now DaimlerChrysler, since 1994.

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@uwslax.edu. Those submitting ideas printed will receive an *advance* memento.

Time to re-think homecoming?

Milwaukee School of Engineering (MSOE) had held homecoming for alumni and students in October for decades. But, alumni participation dwindled, attributed to family and job conflicts, not to mention Wisconsin's chilly fall weather. Also, alumni and students sought different activities. "Rather than throw more effort behind what we saw as a losing battle, we decided three years ago to switch gears," explains Cathy Varebrook, MSOE director of alumni affairs and special events. Student homecoming became a separate event and the university launched a new, three-day weekend of activities for alumni, dubbed "Summer in the City." The July weekend includes a breakfast with the university president, tours of campus, behind-the-scenes tours of local companies such as Harley-Davidson, a Lake Michigan picnic, receptions for classes celebrating their 25th and 50th reunions, and a riverboat tour with stops at microbreweries. The weekend piggy-backs on annual tourist events in the city, some literally outside the urban campus' door: a French street festival, The Great Circus Parade and the Greater Milwaukee Open. Alumni participation increased nearly 400 percent in three years, from 67 to 258. Varebrook expects even higher numbers as the event is publicized through the alumni magazine, electronic newsletter, mailings and the Web.

—*Kathleen McCann, director of media relations, Milwaukee School of Engineering (MSOE)*

Yes, it's smart to re-win current donors each year

How many of your current donors renew each year? How many lapsed donors are re-activated? How many first-time donors come on board? You may want to consider your numbers in light of Campbell Research's most recent AlumniPoll. Among current donors, fewer than half say they are "very likely" to give again in the next 12 months. Three out of 10 say they are "not too likely" or "not at all likely" to give. The implication is that even supportive alumni need to be re-won, especially given the recent economic climate. Lapsed alumni donors are, as their status suggests, on the fence when it comes to future giving. Half say they are "very" or "somewhat likely" to give; half say "not too" or "not at all" likely. These alumni may need to see that their gift will fulfill a specific, compelling need. Among alumni who have never given, fewer than 2 percent say they are "very likely" to give in the next 12 months. But one in eight says he is at least "somewhat likely" to give. Appeals to this group are likely to be inefficient, but some are better than others, as the next item reveals. For a related graph, visit:

www.campbell-research.com/pdf/armay2003graph.pdf

—*The Alumni Report from Campbell Research Solutions Inc., May/June 2003. Free subscriptions at: www.campbellresearch.com/contact.htm.*

First-time gift requires more than a letter

Mail appeals are easy to plan, inexpensive, and have easily-measured results. They are effective — particularly with current givers, a fifth of whom say they are "very likely" to give in response to a letter. No other appeal method even comes close. For current and lapsed donors, the top three appeal types, in order, are: appeal letter, personal ask from someone you know, and appeal at a special event. For those who have never given, the story is the opposite. Their top three appeal types, in order: appeal at a special event, personal ask from someone you know, appeal letter. While only one in eight never-givers says he is "somewhat" or "very likely" to give at an event, that is almost twice as many as those who say they would give in response to a letter. Attracting never-givers to an event is a different story altogether. But, an event invitation is likely to yield better results with this group than another mail appeal. Those responsible for special events with alumni should think about how to make events welcoming and attractive for never-givers. Or, perhaps consider designing or marketing events primarily to never-givers. It is also wise to consider measuring special events not just in terms of attendance or net income, but in terms of how many first-time donors are won or how many never-givers show up.

—*The Alumni Report from Campbell Research Solutions Inc., May/June 2003. Free subscriptions at: www.campbellresearch.com/contact.htm.*

Brief CASE

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

Augustana College (Rock Island, Ill.), \$1.5 million from the Arthur E. Dahl & Dorothy E. Dahl Charitable Trust for the construction of a president's residence and to establish a scholarship for student leaders.

Cedarville (Ohio) University, a \$600,000 challenge grant from the Kresge Foundation, Troy, Mich., for a \$12.8 million campaign to build a new fitness center to reach the \$12.2 million mark by the end of 2003. As of June, the campaign was at \$10 million.

DePauw University and **Denison University**, a four-year, \$650,000 grant from The Andrew W. Mellon Foundation to support career enhancement of faculty.

Knox College (Galesburg, Ill.) \$200,000 from the Andrew W. Mellon Foundation to support the implementation of curriculum redesign. The grant will be used to support the final phases of Knox's curricular restructuring, including new course development, a new individualized academic advising program and faculty development.

Lawrence Technological University, Southfield, Mich., \$100,000 from NextEnergy to develop an alternative energy technology curriculum. Also, \$40,000 from Pittsburgh Steeler Jerome Bettis' Bus Stops Here Foundation and NFL Charities to teach Detroit middle school students how to build their own Windows XP, 1 GHZ computer. At the end of the four day sessions, the students will take their computers home. Other corporate support for the program came from Omni Tech, which donated 15 computers for the first class, and Microsoft, which donated software.

Midwestern University, Downers Grove, Ill., \$1.5 million from the Osteopathic Heritage Foundation of Columbus, Ohio, to establish the J. Richard Costin, D.O., Institute for Osteopathic Medical Educators.



Parting Shot ...

The Culver (Ind.) Academies' James F. Dicke Hall of Mathematics and George R. Roberts Hall of Science is a 64,000-square foot, state-of-the-art center equipped with 960 data ports for computers and overhead LCD projectors in each of its 23 classrooms. Architecture Design Group, South Bend, designed the \$20 million building that allows integration of math and science curricula. The hall of mathematics is named after the James Dicke family, which has been involved with Culver since 1958. The hall of science is named for George R. Roberts, '62, a founding partner of Kohlberg, Kravis, Roberts, a private equity investment firm. Culver is a 109-year-old coeducational college-preparatory boarding school for 750 students in grades nine through 12, representing 36 states and 21 countries. —Photo by Gary Mills

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.

Moraine Valley, Palos Hills, Ill., \$308,000, from the Cook County President's Office of Employment and Training to continue providing youth and adults with employment support and training.

Otterbein College, Westerville, Ohio, \$100,000 from the McGregor Fund to support developing a three-year initiative by the Center for Teaching and Learning. Also the following: computer hardware, software and maintenance valued at \$96,000 from the Ohio Supercomputer Center; \$52,031 from the Department of Health and Human Services to support nursing education; \$34,480 from Research Corp. for student and faculty research; and \$23,575 from the Marcia Holden Jennings Foundation for a summer academy.

University of Wisconsin-Eau Claire, \$1 million unrestricted bequest from an anonymous alumnus; \$150,000 from John Morris, professor emeritus of English, to support

the endowed Elizabeth G. Morris Scholarship, awarded annually to a senior in the university's comprehensive English-teaching program; \$125,000 from Lee and Mary Markquart, Eau Claire, to endow excellence awards presented annually to faculty and staff; \$120,000 from Kell Container Corp., Chippewa Falls, Wis., to establish the Kell Container Corporation Blugold Football Opportunity Endowment, which will help fund football program expenses. The gifts bring UW-Eau Claire's Fulfilling the Promise of Excellence campaign total to more than \$25 million. The campaign seeks \$35 million in private support by July 2005.

Viterbo University, La Crosse, Wis., \$100,000 over five years from Ronald McDonald House Charities of Western Wisconsin in support of its Ronald McDonald's Arts for Young America, an annual fine arts series for children.

advance

Fall 2003

Vol. 29, No. 3

University Relations

University of Wisconsin-La Crosse
1725 State St.
La Crosse WI 54601

advance is published March, June and September to inform, involve, assist, motivate and entertain advancement professionals in CASE V. Deadlines are Feb. 1, May 1, and Aug. 1. Submit items of interest to:

Brad Quarberg, advance Editor
Associate Director of University Relations
University of Wisconsin-La Crosse
1725 State St.

La Crosse, WI 54601
phone: 608.785.8572 • fax: 608.785.6868 • advance@uwlax.edu
www.casefive.org
Editorial assistance: Florence Aliesch, Ginger Jentz, Sue Lee

Nonprofit Org.
U.S. Postage

PAID

La Crosse, Wis.
Permit No. 545