

It's time to anticipate the next curve

This year's conference is Dec. 10-12; Call for Registration coming soon

Last year, we "shifted gears" at the 25th annual CASE V conference. This year, the 26th annual conference will help you navigate at the higher speed!

"Anticipating the next curve" is this year's theme. You're encouraged to join around 2,000 colleagues from throughout the Midwest as we advance professional goals and the advancement profession.

All sessions this year will probe these questions:

- What can you expect to see in the advancement profession in next five to 10 years?
- How will those expectations impact your job?
- What needs to be done to position yourself for these changes?

Along with doing some serious learning and studying, there will be ample time for socializing and networking with CASE V colleagues, too. So whether you're a seasoned professional, or new to advancement, there's something for you. Take a few minutes to find out what's planned. You'll discover much to help you steer around the next curve!

Check the CASE V Conference Web site:
www.casefive.org
for conference updates and information.



Conference information inside:

- Agendas set for Alumni, Communications, Development and Management tracks
 - Featured speakers announced
 - Special events planned
 - Newcomer followships available
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The canary in the mine shaft

It's important to keep tabs on the higher ed environment

In the early days, miners used to take a canary in a cage underground with them and keep watch over it. The canary was their early warning signal. If the air in the shaft became contaminated, the bird would be the first to drop, giving the miners time to evacuate.

Those of us in the advancement profession need modern versions of the canary in the cage to spot trends, issues, technologies and best practices that will make our jobs more efficient, more effective and, frankly, more fun.

So how can we keep abreast of new ways to do old things, especially when time and money are in short supply? Most of us work in small shops. And if we spot a trend or a new approach that we want to try, we may not have the



time, energy or horsepower to implement it.

But if we know it will save time and money, we may be able to get what we need to implement that new idea or practice.

When I went to the University of California, Berkeley to head up public affairs there, California was in the midst of a recession. My first challenge was to preside over a 10% budget cut to our unit. We already had too few people. We couldn't cut there. So we looked at our most expensive project – the 400+-page course catalog that we produced every year.

We were among the first universities nationally to move to an online catalog and to begin publishing the catalog every other year (www.berkeley.edu/catalog). We saved a lot of money. Even better, we got information to the students (our clients) in a more timely fashion.

This would not have come to pass without our being alert to trends and technology. The faculty committees that had to approve this new approach could not have been convinced if we had not produced statistics showing that students were doing more of their course planning on the Internet. It also helped to have

see Keep tabs on higher ed issues next page

Keep tabs on higher ed issues

From previous page
students at the faculty meetings urging approval for the online catalog.

Students, by the way, make great canaries! They are often the best

Are there enough hours in the day to keep up with all of the trends, issues, technology and best practices? Probably not. Another approach — find a canary.

bellwethers for trends, especially in styles and technology.

In advancement, our jobs are affected by new developments in four areas — issues, trends, technology and best practices.

Where to look for issues? The national press are a good start. CASE has Flashpoints and is developing a daily review to summarize coverage of higher education in the major national newspapers. Other national higher education organizations also do a good job of tracking issues. (See sidebar.) Local newspapers, especially the letters to the editor column, are also a good place to keep an eye on local issues that may affect our audiences and work.

As for trends, one of our best sources is all around us every day — students. They are the trendsetters. I have learned so much about what is going on in the colleges where I have worked by having coffee with the students. We even established a student advisory committee at UC Berkeley that helped us keep up with student



trends. Other places to look for trends are print and TV advertisements, specialty magazines, market research literature, and (dare I say?) TV sitcoms and talk shows.

There are legions of people — advertisers, producers, politicians, etc. — whose success hinges on knowing the public mood and trends. We need to read what they read, and follow their polls.

Technology is another key area for us. It can be a boon — enabling us to do more and to be much more efficient with resources.

Students are good sources in this arena, as are our colleagues in the technology field. Having coffee with the

pus Instructional Technology unit several times a semester can be a great investment of time and energy. The Internet, including our university Web sites, and the raft of technology related magazines

Making the CASE

The point of all of this environmental scanning is to find ways to do the business of advancement more effectively. If we know the issues, are abreast of the trends and can take advantage of technology, we can raise more money, involve more alumni and better communicate the university's story.

are also good places to get ideas. E-mail newsletters (though you need to be selective) are also great sources of new information.

The point of all of this environmental scanning is to find ways to do the business of advancement more effectively. If we know the issues, are abreast of the trends and can take advantage of technology, we can raise more money, involve more alumni and better communicate the university's story.

CASE refers to innovative and successful advancement approaches as “best practices.” CASE Currents is an excellent source of news on

Keeping up with current issues

Here are some places that can help you stay abreast of higher ed issues—

- New York Times www.nytimes.com/
- Chronicle of Higher Education www.chronicle.com/index.htm
- Chronicle of Philanthropy www.philanthropy.com/
- CASE Flashpoints www.case.org/Archives/FLASHPOINTS (CASE is in the process of developing a daily review summarizing higher education coverage in the major national newspapers.)
- Electronic Advancement Discussion Groups, see the CASE home page www.case.org
- Your local major newspaper (for local issues)

“best practices,” as are district newsletters like *advance*. CASE’s conferences, workshops, information center, books and Flashpoints are vital sources of information and environmental scanning. We can also learn from CASE’s national award winners. Some of our colleagues have joked that CASE actually stands for “Copy and Steal Everything.” Why not? If it works somewhere else, it might work for us, too.

But are there enough hours in the day to keep up with all of the trends, issues, technology and best practices? Probably not. Another approach — find a canary. I have a couple of colleagues who are marvelous at staying on top of issues, trends and technology. They are, in essence, my “canary network.” I keep in close touch with them and they send me useful clippings, e-mails, Web sites, e-newsletters and market research data.

If you don’t have a canary network, look to build one. It can be your lifeline in a profession in which change, like the miner’s air, is an essential element of survival.

Article by Linda Weimer, Vice President for University Relations for the University of Wisconsin System. She has held senior public affairs positions at the University of California, Berkeley, and the University of Wisconsin-Madison, and was acting vice president of communications for CASE in 1998-99. Weimer will be a co-presenter of “Issues Management: Controlling an Issue Before it’s a Crisis” — a session scheduled Tuesday morning at this year’s CASE V Conference.



Weimer

DePauw president receives award

Robert G. Bottoms, president of DePauw University, Greencastle, Ind., since 1986, has received the CASE V Chief Executive Leadership Award. Bottoms was honored in July at the CASE International Assembly in Toronto and will be recognized at the CASE V Conference in December.



The award recognizes Bottoms’ “outstanding leadership and

Bottoms

distinguished record of success for the past 14 years,” says Michael Malone, chair of the award selection committee. Bottoms was chosen from “a truly exceptional pool of candidates” that included nominations from every state in District V, added Malone, vice president for development and university relations at Northern Illinois University, DeKalb. Nominees included presidents, headmasters and system heads representing public and private institutions, and independent schools.

Bottoms was nominated for the award by DePauw Board of Trustees Chair Timothy Ubben, who applauded the president’s achievements in increasing diversity and improving the quality of student life at DePauw, as well as generating record-breaking financial support.

The CASE Chief Executive Leadership Awards were presented for the first time last year. The 1999 District V honoree was Sister Mary Andrew Matesich, president of Ohio Dominican College, Columbus. Nominations for the 2001 Chief Executive Leadership Award will be accepted beginning in the new year.

Nominations for service sought

Nominations are still being sought for the CASE V Distinguished Service Award. Presented at the district conference in December, the award recognizes an advancement professional who has given outstanding service to the district during at least a five-year period. Nominations are due Nov. 1.

A committee of a member of the Board of Directors, two former award recipients, and a member-at-large makes the selection. Service to the district is the major factor in determining recipients. (See the summer *advance* for a list of previous winners.)

Submit letters of nomination — not just names — to: Lynn Carver, Associate Director of Alumni Relations, Northwestern University, 1800 Sheridan Road, Evanston, IL, 60208-1800, or e-mail: l-carver@northwestern.edu.

My view

It's time to thank those who have served CASE V

Greetings! The year has been a productive one for District V. We are anticipating an excellent conference for you in December, focused around a forward-looking theme with exciting speakers, sessions and an expanded resource center. We've spent time this year working with the Sheraton Hotel to fine-tune the elements of the transition to ensure that you feel at home in our headquarters there.

While my term is not quite over, I would like to take this opportunity to thank the membership as a whole and especially District Board members for their leadership during my time as Chair. Their enthusiasm, support, hard work and good advice have made it easy and satisfying. I would like to recognize the following Trustees at Large for their service on the Board: **Claranne Perkins**, Director of Development, Illinois State University; **David Hoover**, Senior Director, University Marketing Communications, The Ohio State University; and **J. Robert Quatroche**, Vice President for University Advancement, and Executive Vice President, ISU Foundation, Indiana State University. Their advice and counsel, and unending willingness to step forward to get involved with and resolve any issue, have been gratifying for all of us.

To **Karen Engelhard**, Director Emerita - Senior Administrative Specialist, University of Wisconsin-Stevens Point, who will be completing her term as Past Chair in December, I owe a thousand and one thanks for her leadership, guidance and never-ending patience as I learned on the fly. I would also like to extend my thanks to **Jennifer Hamlin Church**, Assistant Vice President for Communications and Constituent Relations, Siena Heights University, who will complete her term as the CASE District V Trustee in July. She has represented the voice of CASE V most ably and in some instances, with a bit of Midwestern resolve in the business of CASE International.

Congratulations in advance and sincere thanks to Conference Chair **Peggy Sandgren**, Director of Development, University of Evansville, and Program Chair **Chris Clarke**, Development Associate in Planned Giving Purdue University Development Office, and to their conference committee for its thoughtful and creative efforts which will result in an outstanding conference. All of us benefit from the committee's hard work. I would like to thank Peggy especially for her service to the Board.

The District extends its thanks and sincere appreciation to **Tracy Norris**, our archivist who is

retiring. Tracy, retired from Ball State University, established the role of archivist, depositing the district records annually at the Ohio State University, fully cataloged so that they are available as a research resource. He will be succeeded by **Linda Crossley**, Vice President of Communications and Editor in Chief, the Ohio State University Alumni Association Inc.

Serving as your Chair has been such a rewarding experience for me personally and professionally. I would like to thank you for your confidence, your support, and the good suggestions that have come this way from so many of the District membership. I know that you will offer the same support and guidance to **Lynn Carver**, Associate Director Northwestern Alumni Association, our Chair-Elect as you have for me.

I would encourage you to become involved as a volunteer for CASE V — I think you would enjoy the experience and camaraderie you would find.

I look forward to seeing many of you in December! Thank you.

—Mary Kay Karzas



Karzas

CASE V board nominees sought

Nominations are sought for five elected positions on the CASE V Board of Directors. The positions, their job descriptions and qualifications include:

- The **Chair-Elect** will serve 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. The chair-elect is responsible for preparing to lead the district by becoming thoroughly acquainted with the district's goals, operation, program, personnel and potential future personnel. Previous CASE V volunteer service is required
- The **Secretary** will serve a two-year term. Duties include recording, distributing and filing minutes of board meetings and annual meeting, and collecting district materials for the archives. Previous CASE V volunteer experience is desired
- Each of the three **Director-at-large** positions serves a two-year term. Directors are responsible for planning and executing activities for District V operations and programs. Nominees must be employed at a CASE V member institution. Send nominations including name, title, institution and mailing address to: Karen Engelhard, Past Chair-CASE V, CASE V Nominating Committee Chair, UWSP Alumni Office, 212 Old Main, Stevens Point, WI 54481; or Kengella@uwsp.edu. Direct questions about the nomination process to Engelhard, (715)344-4869.

Deadline for nominations is Saturday, Sept. 30. A list of nominee finalists will be posted by Nov. 1 at: www.casefive.org/nominate.htm.

Board of Directors June meeting update

The CASE V Board of Directors met at the Chicago Sheraton Hotel and Towers in June. Highlights included:

- Approved a proposal from Chair-Elect Lynn Carver that she begin her term as chair six months later than originally planned. Her term as chair will run June 2001-December 2002. Mary Kay Karzas will remain chair until Carver assumes the position; a Chair-Elect will be elected this December and become chair in 2002.
- Heard that Tracy Norris is retiring as District V archivist. Chair Karzas has appointed Linda Crossley, vice president of communications and editor in chief for the Ohio State University Alumni Association as new archivist.



•Approved the 2000-2001 budget. Total revenue expected is \$377,400; expenses expected are \$354,100. The District's investment funds total just over \$196,000.

•Heard that programming for the December conference is completed; planning for the 2001 conference will begin in September.

•Supported a proposal to award a District V member who has enhanced professional development and career opportunities for minorities.

The award will be presented annually at the Committee on Opportunity and Equity breakfast at the District Conference. Another award for institutions showing commitment to diversity may be awarded in the future.

•Agreed to look for more ways to involve and integrate resource partners into the conference.

CASE Network to debut in 2001

At the International Assembly in Toronto in July, CASE previewed the CASE Network. This major re-engineering effort will deliver new services in new ways via the Internet.

In the members-only sections, you'll find the latest issues of "Currents," an up-to-date membership directory, and sample book chapters. The Network Index provides a searchable database that will allow you to find back issues of "Currents," books, award winners, frequently asked advancement questions, conferences, and other valuable resources. E-commerce features will make ordering publications and registering for conferences quick, easy, and secure. In addition, you will also be able to update your membership records online.

For a preview, visit www.case.org. You'll also see a full demonstration of the Network and its benefits at the District V conference in December.



Here's what the tracks will cover

Alumni Track

Co-chairs: **Kirk Cerny**, Senior Vice President for Membership Services, University of Kansas Alumni Association; **Russell Betts**, Director of Diversity, Wisconsin Alumni Association

Whether new to the profession or heavily experienced, many of us need time to think about our work and time to anticipate the next curve. Old ideas constantly evolve and new ones quickly become reality in our fast-paced profession. Unfortunately, having the opportunity to stop and think about our work is rare. The pace picks up day after day, expectations of our alumni grow, and we continue as we've been doing because we haven't had time to consider what is next down the road. Don't lose hope, though! This year's conference offers a time to hear from leading-edge colleagues, share ideas of your own, and sit on top of the mountain to take in your whole advancement world. The alumni track will focus on time to do these things and leave you with a newly-focused perspective on your alumni work and programs.



Cerny



Betts

Development Track

Co-chairs: **Steven Hatting**, Director of Corporate Relations, Carlson School of Business, University of Minnesota; **Richard Zollinger**, Director of Development, College of Engineering, University of Missouri-Columbia (formerly of Kalamazoo College)

Are you a chief development officer managing an operation fully staffed and budgeted to increase dollars raised 25, 50 or even 100 percent annually? Perhaps you're a major gift fund raiser with prospects lined up at your door — checkbooks, stock portfolios and estate plans in hand. Maybe you even work at an institution that boasts inbound phone and mail programs to meet the needs of alumni and friends already well-versed and enlightened in the ways of philanthropy.



Hatting

Well...congratulations, but this year's development track is designed for those of us still striving toward such ideals.

In today's challenging development environment, we are often expected to manage largely unchanging resources for more immediate and greater returns each year, while at the same time confronted with more direct competition for every philanthropic dollar.



Zollinger

Facing multiple assignments, increasingly complex campaigns and maximized efforts (with resources to match), working harder or longer is not the solution. Instead, we must continually assess and refine our fund-raising practices and work "smarter" to reach individual and institutional goals. More easily said than done?

Join more than 800 of your development colleagues and learn what leading programs have done to excel through the realities of turnover and changing priorities to meet their institutions' needs. This year's track features accomplished speakers and renowned professionals who are bold in identifying and pursuing new solutions. These thought leaders have anticipated the next curve by taking what many consider "constants" and realizing untapped potential. Sessions will deliver the "nuts-and-bolts" and tangible working plans you can apply today— everything from best practices in prospect qualification to noted practitioner Bill Sturtevant's steps for closing an ultimate gift. You'll also get a valuable look at the horizon of fund raising from many of the people shaping it.

We can't promise to move you into that professional "ideal," but after this year's conference, you'll certainly be another step closer!

Communications Track

Co-chairs: **Marda Harris**, Director of Publications, Chicago State University; **Mark Kinders**, Public Affairs Director, University of Wisconsin-River Falls

The information age, economic wealth and changing demographics have redefined what we say and how we say it to our wide range of internal and external audiences. It's been a rocket sled ride over the past few years, and more dramatic changes lie ahead.

We've designed a track that covers the waterfront: from the latest in technology, to new strategies at effectively reaching your target audiences, to analyzing future trends that will impact the communications professionals as you advocate for your institution. There will be a special emphasis on the role of communications in the integrated university relations team. You'll learn more about effective messages for reaching echo-Boomers and adult learners, psychographically profiling your "customers," and designing and launching integrated media and marketing plans to reach them.



Harris



Kinders

On the technology front discover the latest about higher education trends in dazzling Web design, e-commerce, and news management. We're also bringing in peer presenters to share techniques that garnered CASE honors in photography, writing, crisis communications and community relations. There's even a panel of CASE V colleagues who judged the Circle of Excellence. We'll also reveal the results of a national survey profiling how CASE communicators spend their time and budgets.

Finally, we'll peer into the future and prognosticate on trends in higher education as well as the more immediate changes that will be brought about by new faces in Washington, D.C. Strap yourself in for one more sled ride!

Management Track

Chair: **Sarah Pearson**, Alumni Relations, University of Chicago

As pressures mount in advancement and technology draws us in new directions, we need ways to enhance management approaches and skills. This year's management track is designed to improve our understanding of key challenges facing us.

How do we spend our time: behind the desk, or with our constituents? Do meetings rule our existence? How is leadership effected by today's technological advances?

How can we hire and retain the best possible staff? Can we creatively manage change in our operations and help our teams achieve their personal best?

Participate in a lively series of debates on topics that impact our daily lives. Attend invaluable training sessions on hiring, meaningful meeting management, and change management — to name a few. Senior professionals from a broad range of institutions will help us sharpen skills and stay ahead of the curve.



Pearson

Featured speakers

Keynote presentation: David Breashears, World-class filmmaker, adventurer Sunday, Dec. 10, 5-6:30 p.m.

Breashears climbed Mount Everest four times and directed, photographed and co-produced the first-ever IMAX film of the mountain. During his address, Breashears will speak about the challenges he faced on his expedition and the tragedy that led to the deadliest day in Mount Everest history. His multi-media presentation includes images from his IMAX expedition. The presentation is sponsored by MBNA. More at:

www.onbusiness.net/experts/davidbreashears.html



Breashears

Special Tuesday Address: "From the Appeal to the Deal" by Curt Weeden, author Tuesday, Dec. 12, 9-10:15 a.m.

For more than a year, Corporate Social Investing has been the #1, best-selling fund-raising book in the United States. At Tuesday's address,



Weeden

Weeden talks about how this business management book is being used by colleges, universities and other non-profits to recast their relationships with corporations, foundations, alumni and friends. Get more on Weeden at: www.bnsinc.com/html/tour.html

Student scholarships available

The CASE V Board of Directors is accepting applications for the District Conference Student Scholarship program. The program helps prepare undergraduate and graduate students for careers in institutional advancement, in the fields of alumni and/or parent relations, development, and communications. Applicants must be enrolled, affiliated with some aspect of the advancement program, interested in pursuing an advancement career, and have a sponsor associated with the applicable institution.

Recipients will have 2000 District V conference registration fees waived and receive up to two nights accommodations at the Sheraton. Three scholarships will be awarded, with a value of around \$445 each. Institutions endorsing winners are asked to fund transportation and meals.

Deadline for applications is Oct. 16. A copy of the Student Scholarship Application can be accessed at: www.casefive.org — click on Student Scholarship Program. Get details from Scholarship Program Chair Greg Koroch, (616)927-8161.

Why not volunteer for the CASE V Conference Team?

Become a member of the 2000 CASE V conference team! Volunteers are needed for:

- **Registration Desk**, greet attendees and distribute conference packets. Contact Larry Anderson, landersn@depauw.edu.
- **Local Hospitality/Information Center**, help provide conference updates, hotel and Chicago information. Contact Kirby Winn, aprkww@augustana.edu.

- **The Career Center** seeks volunteers to staff the office, assist job seekers, help match employers/candidates, arrange interviews. Contact Claudia Delestowicz, claudiad@uillinois.edu.
- **Session Hosts** are "room managers" for track sessions, and distribute and collect evaluations during each of the conference sessions. Contact Kathy Sayre, Kathryn-sayre@uiowa.edu.

Special events set

The Committee on Opportunity and Equity (COE) — will hold two special events open to all conference participants:

Pre-conference Networking Session, 4-6 p.m. Saturday, Dec. 9. A chance to meet new members, catch up on news, exchange business cards, and share new ideas. Light refreshments provided. Dinner at a local restaurant follows; dinner is Dutch treat.

Recognition Breakfast and Business Meeting, 7:45-9 a.m. Monday, Dec. 11. A new twist on an old event, this breakfast is a time to honor an individual who has made great efforts in the promotion and support of COE.

The First Annual Outstanding Commitment to Professional Development award winner will speak (see below). Cost is \$10. Following breakfast, COE will host a panel session to discuss and explore how to motivate multicultural alums to participate in campaigns and events. Get more info from D'Juan Francisco, COE Chair, at francisco.1@nd.edu.

COE nominations sought

Best practices...COE is compiling a book of best practices regarding programming targeted to multicultural and female alums. Those who have initiated programs, awards or special events to these groups are encouraged to respond. COE wants to share successes with other interested institutions. Summarize events and include supplemental materials and send it to the address below.

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

- *Sustained and long-term commitment to mentoring multicultural professionals in advancement careers
 - *Significant track record of recruiting and hiring multicultural professionals
 - *Encouraged the promotion of multicultural professionals
 - *Developed and supported multicultural initiatives
- Nominations should include a letter outlining the candidate's qualifications, including examples of meeting the criteria. Nominations are due Nov. 6, 2000. Submit nominations to the address below.

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.

Last year's conference: award winning

Last winter's CASE V "Shifting Gears" marketing materials have received national recognition. The materials — postcard, call for registration, and program — received a Gold in the district conference promotions category for the CASE Circle of Excellence competition. The materials were edited by Brad Quarberg, University of Wisconsin-La Crosse, and designed by Kevin Bertelsen, University of Wisconsin-River Falls.



The Committee on Opportunity and Equity promotes and supports the advancement of multicultural professionals and women throughout CASE and the institutional advancement profession.

Senior Manager Professional Luncheon — Senior professionals can join a Q & A session with William T. Sturtevant, who designed for CEOs, COOs and Executive Directors of fundraising organizations, noon-1:30 p.m. Monday, Dec. 10. (By invitation only.)

Independent Schools Luncheon — Colleagues can informally network, share insights about experiences, and those new to the world of Independent Schools can network with those with more experience, noon-1:30 p.m. Monday, Dec. 11.

Two-year Colleges Breakfast — A special time to meet and get to know colleagues from other community colleges, 7:30-8:45 a.m. Monday, Dec. 11.

Senior Professionals' Breakfast and Retirees' Recognition

Senior professional colleagues will recognize retiring colleagues. Those retiring will discuss their careers, focusing on the challenges that the advancement field will confront in the future, and what those challenges will mean, 8-8:45 a.m. Tuesday, Dec. 12. (Open by invitation to conference registrants who are directors or have at least 10 years of institutional advancement service. Others may request an invitation at the address at right.)

To recognize a retiring CASE V colleague from your school or college, forward the name, a brief biography, and a 5 x 7 black and white photo no later than Oct. 16 to: J. Robert Quatroche, University Advancement, Indiana State University, Gillum Hall Room 340, Terre Haute IN 47809. (812)237-3777, fax: (812)237-7797, e-mail advquater@amber.indstate.edu

Career Center — This year's CASE V Career Center builds on the tradition of service for job seekers and employers, and presents programs to help attendees manage their careers. The Center, in the Parlor Rooms on the Ballroom Level of the Sheraton, will be open Sunday through Tuesday. Job seekers will find listings to review and those seeking candidates can search resumes. Career Center staff will facilitate contact between candidates and hiring representatives, and schedule interviews, honoring all requests for confidentiality. A Resource Center will have job search and career planning tip sheets, and reference books to browse. Attendees seeking career planning assistance can attend Sunday afternoon's session on designing and nurturing their professional networks. Additional sessions are set through Monday. Career counselors will be available on an appointment and walk-in basis.

Fellowships available to newcomers — CASE V offers an opportunity for newcomers (those in the field for two or fewer years) to receive financial assistance toward attending the December CASE V Conference and pre-conference Newcomer's Workshop. Up to eight new institutional advancement professionals will receive fellowships through the CASE V Newcomer's Fellowship Program. Recipients will receive \$400 for registration and other conference expenses. The application form may be obtained on the CASE V Web site at: www.casefive.org/call.htm. For more information, contact Teresa Exline, Director of Public Affairs, Indiana State University, Gillum Hall 104, Terre Haute, IN 47809, (812)237-2339. Fax: (812)237-8157 devexdin@amber.indstate.edu

Planning begins early

by Peggy Sandgren, 2000 CASE V Conference Chair, and Chris Clarke, 2000 CASE V Conference Program Chair

Before the first toast was even made to usher in the year 2000, planning for the December 2000 Case V Conference was well under way. Planning a conference for more than 2,000 advancement professionals is a formidable task. Each December, CASE V members converge on the Windy City to be educated, informed, entertained, rejuvenated, and, of course, reconnected with friends. Educational advancement is all about people, and it's people who make the second week in December fulfilling — personally and professionally.

Conference planning begins in fall with the recruitment of volunteers to help orchestrate this grand symphony among all CASE's district conferences. When selecting the 28-member conference committee, we strive to balance state representation, institutional type and size, years of experience, race and gender. The committee is divided into two parts — program and operations.

Program members are the "composers." They are responsible for pre-conference workshops, nearly 100 track sessions in philanthropy, alumni relations, management and communications, and the ever-popular 60-80 roundtables.

Operation members are the "musicians." They take care of the exhibition hall, audio-visual requests, career center, publications, hospitality, session evaluations, banquet set-up, space allocation, marketing and promotions, as well as sponsorships.

February is the first time the group meets. Program members meet again in April, and the entire conference committee reconvenes in late September.

The February meeting begins with a brief orientation, which leads into selecting a theme. A theme provides programming direction and focus, as well as a visual image that can be used to promote the conference. This year we by-passed "millennium" or "next century" themes, which would be passed by December. We decided, instead, to go with something more "forward thinking" — "Anticipating the Next Curve."

With a theme selected, it's time to select a keynote speaker. The committee has free reign to brainstorm, keeping budget limitations in mind.

From here we naturally segue into why the CASE V conference continues to provide so much value. In terms of cost, CASE V is consistently the lowest of all other districts! We're proud of that, as are institutions in the district. This can cause headaches since it forces the committee to raise sponsorship dollars to cover the rising costs.

Track chairs are charged with recruiting quality speakers and offering a variety of topics to address a multitude of perspectives. To help with planning, they use statistics from the previous conference. Here are some noteworthy stats from the 1999 conference:

Attendees' years of experience:	Field:	Type of Institution:
< than 1:17	Alumni 369	2-Year Public 52
1-5: 576	Communication 464	2-Year Private 12
6-9: 217	Philanthropy 624	4-Year Public 671
10-20: 399	Management 149	4-Year Private 669
21+: 141		Ind. Schools 59

With the wide range of experience among attendees, it's important to program for both rookies and veterans. The attendees' field, along with their institutional type and size also figure in the planning. Clearly, it's impossible to be everything to everyone, but through the conscientiousness of the conference committee, we come pretty close. If you disagree, tell us. We welcome thoughts and suggestions.

When you receive the Call for Registration by mid-October, consider attending this year's conference. If you're looking for a fun and rewarding professional opportunity, volunteer at the conference! You might even get an invitation to join the 2001 Conference Committee!



Clarke



Sandgren

Implications for university advancement

Editor's note: The following is an excerpt from the chapter, "Higher Education in the New Millennium," written by Michael Hooker, former chancellor of University North Carolina at Chapel Hill. (Hooker died in 1999, shortly after writing this chapter.) The chapter appears in the Handbook of Institutional Advancement, 3rd edition. It's reproduced here with the permission of CASE Books.

In the world of university advancement, technology is dramatically changing the way in which professionals—including chancellors or presidents—work to compete effectively for philanthropic dollars and position their campuses with key audiences. Rethinking how colleges and universities communicate, especially with alumni who are arguably our most receptive "public," is fundamental.

The promise of distance learning will bring with it radical shifts in our alumni bases. What happens when new graduates no longer have that all-important sentimental connection to the physical campus, especially for institutions that are known and respected for the quality of their residential experiences? Does that mean alumni of the strictly digital age will be less inclined to think or act favorably toward their university, either in terms of attitude or in their willingness to give? The strategic challenge is to find new

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ways to engender and sustain the loyalty of distance learning alumni. The very technology that enabled us to educate them will enable us to stay in touch with them. So it is obvious that variations in the alumni base also have implications for campaign planning and media relations strategy for many schools.

Despite these vexing challenges, technology can make it easier for us to communicate with alumni, prospective students, key volunteers or legislators, as well as internal

audiences, through e-mail, electronic newsletters, listservs, and Web pages. Those channels of communication have the potential to make advancement professionals even more cost-effective and efficient in reaching out to their constituencies. Technology can also enable us to prospect for new development constituencies beyond our traditional supporters. Once we find them, it can help us cultivate them. We also must continue to remain "high touch"—rather than simply high-



tech—when communicating with our publics. The best technology applications can make that easier to ensure.

Technology will not replace the value of face-to-face interaction, but it can help fill in significant gaps when that preferred form of communication is not practical. To remain successful in fund raising, alumni relations, and public relations activities, campuses should recruit advancement professionals who can identify audience needs and be flexible in delivering information. And those successes will play a major role in determining which colleges and universities flourish or fail in the 21st century.

Embracing High-Tech Change

Consider the birth of health-maintenance organizations (HMOs) as a parallel to these new forces now shaping higher education. Spiraling costs in a fee-for-service environment quickly exceed the

corresponding increases in the overall cost of living. That also has been the case in higher education. Third parties—employers or the federal government—paid for on-demand health care, eventually driving up prices. Federal financial aid programs, state appropriations, and even corporations footing tuition bills for employees enrolling in pricey MBA programs have had much the same effect in higher education. Those trends and the popularity of college loan programs helped defer the real impact of college costs.

HMOs sprang up to contain costs at a time when the public was increasingly reluctant to pay more without receiving higher-quality care. HMOs increased competition and reduced costs. The University of Phoenix, the for-profit "virtual university," competes with traditional campuses by delivering its product efficiently and holding down costs. Phoenix relies on part-time faculty and others who are more interested in teaching than in producing original scholarship. Its administrators are thinking creatively and coming up with new ways to deliver education, ways that are foreign to old-school campus officials who don't think of a college or university as a business, with customers and products. We have much to learn from the business model. Those who dismiss it do so at their own peril and risk the survival of their institutions.

Distance learning represents an opportunity for those of us who run America's higher education system to lead—not by resisting change but by welcoming it in order to command our own futures. Over time, we must learn how to balance the mutual goals of guaranteeing a high-quality product with offering access to the largest number of students at the smallest possible cost.

To order this book, call (800)554-8536. Hardcover (item 28134H): \$99 for CASE members plus \$9 S&H; softcover (item 28134S): \$75 for CASE members plus \$7 S&H. Or, visit: www.case.org/books.

the Dave Thomas Center for Adoption Law at Capital University. The designation was given to 50 employers across the country who offer "the very best adoption benefits to their employees."

Brother Edwin Dupre, director of development for San Miguel School, has received the Lewis/Zorich Executive Club Lifetime Achievement Award, which is presented annually to an outstanding Chicago area person whose lifetime accomplishments most closely support the Christopher Zorich Foundation philosophy.

The Sinclair Community College Alumni Association, Dayton, Ohio, has awarded **Gary Honnert** the David H. Ponitz Honorary Alumnus Award, given to a non-Sinclair graduate for "unwavering support" of the college and its Alumni Association.

And the winner is...

District V institutions received awards in the annual CASE Circle of Excellence competition. CASE V winners for alumni relations, communications, and philanthropy included:

- **Allison College**, Michigan, Student Recruitment Publications Packages - Gold
- **Bowling Green State University**, Ohio, Video Fund-Raising Features - Bronze
- **Carleton College**, Minnesota, College and University General Interest Magazines - Gold
- **CASE District V**, District Conference Promotions - Gold
- **Case Western Reserve University**, Ohio, Individual, Institutional Relations Publications - Silver
- **College of St. Catherine**, Minnesota, Visual Design in Print - Silver
- **DePauw University**, Indiana, Philanthropy Programs - Seal of Excellence
- **Elmhurst College**, Illinois, College and University General Interest Magazines - Bronze, Magazine Publishing Improvement - Gold
- **Grand Valley State University**, Michigan, Individual In-House Publications - Silver/Bronze
- **Illinois Institute of Technology**, Individual Institutional Relations Publications - Silver
- **Illinois State University**, Individual Advertising - Bronze
- **Indiana University**, General News Writing - Silver, Video General Information Features - Silver, Individual, Student Recruitment Publications - Bronze
- **Indiana University Foundation**, Individual Fund-Raising Publications - Silver
- **Ken State University**, Ohio, Individual Photographs - Gold, Photographer of the Year - Silver
- **Kettering University**, Michigan, Publications Program Improvement - Gold
- **Lake Forest College**, Illinois, Special Events - Silver
- **Loyola University Chicago**, Individual Institutional Relations Publications - Bronze, Visual Design in Print - Silver
- **Macalester College**, Minnesota, Student Recruitment Publications Packages - Silver, Individual Fund-Raising Publications - Silver
- **Marquette University**, Milwaukee, Individual Student Recruitment Publications - Gold
- **Michigan State University**, Video PSAs and Commercial Spots - Bronze, Visual Design in Print - Gold
- **Minnesota State Colleges and Universities**, Student Recruitment Publications Packages - Silver
- **Northwestern University**, Illinois, Magazine Publishing Improvement - Bronze, Individual Fund-Raising Publications - Gold, Individual Photography - Bronze, Visual Design in Print - Bronze
- **Oberlin College**, Ohio, Individual Institutional Relations Publications - Bronze, Individual Fund-Raising Publications - Silver/Bronze
- **The Ohio State University**, Periodical Staff Writing - Gold, Individual Student Recruitment Publications - Bronze, Individual In-House Publications - Gold, Visual Design in Print - Silver
- **The Ohio State University Alumni Association**, Student Involvement Programs - Bronze
- **Ohio University**, Individual Student Recruitment Publications - Bronze
- **Penn State Alumni Association**, Alumni Relations Programs - Seal of Excellence, Periodical Staff Writing - Silver
- **Penn State University**, Philanthropy Programs - Seal of Excellence, Individual Visual Identity Programs - Bronze
- **Purdue University**, Indiana, Special Program Publications Packages - Silver/Silver
- **Rose-Hulman Institute of Technology**, Indiana, Individual Special Public Relations Projects - Bronze
- **Seven Hills School**, Ohio, Individual Fund-Raising Publications - Silver
- **University of Chicago**, Individual Student Recruitment Publications - Bronze, Individual Institutional Relations Publications - Bronze, Visual Design in Print - Bronze
- **University of Chicago Graduate School of Business**, Individual In-House Publications - Silver
- **University of Dayton**, Ohio, External Audience Tableids - Silver
- **University of Illinois at Urbana-Champaign**, Web Sites - Bronze
- **University of Iowa**, Tabloid and Newsletter Publishing Improvement - Bronze, Individual Institutional Relations Publications - Silver
- **University of Iowa Alumni Association**, Alumni Relations Programs - Seal of Excellence, Individual Student Involvement Projects - Bronze
- **University of Iowa Foundation**, Visual Design in Print - Gold/Bronze
- **University of Michigan**, Individual Student Recruitment Publications - Bronze
- **University of Michigan Alumni Association**, Alumni Relations Programs - Seal of Excellence
- **University of Minnesota Alumni Association**, Individual Special Public Relations Projects - Gold, College and University General Interest Magazines - Bronze
- **University of Minnesota Foundation**, Individual Fund-Raising Publications - Bronze, Individual Visual Identity Programs - Bronze
- **University of Notre Dame**, Indiana, Individual Student Improvement Projects - Bronze, Individual Photographers - Bronze
- **University of Notre Dame Business School**, Visual Design in Print - Silver
- **University of St. Thomas**, Minnesota, Individual In-House Publications - Bronze
- **University of Wisconsin-Milwaukee**, Individual Visual Identity Programs - Bronze
- **Wayne State University**, Michigan, School and College Partnerships - Gold
- **Wright State University**, Ohio, Individual In-House Publications - Bronze

See a complete listing at: www.case.org/awards/index.htm

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@uwilax.edu.

Bluffton (Ohio) College and **Knox College**, Galesburg, Ill., were named to the Yahoo! 2000 list of "Most Wired Colleges."

A trio of former **Calvin College**, Grand Rapids, Mich., students (see photo) has landed the school its first-ever patent — U.S. patent number 5,984,416. Rachel teBrake, Alison Stahl and Stacey Waldo earned the patent as a result of a senior project they did during the 1996-97 school year. They designed an adjustable armrest with "memory." Also, the college has been recognized as an "Adoption All-Star" by

CASE V file

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

Sue Bunning (see photo) has been named assistant director of Annual Giving at the University of Southern Indiana (Evansville.)



Bunning

Barbara S. Hundley has been named vice president of alumni relations and associate chancellor for the University of Illinois Alumni Association.



McKillips

Nancy McKillips (see photo) has been named university advancement director and foundation executive director at Metropolitan State University, St. Paul, Minn.

Cameron McGuire has been appointed associate vice president for university advancement at Butler University, Indianapolis.

William L. Robinson, Ohio Northern University director of alumni affairs, has been given the added title of executive assistant to the president. He was recently honored with a named scholarship at the university recognizing his 40 years of service.

Heather S. Shupp (see photo) became executive director of university relations at Ball State University, Muncie, Ind., July 1.



Shupp

Jennifer Sroka has been named an information officer at the University of Michigan-Dearborn.



Stein

Douglas H. Stein (see photo) has been named chief development officer for the Ohio State University's Arthur G. James Cancer Hospital and Richard J. Solove Research Institute.

Jason Valente (see photo) has been promoted to director of planned giving for Concordia College, Ann Arbor, Mich.



Valente

Tony Werner has been appointed interim executive director of development at the University of Wisconsin-Green Bay.

Capital University, Columbus, Ohio, has announced: **John F. Lagow** is director of development; **James H. Biddle** is director of planned giving, and **April R. Novotny** has been promoted to director of the annual fund.

The Case Western Reserve University School of Medicine, Cleveland, has announced the following: **Theodore J. Castele** has been named interim associate dean of

development and alumni affairs; **Charlene S. Harner** is director of

annual giving and special capital projects in the Office of Development and Alumni Affairs; and **Bruce R. Keeler** is director of special gifts in the Office of Development and Alumni Affairs.



Ball

The University of Cincinnati Foundation has appointed: **Linda Ball** (see photo) and **Matthew Dietz** (see photo) are development officers; **Kathy Chambers** (see photo) is a part-time development officer.



Dietz

Elmhurst (Ill.) College has made these appointments:

Jessica Ashley, assistant director of corporate and foundation relations; **Katie Johnsen**, associate director of corporate and foundation relations; and **Stephen A. Mueller**, director of alumni and family relations. Indiana State



Chambers

University (Terre Haute) named the following: **Jeffrey Pohlen** is director of advancement services; **Connie Flood** is assistant director of annual giving; **Tony Campbell** is a photo-journalist in the advancement division; **Mike Meehan** is assistant director of Alumni Affairs; and **Amy Amies** is a graphic designer, university publications.

The University of Iowa Foundation has reassigned the following: **Laurie E. Comstock** is director of administrative support; **Helen M. Dailey** is director of facilities; **Della L. McGrath** is director of special assignments; **David L. Triplett** is associate director of gift planning; **William J. Windauer** is director of development in the College of Dentistry; and **Deborah L. Woods** is director of donor relations. Promotions included: **Jana Egeland**, director of development for women's intercollegiate athletics; **Marianne Harney**, assistant director of administrative support; **Matt Henderson**, associate director of development for I-Club events and activities in intercollegiate athletics; **Scott Johnson**, assistant director of development records; **Kristin Loupee**, associate director of development for annual and special gifts in the College of Liberal Arts; **Shannon Miller**, director of development in the College of Medicine/ University of Iowa Hospitals and Clinics; **Bryan Ringen**, assistant director of information technology; **Kelli Roskopf**, assistant director of information technology; **Becky Smith**, assistant director of development research; **Judy Stebral**, assistant director of human resources; and **Pat Vickerman**, associate director of gift planning.

CASE & Point

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

University without a campus has active alumni

How does a university which delivers education at a distance engage alumni? Walden University, a graduate-degree institution, is celebrating its 30th anniversary, but the alumni relations office has only existed for a few years. And, the relationship with its alumni differs from traditional universities — Walden doesn't have a campus or traditional activities (football games, concerts). Since the university is a for-profit organization it doesn't do fund raising. A recent survey to more than 1,784 of its alumni revealed interesting information about alumni services. Most important was the opportunity present at Walden University residences; second was the opportunity to serve on an alumni advisory group. Alumni also wanted Walden to offer online professional development opportunities. Lowest ranking services were credit cards, alumni-based scholarships, and insurance discounts. Requests for new services included an alumni directory, regional events, opportunities to work with current students, enhanced communication and public relations, and opportunities to teach at a residency. For more see: www.waldenu.edu, or contact Ray at lrally@waldenu.edu.

Are good graphics key to an attractive site?

Internet users who like visiting news sites pay more attention to text than pictures. Given a choice, these Internet users would rather see photographs (64%) than banner ads (45%) than "other graphics" (22%). These preferences are secondary, however, to their desire for good information. They didn't mind scrolling if they were interested in an item and writing quality was high. Headings are important to use so readers can immediately determine if the site is worth their time. (Source: Mediaweek, May 22, 2000)

Prefer a live or taped interview?

What's better — a live interview in which you can't be edited and you have total control, or going on tape? Both require following certain guidelines to be successful. Answers need to be short, points kept to a minimum and full concentration on a specific message is required. Live interviews offer more advantages — if you're trained. Advantages include:

- You can speak longer. Answers should still be concise, but you're not as limited.
 - If you're on with a guest who has an opposing view, you can hear what they're saying and immediately respond.
 - You can correct the reporter if there's inaccuracy in the question.
- Disadvantages of going live are:
- If you're not trained to handle surprise or negative questions, you can look bad.
 - If you're responding to a negative story just aired, you may tend to show anger.
 - There's always the nerve factor — but preparation and experience can solve that.
- (Source: Media E-Tips, July-August, 2000 Issue #18)

Show me the money!

Cornell University research predicts that over the next several decades, America will experience the largest intergenerational transfer of wealth in history. This research estimates that parents of baby boomers will have left roughly \$2 trillion to their children between 1990 and 2005. Gifts from the boomers themselves are expected to be as high as \$10 trillion between 1990 and 2040. (Source: The Netruist, May 2000)

Brief CASE

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

Albion (Mich.) College has received a \$3 million gift from the estate of graduate Mary Brown Vaccini to support its First Year Experience program.

The Pew Charitable Trust has awarded **Alverno College**, Milwaukee, \$1.18 million to improve use and understanding of student learning outcomes.

The Schowalter Foundation of Newton, Kan., has awarded **Bluffton (Ohio) College** \$25,000 to support international student financial aid for 2000-01. Also, the college's Lion and Lamb Peace Arts Center received a \$7,800 matching grant from the Ohio Arts Council to support the planning phase for a program that uses art as a common language to improve communities.

Calvin College, Grand Rapids, Mich., has received a \$63,000 grant to improve student literacy with Internet-based teaching and tutoring, a \$700,000 grant from the Howard Hughes Medical Institute to boost undergraduate biological sciences education in a program with Grand Rapids schools, and a \$375,000 grant from the National Eye Institute of the National Institutes of Health look-

ing for a cure to "dry-eye syndrome." And, a Calvin professor has received one of the first 75 grants from Creative Capital, a new artistic grantmaking organization. Conrad Bakker, a professor of art, is the sole Michigan recipient among 75 artists receiving grants totaling \$563,700.

The **Denison University**, Granville, Ohio, Class of 1950 presented the university \$2.35 million during the reunion convocation in June. The "Class of 50 Millennium Fund" is the largest class gift in the institution's history. Also, Denison received \$700,000 from the Howard Hughes Medical Institute for funding student-faculty research projects, acquiring scientific equipment and wireless networking, and developing courses that enhance discovery-based learning in biology and chemistry.

Ferris State University, Big Rapids, Mich., accepted the final shipment of an artwork collection appraised at more than \$8.6 million. The gift, provided by two Canadian companies, includes works by famed artists Leonard Baskin, Robert Indiana, Kikuo Saito and Ben Shahn.

Interlochen (Mich.) Center for the Arts received a \$2 million gift from The Herbert H. and Grace A. Dow Foundation of Midland, Mich. The

see Brief CASE, next page

fiVe.www.ideas

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

What 's a good Web site?

Struggling with developing an effective, useful Web site? Visit CASE's Circle of Excellence winners:

Gold Medals — University of Edinburgh Institute of Ecology and Resource Management climate.nms.ac.uk and University of Wales, Aberystwyth

www.aber.ac.uk/interpol/

Silver Medals — Mount Holyoke College www.mtholyoke.edu/campaign University of Georgia www.uga.edu/news and Washington State University www.wsu.edu/DrUniverse

Bronze Medals — University of California, San Francisco www.communityconsortium.org University of Illinois at Urbana-Champaign www.oar.uiuc.edu and University of Manitoba www.umanitoba.ca/calendar.

Online giving popular

There are four ways to ensure a successful online campaign, according to GivingCapital:

- Clearly establish size and scope of your online campaign
- Continually publicize the campaign to supporters and local community, using every possible venue and resource
- Promote the campaign via news groups, chat rooms
- Make your Web site easier to find and use

Discover more at: www.givingcapital.com.

Resources for fund raisers

The Office of Corporate Relations at Emory University maintains a Web site "devoted to the pursuit, promotion, understanding and practice of corporate philanthropy."

Find excellent resources for fund raisers, such as Why Corporations Give, Corporate Philanthropy Resource Guide, Great Giving Programs and Dot.Com Companies. See: www.emory.edu/IA/OCR/index.html.

E-mail marketing for you?

Unsolicited e-mails can be as annoying as junk mail or telemarketers. As a marketer yourself, however, you can get respect — and attention — by doing it right. Get permission before sending messages. This "opt-in" e-marketing is less intrusive and more effective. But its maintenance can be a full-time job. A better option is to set up a list with a service. See: www.topica.com, www.listbot.com, and www.egroups.com.

Searching for something?

Confused by all that's on the Web? Here's a site that can help you get the most from online searches. Go to www.searchenginewatch.com and you'll find Web Searching Tips, Search Engine Submission Tips, Search Engine Listings, Reviews, Ratings and Tests, Search Engine Resources, and you can even subscribe to a free Search Engine Newsletter.



Parting Shot... The world's first "noteless" class was taught at DePauw University, Greencastle, Ind., during the spring semester by Dave A. Berque, associate professor of computer science. Generations of students who laboriously copied seemingly unending lecture notes from a blackboard would love this class. That's because DEBBIE is an acronym for the DePauw Electronic BlackBoard for Interactive Education, which does electronically what teachers and students used to do with chalk, paper and pencils. The system was developed during the last six years by Berque and his student assistants. With an electronic whiteboard mounted on the front wall of the classroom and pen-based video tablets at each student's desk, all of the professor's prepared class materials, as well as in-class notes written by hand on the screen, are automatically transferred to the students' electronic notebooks. The professor can write notes on the screen using a stylus or a finger. Students can access the notes in their rooms 24 hours a day or print out hard copies for study. Four other professors used DEBBIE for portions of their classes, and Berque plans to expand DEBBIE's use to other disciplines. One side effect: the professor gives students an electronic quiz every 10-15 minutes.

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 momento.

Brief CASE

From previous page

gift is the largest foundation gift to The Campaign for Interlochen, a five-year initiative to raise money for scholarships, renovation, new construction and endowment.

Lewis University has received \$165,000 from the Gaylor and Dorothy Donnelly Foundation to support the university's I & M Canal and Regional History Collection.

Alumnus David House has provided \$250,000 for **Michigan Tech University's** (Houghton) Rozsa Center for the Performing Arts, which will open this fall. He provided an additional gift of \$5,000 to Tech's Echoes from Heaven Gospel Choir. Also, Julian Ronse, Brevard, N.C., has pledged \$1.1 million to Tech's Leaders for Innovation Campaign to establish the Rogers-Ronse Endowed Scholarship. And alumnus Kanwal Rehki and his wife, Ann have provided \$5 million to support the university's planned Center for Integrated Learning and Information Technology. And, Ford Motor Co. recently gave its second \$600,000 installment toward the support of a \$3 million, five-year business automaker-university collaboration to prepare students for auto industry jobs.

The Lynde and Harry Bradley Foundation Inc. has awarded a \$6 million grant over three years to **Milwaukee School of Engineering**

to support scholarships.

Mount Mary College, Milwaukee, received \$1 million from the Jane B. Pettit Foundation to support the college's \$17 million capital campaign.

The Andrew W. Mellon Foundation has awarded **Oberlin (Ohio) College** a \$1.5 million matching grant to establish an endowed fund to support two-year Mellon Postdoctoral Fellowships in the humanities and social sciences. Also, the college received a \$139,732 grant from the Institute of Museum and Library Services to attract undergraduates from diverse cultures to the field of librarianship.

Valparaiso (Ind.) University is launching a \$75 million campaign to construct a new library and information resources center and add to the university's endowment in support of academic programs and scholarships.

The Advanced Integrated Manufacturing Center, a partnership between the **University of Dayton** and **Sinclair Community College**, has been awarded a \$1.8 million grant from the National Science Foundation's Advanced Technology Education office.

Knox College, Galesburg, Ill., received a \$900,000 bequest from the estate of Helen Johns, whose husband, Iral, graduated from Knox in 1924. She also bequeathed \$900,000 to her alma mater, Carleton College, Northfield, Minn.

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