

advance

Council for
Advancement and
Support of Education

Summer 2001

Great Lakes
District V

Making a critical difference

Ohio State program engages women in philanthropy

Can you create a university program that supports women students, faculty and staff, while serving as an example of the university's advocacy for women? Can it be a springboard for cultivating women's philanthropy? That's happening in The Ohio State University's Critical Difference for Women program.

"It's an initiative conceived by women for women," explains Gail L. Feinstein, director of development at OSU.

Critical Difference for Women was created in 1986 by a group of university faculty and staff who looked at issues facing women graduate and undergraduate students. They found that financial constraints, family responsibilities, childcare and eldercare issues were challenging women students. Older, returning students were facing even more obstacles.

Eventually, the Critical Difference for Women group developed three university-wide areas of funding to assist students and provide benefits to faculty and staff. They included:

- Scholarships for returning women students.
- Research on Women Grants for graduate students and faculty doing scholarly research on women and women's issues.
- Professional Development Grants for faculty, staff

and students to enhance their knowledge and advance their career opportunities by attending seminars, conferences or workshops.

Finances needed

The Critical Difference for Women program needed financial support. Since the program was university wide and not department specific, obtaining support of an administrator was key, notes Feinstein.

In 1988, a new provost liked and supported the program's concept. At that time, OSU was in the midst of a \$350,000 capital campaign and campaign priorities had already been set. None of the priorities was earmarked specifically for women faculty, staff and students, so the Critical Difference for Women program became the priority project for women.



Making the CASE

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It's time to reshape advancement

This year's CASE V conference runs Dec. 16-18 at the Sheraton Chicago Hotel and Towers

A melting pot. Tossed salad. Integrated marketing. We've been hearing these analogies about society and work for years. Nearing the end of the first year of the new millennium, it's prime time to probe how these ideas directly relate to the advancement field.

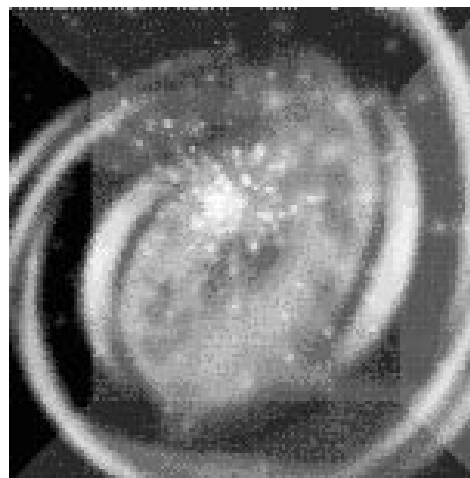
That's the basis for this year's CASE V conference — "Erasing the Lines: Reshaping Advancement." The conference is scheduled Sunday, Dec. 16, through Tuesday, Dec. 18, at CASE V's home — the Sheraton Chicago Hotel and Towers.

This year's conference may be closer to the Christmas and New Year holidays in recent years, but it will be well worth the time spent on the eve of a busy season. You'll not only get an array of new, cutting-edge ideas to start out the new year, but also a chance to recharge with colleagues before the busy holiday season. (Not to mention a chance to walk and shop Michigan Avenue at its most festive time of the year!)

see CASE V Conference Preview
page 4

See frequent updates at: www.casefive.org

Erasing the Lines:
Reshaping Advancement



5th ANNUAL
DISTRICT
CASE V
CONFERENCE
Sheraton Chicago Hotel & Towers
December 16-18, 2001

DISTRICT
CASE V
www.casefive.org

Making a critical difference

From previous page

The new program quickly gained attention and support of faculty and staff, says Feinstein.

Early on, raising money for the new program was greeted with success. But, there needed

to be a more far-reaching and comprehensive campaign, she explains. So University Development, the Ohio State Alumni Association and women alumnae formed the National Council of Ohio State Women.

The council was successful in bringing women together from around the country to focus on women and OSU. The council identified local women who would join university women to form an ongoing board.

By the university's next major capital campaign in 1995, the council had enough standing on campus to stake a claim in the campaign's goal. The overall campaign began with an \$850,000 goal, which ultimately turned in to a \$1 billion goal. The Critical

Difference for Women goal was part of the campaign, asking for \$2.5 million. "The idea was to utilize the program as the vehicle to

Making the CASE

engage women donors," notes Feinstein.

The most useful tool for cultivating women donors has been through the annual Critical



Difference for Women Luncheon, says Feinstein. The lunch provides an opportunity to say thank you to program donors and a chance

for donors and recipients to meet and talk. The most compelling aspect of the luncheon, Feinstein notes, are the scholarship and grant recipients' personal testimonies.

The success of engaging women to support the Critical Difference for Women can be seen in the changes in numbers. In 1988, there were 47 donors with gifts totaling \$9,531. In 1999 there were 1,176 donors with gifts totaling \$690,960. By the campaign's end in 2000, Critical Difference for Women surpassed its \$2.5 million goal and reached \$3.7 million.

"The success that Critical Difference for Women has seen is due in no small part to all of the women, and men, administrators, faculty, staff, students, alumnae and donors who recognize the value of opportunity and access to education for women," notes Feinstein.

The major contributor to this article was Gail L. Feinstein, Director of Development, Critical Difference for Women, The Ohio State University.

Steger named executive leader

Joseph Steger, president of the University of Cincinnati, will receive this year's CASE V Chief Executive Leadership Award. In its third year, the annual award honors the head of a CASE V member institution.

Steger was selected by a district committee for Cincinnati University's advances since he became president in 1984. Steger's leadership was noted in his innovative success in fund raising, faculty support, teaching and learning, finance, campus development, neighborhood redevelopment and community health care delivery.

Steger will be honored at this year's CASE Assembly in San Francisco June 30-July 3, and will be recognized during the CASE V Conference in Chicago.

Members of the selection committee included: Ralph Amos, Ohio University (Athens); Beth Corley, The Latin School of Chicago; Gene Haberman, University of Wisconsin-Milwaukee; Jennifer Hamlin Church, Siena Heights University, Adrian, Mich.; and Carl Magel, University of Notre Dame (Ind.)

Someone retiring?

Are you — or do you know someone in CASE V who recently retired, or plans to retire this year?

Each year the district honors colleagues who have recently retired or plan to retire during the current academic year. The only qualification is a minimum 10 years of service in institutional advancement and involvement with CASE.

If you qualify, or know someone who qualifies, contact Gene Haberman and request a nomination/application form. Reach Haberman at the University of Wisconsin-Milwaukee, Hefter Center, 3271 North Lake Drive, Milwaukee, WI 53211, by phone: (414)229-3011, or by e-mail: geneh@uwm.edu

Northwestern offers women mentors

Council of One Hundred engages undergraduate women to work with successful alumnae

Nearly a decade ago, undergraduate exit surveys at Northwestern University revealed that women had lower self esteem than their male classmates. Then Northwestern President Arnold Weber urged the university to look at ways to engage women undergraduates with alumnae.

The university established the Council of One Hundred, a women's networking organization of alumnae who have

"The biggest surprise was the interest not only for the women to interact with the undergraduates, but in addition, their interest in interacting with one another."

—Catherine Stembridge, Northwestern University

offering long-term mentoring services.

Catherine Stembridge, executive director of the Northwestern Alumni Association, says the council has

Five tips for establishing alumni mentoring groups

1. Get support of the university president.
2. Take time to identify women who are truly at the top of their profession.
3. Find a variety of professions.
4. Consider issues of diversity.
5. Calendar meeting six to 12 months out due to the busy schedules of these women.

been a big success. "The biggest surprise was the interest not only for the women to interact with the undergraduates, but in addition, their interest in interacting with one another," she says.

Students relish the alumnae as role models. "The women are incredibly honest regarding their success and the hurdles they have faced. In particular the students are interested in 'having it all' and the women explain they can have it all, but not necessarily at the same time," Stembridge says.

The council meets a need not only for the undergraduates but also alumnae who get a chance to return to their alma mater.

For more about the program, see: www.alumni.nwu.edu/2001/clubs/co/c100/clubscoCouncilof100.htm

Their view

CASE V chairs report on progress made, goals set

Greetings! In my last few weeks as chair of District V, I want to extend my thanks to the CASE V Board members, conference committees, CASE staff, Sheraton Chicago Hotel staff, and the many other volunteers with whom I've worked over the past two years. You have all made this work a joy, extremely satisfying, and filled with many rewards. I know you will extend the same generous cooperation, trust, and enthusiastic support to Lynn Carver, who takes over officially as chair at our June Board meeting.

During the past two years, CASE V has accomplished much:

- The transition to the Sheraton was successful.
- Our goals for the district include involving more senior professionals in the conference



Karzas

- (including programming) and at the district level, continuing efforts to increase district membership, and heightening the role of the Committee on Opportunity and Equity. We have expanded the role of the three CASE Commissions (Philanthropy, Communications, and Alumni) in district board and conference activities.
- We have agreed to participate in the Clarence J. Jupiter Fellowship Program in Institutional Advancement, a cooperative endeavor among the district, a member institution, and CASE to provide an intern appointment to introduce the total advancement profession to young advancement professionals. We have secured host institutions and are working with CASE to begin a formal process to market the program, identify, and select candidates.
- In December 2000, we announced the COE Outstanding Commitment to Professional Development Award, recognizing a District V member who has enhanced professional

Mary Kay Karzas and Lynn Carver have served as co-chairs during the 2001 transition time through June. In this month's viewpoint, Karzas reports on progress made during the past two years, while Carver outlines future goals being set by the CASE V Board.

development and career opportunities for multicultural professionals in the advancement field, reflecting a commitment to COE's purpose. Two recipients were recognized in 2000: Ralph Amos, Ohio University; and Salme Steinberg, Northeastern Illinois University.

- We redesigned *advance*, the district newsletter and expanded the district Web site – to be housed on the CASE server in 2001.
- We began a dedicated savings plan to ensure that by 2005 the District will have 100% of the annual operating budget in the additional reserve fund.
- We secured sponsorships for district conference sessions and activities.
- We fostered closer communication between CASE and district leadership, through attendance at leadership summits and chairs council meetings. And, we participated in the CASE Chief Executive Leadership Award program.

Finally, we have begun the district's strategic planning process to coordinate goals and directions with those being identified by CASE currently in the development of its strategic plan.

We have an exciting future. Enjoy your summer!
Sincerely,

Mary Kay Karzas, Past Chair
Deputy Director of Development-Major Gifts,
The Culver (Ind.) Academies

Looking back at the CASE V District Board's accomplishments over the past two years, all I can say is "Wow!" Mary Kay announced the district's goals in her June 1999 message. Thanks to her outstanding organization skills and leadership, every one of those goals has been met!

This is all the more remarkable when you consider the fact that the "baton" was passed to her prematurely that spring. She grabbed it, took off and never stopped running. Now it passes to me.

I'd like to take this opportunity to say thank you, Mary Kay, for an extraordinary run. The district is indeed fortunate to have your continued participation as past chair for the next two years. It will enable us to continue to perform at the high level you set.

As Mary Kay mentioned, the CASE V board began the strategic planning process in February. At that same time, the conference committee met and chose the provocative theme for our 2001 conference, "Erasing the Lines: Reshaping Advancement."

Although this theme can and will be interpreted in many ways, from the standpoint of the district board it ideally reflects some of the goals of the strategic plan. Among the questions addressed in February were:

- How can District V enhance its partnership with CASE to support district needs and advance the entire CASE organization?
- How can the CASE V board better support the planning and implementation of the annual district conference?
- How can District V position itself as "provider of choice" for advancement training and services?
- What can District V do to promote the issues, values and personal and organizational advantages of diversity for current and prospective members?

As we strive to establish closer ties to the conference committee, CASE, and ultimately to each other, "Erasing the Lines: Reshaping Advancement" sets the tone for the year ahead. I look forward to serving District V as we pursue our common goals.
Best wishes,

Lynn Carver, Chair
Senior Coordinator, Northwestern Alumni
Association (Evanston, Ill.)



Carver

Public universities hit records

At a time when public colleges are seeking private dollars more aggressively, major state schools are setting fund-raising records. In March, the University of Virginia announced it raised \$1.43 billion during a seven-year fund-raising campaign, as the state's share of operating costs continued to decline to 14.4 percent. Virginia's goal was surpassed by the University of California at Berkeley's \$1.44 billion, much more than its initial goal. But even that record may soon shatter as UCLA reaches its five-year campaign goal of \$1.6 billion. Why the public institution fund-raising push? They must compensate for shrinking state subsidies, seek funding for programs not traditionally paid for by state monies, and compete with the multi-billion dollar endowments of prestigious private institutions.

-from CASE "Flash Points" (Vol. 6, No. 6) April 2, 2001

Endowments hitting \$1 billion

A record 41 colleges and universities pushed their endowments above \$1 billion in 2000 — up from 34 in 1999 according to a National Association of College and University Business Officers study. Among the 41 \$1 billion-plus endowment schools is Penn State, which for the fourth straight year had more alumni donors than any other institution in the country. While former Penn Staters didn't give more money than those of several other institutions, it had more alumni donors than No. 2 Harvard and No. 3 Michigan, according to preliminary data from the New York-based Council for Aid to Education. Penn State had 71,423 donors, while Harvard had 66,138, according to the council. In total, they gave \$50.7 million to Penn State in the fiscal year ending June 30, 2000.

—National Association of College and University Business Officers and Associated Press

**DISTRICT
CASE.V**

CASE V CONFERENCE PREVIEW

From cover page

Some of the highlights in the early planning stages include:

- Expanded roundtables. A opportunity for more topics to be discussed at the nuts and bolts level.
- Around a half dozen topics specific to community college issues in development, alumni and communications.
- A special gathering for independent schools, along with sessions geared for pre-K-12 schools.
- More sessions geared exclusively for senior professionals.
- A Saturday preconference for newcomers to the profession to get them started off on the right foot in the advancement field.
- A Sunday preconference that stretches across the three advancement disciplines and provides an opportunity for a more intensive, in-depth look at issues shaping our fields.
- A late Tuesday afternoon "Take FiVe Reception," replacing the evening banquet.

The conference committee, headed by Conference Chair Wm. Christopher Clarke, Purdue University, and Program Chair Teresa Exline, Indiana State University, will finalize conference sessions by June. (See a complete list of the 2001 Conference Committee members to the right.) Expect to see a Call for Registration by September. Or, keep in touch with conference and district happenings by bookmarking and periodically visiting www.casefive.org

What's the value of a CASE V conference?*

- Opportunity to network with colleagues from schools with similar profiles.
- The speakers, along with the variety and depth of programming.
- Learning that problems can be equally bad or good at other institutions.
- A chance to get away from the daily grind and think about what needs to be done.
- The ability to choose from multiple topics, and various tracks.

*Based on survey of 2000 conference participants.

This year's keynote presenters...

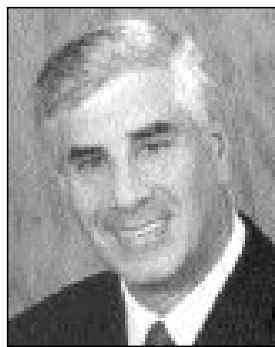
Emma Award winner John R. Powers and business "Renaissance Man" Ira Blumenthal are CASE V's keynoters this year.

Sunday — "How to Keep the Promises you Make to Yourself" by John R. Powers

Powers has authored four books, most recently, "The Junk Drawer." He wrote the Broadway musical, "Do Black Patent Leather Shoes Really Reflect Up?" He received two Emmy Awards for his TV work, and is currently hosting PBS' "The John Powers Show." His business experience includes raising more than a \$1 million to produce his musical. He was a professor of speech and performing arts at Northeastern Illinois University for many years.



Powers



Blumenthal

Tuesday — "Change is Inevitable — Growth is Optional" by Ira Blumenthal

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

consumer. He is the recipient of the George Washington Honor Medal For Literary Excellence and is the author of "Ready, Blame, Fire!" Along with presenting programs, he is an institute faculty member at Michigan State University and the University of Notre Dame.

Help needed!

Become a member of the 2001 CASE V Conference Team by volunteering during the conference. Volunteers are needed as Sessions Hosts, Bell Ringers, and Session Host Center staff. Time commitment and responsibility are small, but rewards are great!

Volunteering is a wonderful way to get to know more people and network with colleagues across the district.

Session hosts are "room managers" for a session. They assist speakers, make sure equipment is in place, and distribute and collect evaluations. Volunteers can host sessions they plan to attend. Bell ringers let participants know when sessions should end, while Session Host Center staff help maintain evaluations and answer questions.

Become a volunteer! Contact Becky Thomas, Director of Special Gifts, Carroll College, 100 N. East Avenue, Waukesha, WI 53186 at (262)524-7625, or e-mail her at rthomas@cc.edu.

Your opinion counts!

We all know that feedback is important in developing a quality program; therefore, we want to know what you think.

Throughout the entire CASE V conference, you will have opportunities to evaluate the speakers, facilities, and programming. It is only through

your input that we can succeed in bringing you outstanding, relevant programs.

As you attend sessions, please try to find some time to complete the individual as well as the overall evaluation forms. The comments, complaints, and suggestions will help us in planning next year's conference. Be sure to turn in your ideas to the Session Host Center, which will be adjacent to the Registration Desk.

Your comments are important! Take this opportunity to help make the CASE V experience one that is beneficial and enjoyable for everyone!



Clarke



Exline



Aliesch



Anderson



Barnett



Beck



Daus



Eastman



Freeman



Hatting



Kranz



Lieberman



McCurry



McGlinch



Miller



Pearson



Osburn



Sayre

The 2001 CASE V Conference Committee

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Associate Director of Development, Campaigns & Major Gifts, Purdue University (West Lafayette, Ind.)

Teresa Exline, Program Chair
Director of Public Affairs, Indiana State University (Terre Haute, Ind.)

Florence Aliesch, Publications Co-Chair
Director of Publications, University of Wisconsin-La Crosse

Larry Anderson, Registration Coordinator
Office of Public Affairs, DePauw University (Greencastle, Ind.)

Lynsey Barnett, Food and Beverage Manager
Web Manager, St. Olaf College (Northfield, Minn.)

Sarah Beck, Local Hospitality Coordinator
Reunion Volunteer Coordinator, Lake Forest (Ill.) College

Barbara Daus, Alumni Emphasis Co-Chair
Director of Alumni Services, University of Wisconsin-Platteville

Michael Eastman, Alumni Emphasis Co-Chair
Executive Director, University of Cincinnati Alumni Association

Eric Freeman, Independent Schools (pre-K-12) Programming Chair
Director of Strategic Marketing, The Culver (Ind.) Academies

Steven Hatting, Resource Center Coordinator
Director of Corporate Relations, University of Minnesota Carlson School of Management (South Minneapolis)

Carmela Kranz, Newcomers/Pre-Conference Chair
Associate Director of Development for Special Programs, Minnesota Medical Foundation (Minneapolis)

Jeff Lieberman, Floor Manager
Associate Director of Development, Liberal Arts University of Iowa Foundation (Iowa City)

Rickey McCurry, Development Emphasis Co-Chair
Vice Chancellor, Institutional Advancement, Southern Illinois University (Carbondale)

Catherine McGlinch, Management Emphasis Chair
Executive Director of Leadership Giving, College of St. Benedict (Brooklyn Center, Minn.)

Randall Miller, Community Colleges Programming Chair
Vice President of College Relations, Henry Ford Community College (Dearborn, Mich.)

Sarah Pearson, Senior Professionals Programming Chair
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Associate Director of Public Relations for Media Communications, Michigan State University (East Lansing)

Brad Quarberg, Publications Co-Chair
Assoc. Director, University Relations, University of Wisconsin-La Crosse

Kathryn Sayre, Audio/Visual Coordinator
Dir. of Marketing, University of Iowa Alumni Association (Iowa City)

Steven Shockley, Promotion/Advertising/Sponsorships Coordinator
Executive Director of Alumni Relations, University of Toledo (Ohio)

Bryan Taylor, Communications Emphasis Co-Chair
Dir. of Publications, Rose-Hulman Institute of Tech. (Terre Haute, Ind.)

Matthew TerMolen, Development Emphasis Co-Chair
Assistant Dean, Director for Development, Northwestern University (Evanston, Ill.)

Rebecca Thomas, Session Hosts/Evaluations Coordinator
Director of Special Gifts, Carroll College (Waukesha, Wis.)

Kirby Winn, Roundtables Programming Chair
Director of Public Relations, Augustana College (Rock Island, Ill.)



Quarberg



Schockley



Taylor



TerMolen



Thomas



Winn



Carver



Karzas



Engelhard

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Sr. Coordinator, Northwestern Alumni Association (Evanston, Ill.)

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Deputy Director of Development-Major Gifts, The Culver (Ind.) Academies

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Dir. of Public Affairs, Indiana State University (Terre Haute, Ind.)

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Sr. Director, Alumni Programs, University of Michigan (Ann Arbor)

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Director of University News Services, University of Iowa (Iowa City)

Sara Patton, Commission Liaison, Philanthropy
Vice President for Development and External Relations, The College of Wooster (Ohio)

Julie Landes, CASE District V Liaison,
CASE International Staff Representative, Washington, D.C.



Todd



Kenyon



Ziemianski



Hamlin Church



Francisco



Haberman



Holgate



Hoover



Korocho



Loessin



Patty



Horn



Crossley



Dempsey



Kettner



Patton



Landes

Keep trustees in the loop

Editor's note: This excerpt is taken from the *Advancing Small Colleges: Strategies for Success in Alumni Relations, Communications, Fund Raising, Marketing, and Enrollment Management*, book by Rebekah Burch Basinger and edited by Wesley K. Willmer, published by CASE books in spring 2001. It's from the chapter, "The Trustees' Role in Advancement: Beyond the Bottom Line."

Advancement staff members are apt to complain that trustees don't think about the institution between board meetings. Yet, if the truth be told, advancement personnel don't give much day-to-day thought to trustees either, except, of course, when approaching board members for a gift. While most presidents maintain close contact with the chair and a few other key trustees, the rest of the board may go for weeks or even months without hearing from the institution. It's no wonder, then, that trustee potential and contacts are under-used.

Colleges with successful advancement programs have trustees who are informed about the institution and are full partners in reaching out to the world beyond the campus. Gary Goldstein in a 1995 article titled, "A View from the Top: A CEO Looks at Fund Raising," states, "the board member explains the importance of our mission to the community. He or she puts a human face

Colleges with successful advancement programs have trustees who are informed about the institution and are full partners in reaching out to the world beyond the campus.

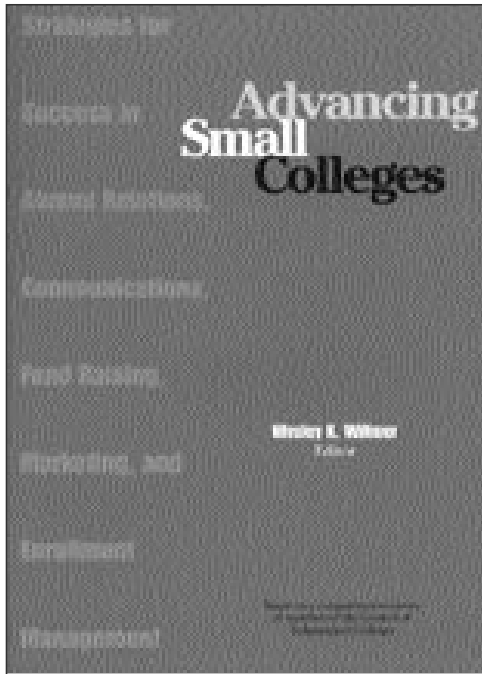
on it. The development officer or president is along as an educational expert." It's up to the president and the advancement staff to make it as easy as possible for trustees to

recommend the college to a prospective student, contact a legislator, or introduce a donor to the institution. This takes more than supplying trustees with an annual packet of miscellaneous brochures, catalogs, and other information about the college. It requires that trustees receive timely and personalized information at regular intervals throughout the year. Try these efforts to maximize trustee potential and contacts:

- A just-for-trustees campus directory that includes names, titles, telephone numbers, and e-mail addresses of folks whose work is of greatest importance to board members. Board members tell us they appreciate being able to go straight to the appropriate campus office for help. While some presidents may be uncomfortable providing trustees with direct

access to campus personnel, members of effective boards understand the rules guiding their interactions with college staff and are careful not to overstep their bounds.

- A monthly e-newsletter that includes highlights of recent campus happenings, announcements of significant gifts and/or honors awarded to the college, and suggestions of two or three tasks that trustees might undertake during the coming month on behalf of the college. In addition to regular communication directed to all trustees, the president or appropriate vice president should pass along useful information to smaller groups of trustees who've expressed interest in being involved in a particular aspect of the advance-



ment program. A trustee living several hundred miles from the college he serves put it this way, "When I have the opportunity to speak with someone about the college, I need to be as up-to-date as possible with what's happening on the campus. Information that's several months old and stock brochures don't cut it."

- An annual accounting of outside-the-boardroom activities by trustees on behalf of the college. Providing board members with an opportunity to list what they've done for the college beyond time spent in meetings reinforces the message that trusteeship is a big and important job. In the words of Irwin Miller, retired CEO of Cummins Engine Corp. and a longtime trustee of several colleges, effective boardsmanship "requires some night work." Once tabulated, the annual survey serves to highlight trustee contributions and points to areas where more work is needed. Although assessing trustee performance is serious business, boards and college staff can have fun with the survey results by creating tongue-in-cheek recognitions and humorous prizes as a way of highlighting unusual

Providing board members with an opportunity to list what they've done for the college beyond time spent in meetings reinforces the message that trusteeship is a big and important job.

activities or extraordinary service by individual trustees.

To order a copy of this book, call 1(800)554-8536. Item #28140. Cost is \$45 for CASE members and \$60 for non-members, plus shipping and handling. Visit the catalog on the Web: www.case.org/books.

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.

Get info out by using the personal touch

Feel as though a reporter is brushing aside your ideas? You may need to establish a personal relationship to get a reporter interested. Here are some tips to remember:

- Offer real news. Send a release about something new and different.
- Try to meet with the reporter. Get to know their beats so you know what to pitch.
- Know the publication before the meeting or pitch. Reporters don't want to explain what it is.
- Don't call close to deadlines. Know their deadlines and get info to them in ample time.
- Put a human face on your pitches. Tell reporters how your information will benefit their audience.

-from *Media E-Tips*, January - February, 2001, Issue #21.

New discussion list online

CASE now offers a new discussion list for communications colleagues.

"Communications-L" is a listserv designed to facilitate the exchange of ideas, best practices, and answers to queries. It joins the ranks of other advancement listservs and is available on the CASE Web site at:

www.case.org/info/groups.htm#COMMUNICATIONS-L.

Postal savings

Even though U.S. Postal Service rates recently increased, there are some things to save postal dollars. The Address Change Service (ACS) program allows you to receive address corrections electronically, rather than on hard copy. With the new rates, the correction savings has gone from 30 cents to 40 cents per correction. A side benefit is a more automated way to incorporate the changes into your database. Also, first class postcards are still a bargain — and even more so if you can barcode them.

-from *Banta Mailbox*, January 2001.

Alumni browsing the Web

What do alumni look for when they visit their alma mater's Web site? "Everything and Nothing," according to Campbell Research. Those looking for something have a wide variety of interests — 27% are just curious, 16% seek sports news while another 16% look for academic information. Also, 13% are looking for alumni news. Did most find what they were looking for? More than three-quarters said they did, while nearly 20 percent say they didn't, or had mixed results in their Web visits. Get more alumni research information at www.CampbellResearch.com.

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.

Mette Baran has been named director of development at Robert Morris College (Chicago).

Beth W. Carona has been named associate vice president of Medical Center Development for Loyola University Medical Center and the Stritch School of Medicine, Chicago. She had been director of major gifts at Children's Memorial Foundation, Chicago.

The College of Mount St. Joseph has named **Barbara Crosset-Hoffmeier** director of foundation and government support.

Mark Dienhart, has been named senior vice president for external affairs at the University of St. Thomas, St. Paul, Minn.

Libby L. Keeling has been named staff writer and associate editor in News and Information Services at the University of Southern Indiana (Evansville).

Neal A. Norris has been appointed vice president of institutional advancement at the University of Findlay (Ohio).

Todd L. Reding (see photo) has been named vice president for alumni relations and development at Grinnell (Iowa) College.



Reding

Carol Rienstra has been named director of community relations for the Alumni and Public Relations Office at Calvin College, Grand Rapids, Mich.

Margie Shurgot has been named senior consultant of major gift development for the St. Norbert College, De Pere, Wis., Institutional Advancement Office.

Case Western Reserve University School of Medicine's Office of Development and Alumni Affairs has made three appointments:

Russell F. Catanese has been named interim associate dean of development and alumni affairs; **Traci Kugler** (see photo) is director of special projects; and **Karen L.**

Thompson (see photo) is assistant director of corporate and foundation relations.

The following appointments were made at Ohio University

(Athens): **Kathleen Bonté**, assistant dean for development in the College of Health and Human Services; and **Deborah Eschenbacher**, director of corporate and foundation relations.

Wilmington (Ohio) College has made the following appointments: **Mary Alexander**, senior development officer; **Jan Blohm**, director of annual giving; and **Michael Pirnat**, director of estate and gift planning.



Kugler



Thompson

Searching for solutions



Exhibitors and consultants are expected to fill 2001 CASE V Conference Resource Center in the River Exhibition Hall of the Sheraton Chicago Hotel and Towers — just like they did during the 2000 conference (above). This year's conference runs Dec. 16-18. For updated conference information, visit www.casefive.org

fiVe.www.ideas

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

A complete resource

Sick of bookmarking all kinds of resource sites? Here's one site that may have what you're looking for. The New York Times' Navigator is the home page used by the Times' newsroom for forays into the Web. Its primary intent was to give reporters and editors a solid starting point for a wide range of journalistic functions without forcing them to spend time wandering around blindly to find useful links on their own. Its secondary purpose was to show there's a lot of fun and useful stuff out there. The list is highly selective and constantly changing. You will have to register to get on the site, but registration is free. See it at: nytimes.com/library/tech/reference/cynavi.html [Thanks to Bob Seaquist, University of Wisconsin-La Crosse University Relations Office for this site tip.]

Smile and say cheese

If you're expected to produce some high-quality photographic images, there's help. Kodak has a free Web site that offers excellent tips for amateur photographers. Begin with the basic tutorials on composing and snapping pictures. Then, further your skills with more, advanced explanations of techniques, light variations and darkroom tactics. Check it out at: www.kodak.com/US/en/nav/takingPics.shtml

Camera equipment buying tips

Find out the nitty-gritty on camera equipment at www.camerareview.com. The site has thousands of consumer reviews and ratings of film and digital cameras, along with lenses and scanners. The extensive reviews not defects and strengths that non-professionals might overlook. A Dream Specs section will recommend a camera based on your criteria. Then, use the Compare Shop to see those cameras in side-by-side comparisons.

It may be time to raise funds

Thinking about a fund raiser? Whether you're looking to sell small items or conducting a capital campaign, there's a Web site that boasts it has "everything you need for a successful fund raiser." Click on www.fundraising.com.

Screensavers for PC and Mac users

Sick of looking at the same computer screen? Most screensavers are designed for Windows systems, but Mac users now have somewhere to turn. www.macscreensavers.com offers a variety of compatible screensavers. First-timers should read the installation tips on the FAQ page. And for PC users, try www.zdnet.com/downloads. You'll find hundreds of Windows screensavers.

CASE work

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

Bill Liebold, president of the Southfield-based Michigan Colleges Foundation, has been named chair of the Foundation for Independent Higher Education's UPS National Venture Fund.

John E. Moore, Sr., a trustee for 13 years at Sinclair Community College, has been named the 2001 recipient of the Maureen C. Grady Award for Special Achievement by the Ohio Association of Community Colleges.

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's undergraduate Centers for Interdisciplinary Studies has received \$200,000 in start-up funds from the Arthur Vining Davis Foundations.

The W. M. Keck Foundation has awarded **Alverno College**, Milwaukee, \$350,000 to expand the college's Diagnostic Digital Portfolio, a database designed to help students reflect on their work, diagnose weaknesses and map future learning strategies.

Calvin College, Grand Rapids, Mich., has received a \$350,000 grant from the Ford Foundation for helping at-risk youth stay excited about education. Calvin can apply to renew the grant twice, giving it the potential to be almost a \$1 million gift at the conclusion of three years.

The U.S. Department of Education has awarded **Clark State Community College**, Springfield, Ohio, and Cuyahoga Community College, Cleveland, \$806,000 to develop a national teaching literacy model.

Elmhurst (Ill.) College received a \$50,000 from the National Conferences on Undergraduate Research Inc. for study on possible expansion of nearby O'Hare International Airport.

Erikson Institute, Chicago, received \$2.5 million from philanthropists Irving and Neison Harris for an endowed chair.

The Rollin M. Gerstacker Foundation awarded the **University of Findlay** (Ohio) \$180,000 to establish a high-tech environmental resource center.

The Interlochen (Mich.) Center for the Arts has received a \$400,000 pledge from alumnus Alexander Stolley to endow the Concert Master chair in Interlochen's World Youth Symphony Orchestra.

The Andrew W. Mellon Foundation has awarded **Kenyon College**, Gambier, Ohio, \$800,000 to "help assure continuity and stability" within four academic areas as the college seeks to replace retiring faculty. Also, Kenyon received a \$10 million gift from an anonymous graduate, the largest ever grant at the college; and Kenyon received a \$366,804 grant from the Cleveland Foundation for "Cleveland and the Great Migration: Laboratories for Faculty Members and Students in African-American History and Climate."



Parting Shot... Brother Louis DeThomasis, president of Saint Mary's University (Winona, Minn.), is fond of claiming his campus boasts the nation's only smoking clock tower. The Oscar and Mary Jane Straub Clock tower and Court was built around the existing — and still working — early-1900s power plant smokestack. Now an attractive centerpiece of campus, the clock tower was dedicated in honor of its benefactors in fall 1999. The remodeled power plant was dedicated in honor of the university's long-time maintenance employees in fall of 2000.

—Photo by Bob Conover

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.

The Consortium for the Advancement of Private Higher Education awarded **Madonna University**, (Livonia, Mich.) one of 13 grants to participate in the national initiative, "Engaging Communities and Campuses." The program assists in establishing partnerships with community organizations to enhance service-learning projects.

The Medical College of Wisconsin, Milwaukee, has received a \$500,000 grant from the National Institute of Mental Health to continue study of the cost-effectiveness of HIV prevention interventions.

Muskingum College, New Concord, Ohio, has received a \$60,000 U.S. Department of Agriculture grant for long-term study of methane production in rice plants as a contributor to global warming.

The Charles E. Schell Foundation has awarded **Oberlin (Ohio) College** \$100,000 to help provide financial help to students. Also, Oberlin has received a \$500,000 challenge grant from the National Endowment for the Humanities to endow the Mellon Postdoctoral Fellowship Program.

Ohio University (Athens) received its largest gift when alumnus Frank P. Krasovec and his wife, Margaret M. Krasovec, agreed to commit at least \$20 million to the university's Bicentennial Campaign. The university also received \$5 million gifts from former president Vernon Alden of Brookline, Ma., who created an endowment in memory of his wife, Marion Parsons Alden, for the library that bears his name; and Robert and Peggy McGreevey Walter of Columbus, Ohio, for a new sciences classroom building.

Rockford (Ill.) College successfully completed its \$20 million capital fund drive. "The Vision Campaign" raised just more than \$20.4 million during a five-year period.

St. Olaf College, Northfield, Minn., has reached the \$100 million benchmark in the first year of its "Fram! Fram! Forward St. Olaf" capital campaign. It's the largest amount ever raised by a Lutheran College — 80 percent of the \$125 million goal — according to the college.

The five-year Centennial Campaign for **Western Illinois University** has raised \$24.8 million, exceeding its \$20 million goal.

advance

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