

advance

Council for
Advancement and
Support of Education

Summer 2002

Great Lakes
District V

Advancing the field

Fellowship working to make advancement staff more diverse

Had it not been for the experience in her fellowship, Cheryl Bradley would have possibly given up on her desire to work in higher education. But with an eight-month Jupiter Fellowship at the University of Notre Dame (Ind.), Bradley plans to pursue a career in development or alumni relations — and she'll have a definite edge over other recent graduates her age.

Bradley is one of two who took part in the CASE Jupiter Fellowship program, designed to get people of color interested in working in the advancement field. CASE V's other



CASE V Jupiter Fellow Cheryl Bradley, right, hands some of her completed research to Katherine Rosswurm, director of Stewardship Programs at the University of Notre Dame (Ind.) Bradley is one of two participating in CASE V's fellowship, designed to attract minority professionals to the field of advancement by offering young professionals an internship experience in alumni relations, development or communications.

—Photo by Kevin Burke, University of Notre Dame

"I think it's a great program for recent graduates who want to work in higher education, but aren't aware of the career opportunities available."

—Cheryl Bradley

Jupiter fellow is Sidney Plant at Michigan State University (East Lansing).

Bradley was encouraged to apply for the fellowship by D'Juan Francisco, the director of constituency groups, alumni clubs and student programs at Notre Dame. Francisco, a director on the CASE V Board who heads

up the Jupiter Fellowship program, encouraged her to get involved when she completed her undergraduate studies in May 2001.

Making the CASE

Bradley says interning with multiple offices in advancement — alumni, development and public relations and information — has been the most beneficial part of her eight-month fellowship, which ended in April. "I liked

See Jupiter Fellows next page

Conference to offer vision, voice, value

CASE V: Vision. Voice. Value. You'll get it all Dec. 15-17 at the Sheraton Hotel and Towers downtown Chicago. This year's theme fits well into today's economic challenges, along with the mood of the nation. You'll find:

- Vision.** If you always do what you've always done, you'll always get what you've always gotten. To be successful, you have to know where you've been to help get you where you want to go. This year's conference is designed to help you discover what you need as you re-tool for advancement in 2003.
- Voice.** Communication — whether face-to-face, written or via modern technology — remains key in whatever you do. It's important to continuously evaluate the commu-

nication you're using: Do you need to meet face-to-face with that Class of '60 alum or is s/he online? Do you continue your quarterly alumni publication, or do you reduce your frequency and add an



online version? What about your Web page — can it be used as a recruiting tool and a fund-raising option? Do your alumni want to take part in regular e-mails? This and more will be probed during this year's conference.

- Value.** In the day of the "Extra Value Meal," you expect to find

value in everything you purchase. What you receive from this year's conference will live up to CASE V's traditional value — and more. You can expect dynamite sessions and plenty of networking opportunities to find solutions to the concerns you're facing now. Your colleagues from across the district have collaborated to make this a one-stop spot for today's pressing advancement issues. When you click online — www.casefive.org — to view the listing of conference sessions this fall, you won't be disappointed. The CASE V conference continues to be one of the most comprehensive and affordable professional development opportunities you can find.

Vision, voice and value. The 28th annual CASE V conference provides all three to help you advance your institution not matter what's ahead.

CONTENTS:

CASE V CEOs awarded	2
My view	3
CASE V Board report	3
Sheraton's the place	3
28th annual conference highlights ..	4
2002 Conference Committee	5
2002 Board Members	5
The 3 levels of thinking	6
fiVe. www.ideas	6
Brief CASE	7
CASE & Point	7
CASE V File	back
Parting shot	back

DISTRICT
CASE.V
www.casefive.org

Jupiter Fellows

From previous page

alumni work immediately, but have also found that there are fields in development that overlap with the alumni aspect," she explains. "I enjoy the relationship-building aspect of development, such as what takes place in the annual fund and with the regional directors.

Making the CASE

In alumni, I enjoy collaborating with volunteer alums on the different projects and programs that take place throughout the year."

The hands-on experience she received was key. In the alumni area, Bradley coordinated the initial development of a Native American alumni group and took charge of an award weekend. In public relations and information, she researched and compiled information on honorary degree candidates. In development, she drafted fund-raising drive letters, identified potential corporate agents for matching gift programs, worked on stewardship programming and helped with corporate research.

Bradley expects the in-depth experience to help when she enters the job market. "In my job search, I'm finding that professional level

positions in higher education require some kind of experience, preferably in a higher education setting," she notes. "By getting a whole-picture perspective of the administrative side of university life, I think I will be better able to search for jobs that fit my strengths."

The fellowship has been a great experience, says Bradley. "I think it's a great program for recent graduates who want to work in higher education, but aren't aware of the career opportunities available," she says. "Recent graduates often change careers multiple times in the first few years out of school because they aren't really sure of what they want to do or what they will be good at doing. Programs like this fellowship give people the opportunity to try a lot of different things and, in the process, find where their strengths and weaknesses are."

One of the main goals of the Jupiter Fellowship is to bring more diversity to the advancement field. That is something that has caught Bradley's eye. "I have noticed a lack of people from diverse ethnic backgrounds in the field," she notes. "It's obvious that there is a need to bring more people of diverse backgrounds into advancement, especially with the increase in diversity on college campuses."



—Kevin Burke

Cheryl Bradley is one of CASE V's first Jupiter Fellows, a program that aims to further diversify the advancement profession.

Fellowship program finding success

Modeled after the highly successful CASE District I pilot program launched in 1991, the Jupiter Fellowship Program seeks to further diversify the advancement profession. The fellowship is designed to attract minority professionals to the field of advancement by offering young professionals an internship experience in alumni relations, development or communications. District I has involved 29 minority interns since it began its program. Of that group, at least two-thirds are actively pursuing institutional advancement careers.

CASE V began replicating District I's program this year. D'Juan D. Francisco, director of Alumni Clubs and Student Programs at the University of Notre Dame (Ind.), anticipated one fellow from CASE in the first year. But, the district placed two young professionals, Cheryl Bradley at the University of Notre Dame (Ind.) and Sydney Plant at Michigan State University (East Lansing).

Institutions interested in sponsoring a Jupiter Fellow must provide \$7,500 for the fellowship, along with expenses for attending the district conference. District V will contribute \$2,500 and CASE will match the institution's \$7,500, for a total fellowship stipend of \$17,500. Additionally, CASE will fund CASE Assembly registration.

The fellowship should last 6-9 months. A rotation where the intern can spend time in development, public relations and alumni relations would be ideal. For more information, contact Francisco at (219)631-6722 or Francisco.1@nd.edu.

Another fellow

Sydney Plant was one of two Jupiter Fellows in CASE V. Plant was a development intern at Michigan State University (East Lansing) during summer 2001. She followed that with the fellowship, which gave her experience in the MSU Annual Fund with the College of Engineering Office of Development. She has developed several new initiatives, including a Young Alumni Program for the Annual Fund, and a fund-raising plan for the College of Engineering Office of Study Abroad. Plant also received a CASE V Newcomer Fellowship to attend the 2001 conference.



Plant

District selects two top executives for '02 award

Two leaders of CASE V institutions will be honored by the district at the CASE Annual Assembly this summer, and during this year's conference. They are: Judith Bailey, president of the Northern Michigan University (Marquette), and Samuel Hulbert, president of Rose-Hulman Institute of Technology (Terre Haute, Ind.)

They were selected from 26 nominees. Established in 1999, the award recognizes CEOs of district member institutions for outstanding leadership and service in support of education.

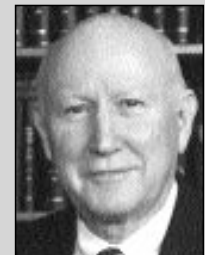
Bailey, who has headed NMU since 1997, was cited for developing a new vision for the institution, "The University of choice in the Midwest for a high-quality education in a high-tech learning environment."



Bailey

Bailey was praised for heading: new scholarship programs; new recruitment efforts in regions where the university was previously unknown; the university's first (and successful) capital development fund drive; development of the campus' physical facilities, including a state-of-the-art science facility, a student events center and sports arena, remodeled faculty offices, instructional facilities, student dining and recreation facilities, and a new student services center.

Hulbert was recognized for advancing Rose-Hulman Institute from a college with a local reputation to one with national recognition. During his 26 years of leadership there, Hulbert has helped turn an all-male college needing new facilities and struggling financially into an institution that has become ranked nationally among colleges that offer the bachelor's or master's as the top degree in engineering.



Hulbert

Hulbert was praised for: creating a vision and inspiring others to lead them to a higher level of success; increasing Rose-Hulman's community stature; encouraging innovation and risk-taking among employees; supporting all aspects of institution advancement.

The two were selected by a CASE V committee.

Past CASE V CEO award winners

- 1999—**Sister Mary Andrew Matesich**, president, Ohio Dominican College (Columbus)
- 2000—**Robert G. Bottoms**, president, DePauw University (Greencastle, Ind.)
- 2001—**Joseph Steger**, president, University of Cincinnati

My view

Much more than an extra set of hands

Jupiter Fellowship beneficial for offices, too

As director of stewardship programs at the University of Notre Dame, I was quick to say that we would love to have a CASE intern for a week in April!

At the start, I was thinking this would be a great way to obtain "free help" for our endless projects, as well as a much-needed extra set of hands in the office. Cheryl Bradley, a 2001 Notre Dame graduate, has been on campus since September working as a CASE Jupiter Fellow. This fellowship has enabled her the opportunity of hands-on experiences in the field of higher education. She has assisted many campus departments including the alumni association, public relations, photographic/TV production, and development.

The month of March and the first week of April were devoted to the development department. Cheryl spent time in the annual fund,

development research, information systems, corporate relations and in stewardship. Before the internship, she had no real concept of what development was all about, but now she can

At the start, I was thinking this would be a great way to obtain "free help" for our endless projects, as well as a much-needed extra set of hands in the office.

explain the goals of stewardship, the importance of alumni participation to the annual fund and the requirement of partnerships with corporations.

Here in stewardship, Cheryl was able to help write and edit acknowledgment letters, assist with important benefactor mailings and much more. It was great to have such a young, enthusiastic presence in the office.

The CASE Jupiter Fellowship, in my mind, is an excellent program for young professionals.

It provides a win-win opportunity for all involved. The participants are able to make knowledgeable career choices for their future based on wonderful learning experiences at their individual institutions. The host institutions get an extra set of hands and a whole lot more.

I am looking forward to assisting Cheryl in her job search as she now has much experience to go along with that excellent degree!

Katherine G. Rosswurm
Director, Stewardship Programs
University of Notre Dame (Ind.)



Rosswurm

—Kevin Burke

CASE V Board begins strategic planning

CASE V Board members began planning the district's future during their February meeting. The board identified three strategic areas and started setting action steps.

The strategic areas include:

- Update, re-develop and re-define the district's core value, mission and vision.
- Develop and implement comprehensive research of the district's constituents to improve product service development.
- Increase and improve professional development opportunities and services for the district.

The board will continue with the planning during its summer meeting, June 30 and July 1.

Also at the meeting, board members:

- Heard that the 2001 conference was financially strong, despite a decrease in attendance. The district will continue to pursue its long-term investment goal of \$250,000, which will be endowed to keep conference costs at a minimum.
- Were updated about the contract with the Sheraton. (See article, right.)
- Heard that the district's Web site will be updated since CASE International no longer intends to require a common look among all district Web sites.
- Were briefed about initial plans for the 2002 conference. The plans include putting the majority of pre-conference publicity on the Web and to encourage registration via the Web. This year's theme is "CASE V: Vision, Voice, Value."

The Sheraton is the place for CASE V through 2007

CASE V has signed a contract with the Sheraton Chicago Hotel and Towers that assures the district's annual

conference will be held there through 2007. The contract, signed in late February, helps keep conference costs down (especially hotel room and parking rates), gives the district stability in a "home hotel," and reduces a number of costs in the current contract.

"We've made real progress," Karen Engelhard, CASE V past chair and head of the Hotel Transition Team, told board members during their meeting in February. Engelhard says the hotel has "vowed to make the

hotel registration area at arrival time better" and has discounted key items, such as room and parking rates, exhibition hall space, and other

conference expenses. Many of the improvement were in response to conference attendees' requests.

The new agreement also provided incentives for 2005-2007, including room rates to stay under \$140 during the period.

Dates for conferences through the contract are:

- Dec. 15-17, 2002
- Dec. 14-16, 2003
- Dec. 12-14, 2004

- Dec. 11-13, 2005
- Dec. 10-12, 2006
- Dec. 9-11, 2007



The 28th annual CASE V conference

Conference extras abound this year

Along with the extensive programming in alumni, communications, development and management during this year's CASE V conference, the 28th annual event will feature an array of five pre-conference workshops. Saturday, Dec. 14, will feature a "Workshop for Newcomer to the Field of Advancement," the annual must for those who have just entered the field of institutional advancement. Sunday morning, Dec. 15, you can select from:

- Fund Raising for the Medically Inclined** We're adding an emphasis for those who raise funds for medical institutions and organizations.
- Building a Successful Team** Find out why — and how — it takes a good team to win no matter what game you're playing.
- Government Relations** In this time of tightening state budgets, get ideas how to plan to take your message to legislators.
- Personal Solicitation: Making the Ask** We're bringing Arthur Criscillis back by popular demand! Cost for each workshop will be \$100, plus conference registration. Keep these extra professional development opportunities in mind and mark your calendar!

Going online

CASE V is going online to promote this year's conference! Instead of receiving a booklet of information this fall, you will get a compact brochure informing you when the conference information goes online — and how to register conveniently online. (The information will be presented so you can print copy from the Web if you want to read it in-hand.) Mark the dates on your calendar now — Dec. 15-17 — and expect to see a reminder in September. Better yet, bookmark www.casefive.org and stay in touch with your top advancement resource.

Newcomers' fellowships available

CASE V will, once again, offer those with two years or less experience in advancement a unique opportunity to receive financial assistance to attend the District Conference and the Newcomers' Pre-Conference Workshop in December. Up to eight newcomers to institutional advancement will receive fellowships. Of these, one will be named the 2002 Vaughn Dann Fellow and one will be named the 2002 Ray Willemain Fellow. Each will receive a recognition gift for these two honors, which honor the memory of two of CASE V's outstanding professionals. For more information, contact: Barbara Todd, Director of Alumni Services, Illinois State University, Campus Box 3100, Normal, IL 61790-3100, (309)438-2586, fax (309)438-8057, or e-mail btodd@ilstu.edu



The ever-popular roundtables will be back during this year's annual CASE V conference.

**28th Annual
CASE V
Conference
Dec. 15-17,
2002
Sheraton
Chicago Hotel
and Towers**

Your help is needed!

Become a member of the 2002 CASE V Conference Team by volunteering during the conference. Volunteers are needed as Sessions Hosts, Bell Ringers, and Session Host Center staff. Time commitment and responsibility are small, but rewards are great! 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 Shelly Armstrong Flock, Associate Vice President for University Advancement and Marketing,

Ferris State University, W. 100, 330 Oak St., Big Rapids, MI 49307 at (231)591-2066, or e-mail her: shelly_armstrong@ferris.edu.

Calling all retirees...

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

If you qualify or know someone who qualifies, contact Gene Haberman and request a nomination/application form. Reach Haberman at Ashland University, 302 Founders Hall, 401 College Ave., Ashland, OH, 44805; (419)289-5676; or ghaberma@ashland.edu.



**For conference updates:
www.casefive.org**



Exline



Pearson



Aliesch



Anderson



Armstrong



Bertelsen



Daus



Fisher



Horm



James



Kranz



Loeb sack



Loftus



McGlinch



Miller



Quarberg



Rent



Roland

The 2002 CASE V Conference Committee

Teresa Exline, Conference Chair
Executive Director of Public Affairs, Indiana State University (Terre Haute)

Sarah Pearson, Program Chair
Associate Vice President for Development & Alumni Relations, University of Chicago

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

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

Shelly Armstrong, Session Hosts/Evaluations
Associate Vice President for University Advancement and Marketing, Ferris State University (Big Rapids, Mich.)

Kevin Bertelsen, Communications Emphasis Co-Chair
Director of Publications, University of Wisconsin-River Falls

Barbara Daus, Alumni Emphasis Co-Chair
Special Assistant to the President, University of Wisconsin-Platteville

Carleen Fisher, Local Hospitality
Development Officer, Beloit (Wis.) College

Kathy Horn, District Web Manager
Senior Graphic Designer, University of Michigan (Ann Arbor)

Patricia James, Food, Beverage and Banquet
Assistant Director of Development, The Wooster (Ohio) Fund

Carmela Kranz, Development Emphasis Co-Chair
Associate Director of Development for Special Programs, Minnesota Medical Foundation (Minneapolis)

Joyce Loeb sack, Career Center
Director of Marketing Communications, Ursuline College (Pepper Pike, Ohio)

Lindsey H. Loftus, Alumni Emphasis Co-Chair
Executive Director, Kent (Ohio) State University Alumni Association

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

Randall Miller, Senior Professionals
President, Downriver Campus, Wayne County Community College (Taylor, Mich.)

Brad Quarberg, Publications
Associate Director of University Relations, University of Wisconsin-La Crosse

J. Allan Rent, Sponsorships and Advertising
Director of University Marketing, Ball State University (Muncie, Ind.)

Cheryl P. Roland, Communications Emphasis Co-Chair
Director of News and Communications, Western Michigan University (Kalamazoo)

Kathryn Sayre, Resource Center
Director of Marketing, University of Iowa Alumni Association (Iowa City)

Lynsey Struthers, Web Manager
Web Manager, St. Olaf College (Northfield, Minn.)

Kent Stucky, Management Emphasis
Associate Vice President for University Development, Loyola University (Chicago)

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

Barbara Todd, Newcomers and Pre-Conference Programs
Director of Alumni Services, Illinois State University (Normal)

Kirby Winn, Web Manager
Director of Public Relations, Augustana College (Rock Island)

Mike Worley, Floor Manager
Alumni Outreach & Engagement, Ohio University (Athens)



Sayre



Struthers



Stucky



TerMolen



Todd



Winn



Worley



Carver



Loessin

The CASE V 2002 Board of Directors

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

Bruce Loessin, Chair Elect
Senior Vice President for Institutional Relations & Development, Cleveland Clinic Foundation

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

William S. Kenyon, Secretary
Vice President for Institutional Advancement, Adrian (Mich.) College

Mike Ziemianski, Treasurer
Director of Development, Saint Meinrad (Ind.) School of Theology

Ralph Amos, District Trustee
Assistant Vice President-Alumni Relations and Executive Director, The Ohio University Alumni Association (Athens)

Teresa Exline, Conference Chair
Executive Director of Public Affairs, Indiana State University (Terre Haute)

Sarah Pearson, Program Chair
Associate Vice President for Development & Alumni Relations, University of Chicago

Charles Dominick, Director at Large
Vice President for University Advancement, Wittenberg University (Springfield, Ohio)

D'Juan D. Francisco, Director at Large
Director, Constituency Groups, Alumni Clubs & Student Programs, University of Notre Dame (Ind.)

Gene Haberman, Director at Large
Associate Vice President University Campaigns, Ashland (Ohio) University

Randy Holgate, Director at Large
Vice President of Development & Alumni Relations, The University of Chicago

Julie Campbell-Lund, Director at Large
Director of Communications, University of Minnesota (Minneapolis)

Ray Mock, Director at Large
Assistant Vice President, Alumni Relations, Miami University (Oxford, Ohio)

Scott R. Williams, Director at Large
Senior Director Alumni Travel, University of Illinois Alumni Association (Chicago)

Karen Engelhard, Appointed Director
Director Emerita, University of Wisconsin-Stevens Point

Brad Quarberg, advance Editor
Associate Director of University Relations, University of Wisconsin-La Crosse

David R. Hoover, Appointed Director
Sr. Director of University Marketing Communications, The Ohio State University (Columbus)

Kathy Horn, District Web Manager
Senior Graphic Designer, University of Michigan (Ann Arbor)

Linda S. Crossley, Archivist
Vice President Communications and Editor-in-Chief, The Ohio State University Alumni Association Inc. (Columbus)

Dawn Dempsey, Alumni Commission Liaison

Linda S. Kettner, Communications Commission Liaison
Director of University News Service, University Communication and Outreach, University of Iowa (Iowa City)

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

Barbara Berry, CASE V Liaison
Director of Special Programs, CASE, Washington, D.C.



Karzas



Kenyon



Ziemianski



Amos



Dominick



Francisco



Haberman



Holgate



Campbell-Lund



Mock



Williams



Engelhard



Hoover



Crossley



Dempsey



Kettner



Patton



Berry

The 3 levels of thinking: predictable, surprising, courageous

The following is an excerpt from the book, "Thinking Outside the Box: Some (fairly) Radical Thoughts on Helping Colleges and Universities Think, Act, and Communicate in a Very Busy Marketplace," written by Robert Sevier, vice president for research and marketing and general manager at Stamats Communications.

work with a guy named Dick Damrow. He is a very creative person. He is constantly reminding our creative staff not to settle for the first idea out of the chute. Rather, he expects them to develop three different ideas. He calls these levels of creativity:

- Predictable
- Surprising
- Courageous

The first level of creativity is predictable. Predictable creativity is generally OK. The problem with predictable creative is that it is predictable. Predictable creative is expected. Predictable is safe. Most people like it. No one hates it. Unfortunately, because predictable creative is predictable, it seldom gets noticed. Lay a predictable ad about your school in Campus Life magazine, and it will likely be lost among all the other predictable ads. For this reason, predictable creative, though safe, is also the most expensive because it seldom accomplishes anything. Many of the viewbooks, annual fund solicitations, ads, and Web pages created by most colleges and universities are wholly predictable, but because predictable creative goes unnoticed, the time and money is ultimately wasted.

The next level of creativity is surprising. Surprising creativity is noticed. It causes the viewer or listener or reader to go, "hmm." Surprising creative is a little edgy. It makes some people uncomfortable (usually stakeholders, seldom members of the target audience). Surprising creative is created more with the audience in mind. It might still stress the institutional perspective, but it also recognizes that the audience has needs and expectations.

The third level of creative thinking is courageous. Like surprising creative, courageous creative causes the viewer or listener or reader to go, "hmm." However, courageous creative does something else: It causes the viewer or listener or reader to go and tell others about what he or she has just seen or heard or read. In other words, it spreads

beyond the single message. It gets buzz. It has talk value. It is viral.

The God billboards are examples of courageous creative. Consider the copy:

- We need to talk
- What part of "Thou Shalt Not ..." didn't you understand?
- Let's meet at my house Sunday before the game
- Don't make me come down there
- I don't question your existence
- I can think of ten things that are carved in stone

- You think it's hot here?
 - Need directions — God
 - Do you have any idea where you are going?
 - That "Love Thy Neighbor" thing . . . I meant that
- Not only did you likely notice them, (who could miss all black billboards with just five to 10 words on them?), but you likely told someone else about the billboards as well. These ads had talk value. Here is the key understanding about courageous creative.

Some people might have found these billboards — or any other courageous creative — to be offensive. However, you should never let a minority, no matter how vocal, undermine the overall quality of the creative. When you do, you have moved from "slightly edgy and talked about" to "safe, predictable, and . . . ignored."

By now you are wondering why I put a chapter on creative thinking in the section on strategy. Well, let's look at it this way. Just like creative thinking, your strategic thinking can be predictable, surprising, or courageous. Predictable strategy is safe, at least in the short run.

Surprising strategy is a bit more edgy and causes people to go, "hmm." Courageous strategy causes people to go "hmm" and then tell others.

As you think about your hopes and dreams for your institutions, which level of strategic thinking do you think will serve you best? I suspect it is at least surprising with a little courageous thrown in for leavening. One final thought: Courageous is another word for audacious.

Do you sense a trend here?



Just like creative thinking, your strategic thinking can be predictable, surprising, or courageous. Predictable strategy is safe, at least in the short run. Surprising strategy is a bit more edgy and causes people to go, "hmm." Courageous strategy causes people to go "hmm" and then tell others.

The above was from Chapter 23, "Three Levels of Thinking: Predictable, Surprising, Courageous." For more information or to order the book (cost including shipping and handling, is \$45.90), contact www.strategypublishing.com.

fiVe.www.ideas

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

The place for resources

MediaMap has research tools and services available free of charge to those working in the media.

Register at <http://sourcenet.mediemap.com/register/register.asp?FORCE=True&URL=/default.asp> and you can use the following resources:

- www.mediemap.com/experts SourceNet Experts: A new database of experts. New listings added daily.
- www.mediemap.com/sept11.asp Sept. 11 Resources: A list of resources for those covering events connected to Sept. 11.
- www.mediemap.com/sourcenetpn SourceNet: Can be used to post an anonymous query to find quotes, opinions, product news or general information on broad or niche topics quickly and anonymously.
- www.mediemap.com/mediawatch MediaWatch: A weekly listing of personnel moves and changes at news organizations.

Get good admissions advice, plus a whole lot more

Looking for a periodical update regarding admissions materials and more? Stamats QuickTakes, published by Stamats, is distributed to their clients and colleagues in higher education at no charge. You can sign up for the online periodical at: www.stamats.com/default.asp. The site also offers updated information related to college marketing. In May, the site included links to information about surveys pertaining to prospective college students and their thoughts about the impact of the 9-11 tragedy; results of a survey about teens' likes and dislikes; an online discussion group; and more. See what Stamats has to offer: www.stamats.com/default.asp.

Brief CASE

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

Bluffton (Ohio) College, \$50,000 from Lilly Endowment Inc. to develop a proposal for campus programs to encourage students in the "Theological Exploration of Vocation."

Capital University (Columbus, Ohio), \$50,000 from The Walter and Marian English Foundation for the Student Touring Endowment Fund.

Defiance (Ohio) College, \$6 million from Harold and Helen McMaster of Perrysburg, Ohio, and their children to create a school in the College to allow students and faculty to more closely examine global issues. It's the college's largest single donation to date.

Denison University (Granville, Ohio), \$673,380 from the Freeman Foundation for a four-year expansion and strengthening of the college's East Asian Studies program. Also, \$200,000 from the Arthur Vining Davis Foundations for endowed Summer Scholars positions, and \$60,000 from The Andrew W. Mellon Foundation to be shared with DePauw University (Greencastle, Ind.) to enhance faculty career growth.

DePaul University (Chicago) \$1.625 million from the Office of Space Science of the National Aeronautics and Space Administration to continue work of linking scientists with educators and students throughout the Midwest during a five-year period. Also, \$3.45 million from Chicago investment fund manager Richard H. Driehaus to endow a chair and establish a center in behavioral finance at the university's College of Commerce, his alma mater.

Elmhurst (Ill.) College, \$1 million from alumni Jack and Sandy Terrill.

Governors State University (University Park, Ill.), \$110,000 from the Illinois Board of Higher Education to develop an online course to guide students through the process of writing a portfolio.

Grinnell (Iowa) College, \$1.5 million from '76 alumnus and trustee Henry Cornell, managing partner at Goldman, Sachs and Co. in New York City and Grinnell College Board of Trustees member. The first \$1 million will be used for building a new student residence hall; \$500,000 will go to the College's Annual Fund. Also, \$657,380 from the Freeman Foundation to strengthen its Asian studies program.

Hamline University (St. Paul, Minn.), \$50,000 from the Indianapolis-based Lily Endowment Inc. to explore the connection

between religious/theological values and vocations.

Kent (Ohio) State University has attained more than 80 percent of its goal in a campaign slated to raise \$100 million by June 2003. The Campaign for Kent State University – the largest and most all-encompassing drive in the university's 92-year history – will provide scholarships, endowed faculty chairs and more.

Madonna University (Livonia, Mich.), \$200,000 from the Conrad N. Hilton Foundation to establish an endowed scholarship for the university's deaf and hearing-impaired, disabled and needy students. The scholarship will be in the name of Sr. Mary Francilene Van de Vyver, the university's fifth president. Also, Madonna received \$240,000 from the Thompson-McCully Foundation and \$50,000 from the Whitney Fund for the Southwest Educational Empowerment Project.

The College of Mount St. Joseph (Cincinnati), \$24,381 from the John A. Hartford Foundation to fund a geriatric enrichment in social work education project.

Otterbein College (Westerville, Ohio), \$90,000 from the American Association of College of Nursing and the Hartford Foundation to help fund the nursing education for elder demonstration project. Also, \$72,632 from the National Science Foundation to integrate Raman spectroscopy into the college's science curriculum; \$67,401 from the U.S. Department of Health and Human Services to fund traineeships; and \$60,000 from National City to support the college's "Fit for the Future Campaign."

Ripon (Wis.) College, \$37,900 from the University of Wisconsin System through an Eisenhower Professional Development Program to link Wisconsin schools with a school in Wales to share science, math and technology teaching ideas.

University of Wisconsin-Eau Claire, \$4.5 million from David and Marilyn Karlgaard of Fairfax, Va., for the Fulfilling the Promise of Excellence campaign which seeks \$35 million by July 2005, the university's first comprehensive fund-raising effort. Other notable commitments include: just over \$1 million from Jan and Kathryn Ver Hagen, Creve Coeur, Mo.; \$150,000 from John Morris, a professor emeritus and former vice chancellor; \$100,000 from Ken and Roberta Vance, Eau Claire; and \$100,000 from Susan and Roger Tietz and McDonough Manufacturing Co., Eau Claire.

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.

There's a trick to online research

At a recent CASE district convention, an alumni officer told about a recent alumni survey sent via its monthly e-newsletter to 32,000 alumni subscribers. She tacked on an invitation to participate in an online survey at the end. She received more than 300 responses in two days. She was happy with the response, cost, efficiency and statistical margin of error. Possible bias could be weighted to reflect the demographic profile of alumni. This is an example of bad online research. The reason this research is bad: the cooperation rate, the proportion of people contacted who actually complete the survey. The survey would have been more effective if subscribers had received a personalized e-mail specifically about the survey. A follow-up e-mail to remind people would also increase cooperation, with a prize or other incentive for participating.

—The College Report, February 2002 www.CampbellResearch.com/contact.htm.

Who's the spokesperson?

When a reporter calls for a quick interview on an issue, product, trend, or even a crisis, who should be your spokesperson? S/he doesn't have to be silver-tongued. The public wants credibility, not slickness. And, PR people should only be used as a last resort — they're often perceived as hiding something. Select the person who is the most knowledgeable of the topic and can translate that knowledge into understandable language. A spokesperson must:

- be knowledgeable and easy to understand.
- be ready to think on his/her feet.
- give interesting responses.
- resist anger and frustration while being interviewed.
- develop a good rapport with reporters.

—from Media E-Tips, January-February, 2002 Issue #27, Al Rothstein Media Services Inc., www.rothsteinmedia.com.

It's time to advocate your legislative agenda through the media

News stories about an issue can make the difference between legislative success and "wait 'till next year." When lawmakers see news stories and editorials with your point of view, and that their constituents are persuaded by those media placements, your message gets through loudly, clearly and with positive results. This requires a specific media strategy that requires homework, planning, media savvy and legwork. Advice on reaching legislative goals:

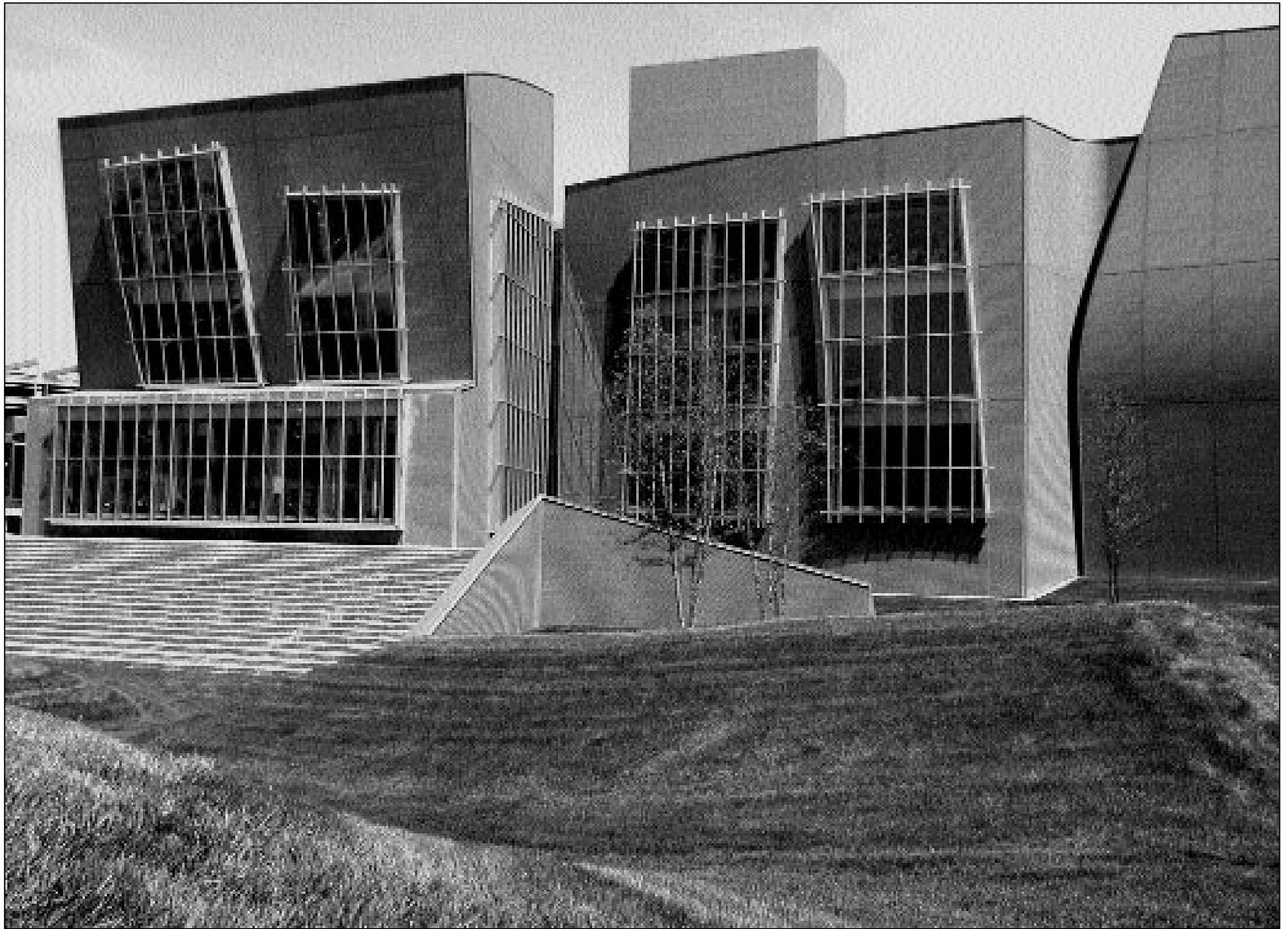
- Identify lawmakers.
- Identify people affected.
- Select key media outlets.
- Follow-up press releases and pitches.
- Measure results.

—from Media E-Tips, March-April, 2002, Issue #28, Al Rothstein Media Services Inc., www.rothsteinmedia.com.

Did you hear the news?

Milwaukee School of Engineering alumni and friends are encouraged to "Get MSOE news before the media!" On the back page near the mailing label of the alumni publication, *Dimensions*, readers are encouraged to sign up to receive "E-news," MSOE's electronic newsletter for alumni of short bites of information — the latest scoop on alumni chapter events, student accomplishments, new programs, continuing education opportunities, building projects updates — with links to a more in-depth Web page. They can sign up online at www.msoe.edu/alumni/ or complete or return a form inside the magazine. Nearly 4,000 (about 25 percent) of alums have signed up since the service started in April 2000. "They like the condensed nature of the information as well as the timeliness," says Kathleen McCann, director of media relations, noting it keeps alumni connected between magazine mailings.

—Kathleen McCann, director of MSOE media relations



Parting Shot...The Albert W. Vontz Center for Molecular Studies at the University of Cincinnati was designed by renowned architect Frank Gehry. The distinctive structure features curved brick masonry walls, long curtains of windows, galvanized steel detailing, and multiple-angled roof lines. The center is an integral part of the the university's medical center's plan for developing world-class leadership in molecular-based health sciences research.

—Photo by Shannon Hoover, University of Cincinnati

In each issue, *advance* will attempt to feature a photo highlighting a program or physical characteristic on a CASE V campus that's unique to the region. For consideration, send your image and brief description to: advance@uwlax.edu or the address below. Campuses selected will receive an *advance* momento.

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.

Donald B. Aungst, vice president of resource management, Capital University, (Columbus, Ohio.)

Stephen M. Doherty, director of development/executive director of the Kalamazoo (Mich.) Valley Community College Foundation.

Joseph LaLuzerne, vice president for Alumni and Parent Services at Bethel College and Seminary (St. Paul, Minn.) He had been a senior executive at Accenture's Global Custer Relationship Management Practice since 1989.

Kay F. Molkentin, (see photo), director of program



Molkentin

development in the Office of Corporate and Foundation Relations, Case Western Reserve University (Cleveland.)

Ann Philip, director of the University of Wisconsin-Platteville Alumni Association. She had been executive director of the Tri-City Area

Chamber of Commerce in Kennewick, Wash., for the past 10 years.

Jeffrey T. Spoeri, (see photo), director of development for the College of Education, Michigan State University (East Lansing.) He had been associate director of development at Stetson University (DeLand, Fla.)



Spoeri

CASE International Assembly in the district

The CASE International Assembly returns to the district this summer. The 28th annual convention runs July 6-9 at the Chicago Marriott Downtown. The assembly includes more than 55 sessions in alumni relations, communications, development and advancement, along with forums, award displays and special events. For more information or to register, visit: www.case.org/chicago2002.

advance

Summer 2002

Vol. 28, No. 2

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

advance is published March, June and September to inform, involve, assist, motivate and entertain advancement professionals in CASE V. Deadlines are Feb. 1, May 1, and Aug. 1. Submit items of interest to: Brad Quarberg, *advance* Editor
Associate Director of University Relations
University of Wisconsin-La Crosse
1725 State St.
La Crosse WI 54601
phone: (608)785-8572 • fax: (608)785-6868 • advance@uwlax.edu
www.casefive.org
Editorial assistance: Florence Aliesch, Ginger Jentz

Nonprofit Org.
U.S. Postage
PAID
La Crosse, Wis.
Permit No. 545