

The times, they are a changing

Ira Blumenthal: Ignore change and you'll die; react to it, you'll survive

Recent worldwide changes — U.S. terrorist attacks, a slowing economy, tight state budgets— should make you bolder and challenge you to “raise the bar.”

That's the message from “Business Renaissance Man” Ira Blumenthal who gave the Special Tuesday Address during the 27th annual CASE V conference in Chicago.

“Change is not new; what is new is the speed of change,” says Blumenthal. “It's now time to be bold. In times of change you have to raise the bar. You have to constantly work at raising the bar on your game.”

Blumenthal says advancement professionals must learn from the past. Organizations currently on top can quickly find themselves in trouble. He points to Eastern Airlines, the #4 carrier in 1989, which recently went out of business. Howard Johnson's, the country's top restaurant in the late '60s, currently has just more than 60 restaurants. “Ignore change and you will die,” he says. “If you react to change, you will survive.”

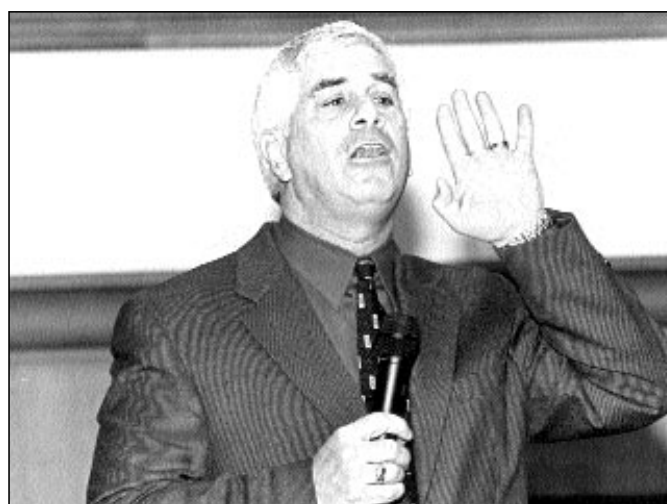
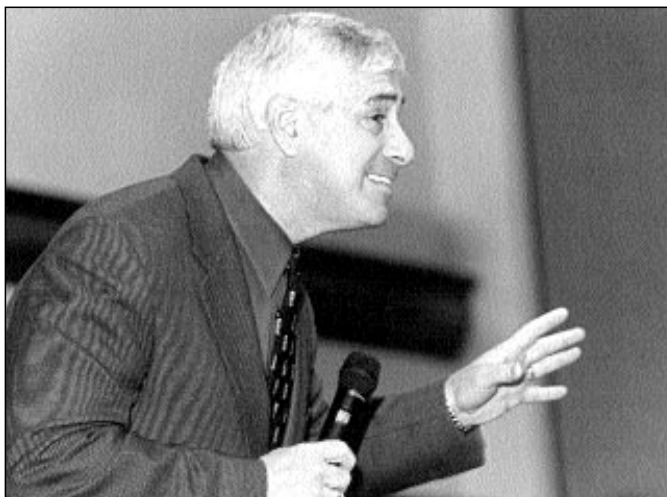
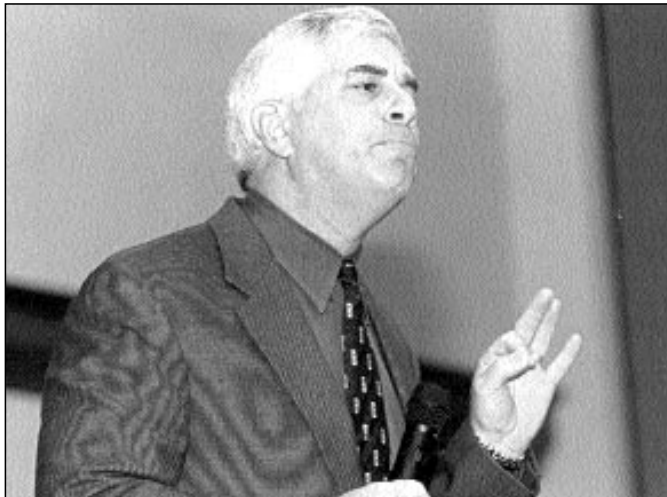
Blumenthal says American utopia came crashing down last fall. “We buy smoke detectors after fires,” he explains. “We've lived under the myth that it can't happen here.” That changed Sept. 11 when airplanes crashed into the World Trade Center and Pentagon.

Leaders of academic institutions often believe things should be kept the way they are, notes Blumenthal. But, he encourages organizations to re-evaluate at least on an annual basis. “In time of change, it's time to

“We were taught that ‘success is in the hand of the learned.’ Instead, it should be that ‘success is in the hand of the learning.’”

—Ira Blumenthal

take a shot,” he explains. “You cannot score unless you shoot.” Often, we are paralyzed by our paradigms, notes Blumenthal. “You need to be paradigm pioneers,” he challenges. Blumenthal says education is the key that will save the planet. That's a message higher education advancement professionals need to relay. “If you think education is expensive, try ignorance,” he says. The current economy and world opinion has lead to a challenging time to make donor calls. But, Blumenthal says renewed patriotism should remind Americans to listen carefully to the national anthem. The last lines of the Star-Spangled Banner are the “land of the free and the home of the brave,” he says. “The line is backward. We are free because we were brave.”



Photos by Rich Malek

“Business Renaissance Man” Ira Blumenthal challenged CASE V conference attendees to “raise the bar” in personal and professional goals.

The business model of looking to strategic alliances for power in numbers may have to be tailored to college campuses, says Blumenthal. “We're living in an age in which business is unusual,” he notes.

Don't grow old, encourages Blumenthal. “We were taught that ‘success is in the hand of the learned,’” he notes. “Instead, it should be that ‘success is in the hand of the learning.’”

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 More conference highlights inside — see pp. 4-5

Powers' pitch powerful

Emmy Award winner John Powers, right, gave numerous "quotable quotes" during his keynote address at the 27th annual CASE V Conference. Some of them:

- "Life is learning and learning is life."
- "Without passion there is no purpose."
- "When you have passion in your heart, you think more creatively."
- "Succeeding is striving to your goal; failure is stopping your desire to succeed."
- "Some of the best things in life are a surprise."
- "May your days be like junk drawers — filled with clutter and surprises."
- "Each of us is a rock that sends ripples through the generations."



District V's top executive for '02 sought

The CASE V Board of Directors seeks candidates for the 2002 Chief Executive Leadership Award. Nominations are due April 5, 2002.

Established in 1999, the award recognizes the CEO of a District V member institution for outstanding leadership and service in support of education. It is an opportunity for CASE to applaud and promote top educational executives. Nominations of chief executives whose contributions to their campuses and communities deserve exceptional notice and praise are sought. Chief executives who have retired during the past year may be considered for the award.

The recipient will be honored at the CASE International Assembly in Chicago July 6-9, 2002, and again at the district conference next December.

To qualify, a nominee shall have demonstrated the ability to:

- create a vision and inspire others
- establish a positive image for the institution while leading it to higher levels of success
- increase the institution's stature in the community
- encourage innovation and risk-taking among employees
- actively support all aspects of institutional advancement

Nominations must include:

- a letter of nomination outlining the candidate's qualifications, including specific examples of what the chief executive has accomplished to meet the above criteria*
- a detailed vita for the nominee
- letters of support from at least three other people*

*Of the four required letters, at least one must be written by an employee of the chief executive's current institution, and at least two must come from persons not employed by the institution.

Nominations must be received by April 5, 2002 to:

Ralph Amos, Assistant Vice President, Alumni Relations
Ohio University Alumni Association
52 University Terrace
Athens, OH 45701
(740) 593-4300
amosr@ohio.edu

Past 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

District annual meeting notes

2001 highlighted...

Among the district highlights listed in the 2001 annual report were:

- coordinated a larger district communication plan, which includes advance, e-mail and the Web site
- expanded the district's Web site
- launched the first year of participation in the Jupiter Fellowships Program
- participated in the CASE Chief Executive Leadership Award Program
- increased sponsor support for the district conference
- participated in CASE Chairs Council, fostering better communication among CASE volunteer leaders and staff
- enlisted a professional facilitator for the district's strategic planning

New board members...

Three were elected to two-year terms to the board:

- Charles Dominick**, vice president for university advancement at Wittenberg (Ohio) University
- Julie Campbell Lund**, director of communications at Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota
- Ray Mock**, director of Alumni Relations at Miami (Ohio) University



A financial look...

CASE V Treasurer Michael Ziemianski reported that during the 2000-2001 fiscal year, the district "did very well and put us in a good position for the future" with \$322,498 in assets — a net gain of \$46,527 from the close of the previous fiscal year. The gain "moves us closer to our long-term objective of having 100 percent of our annual operating budget in reserve," notes Ziemianski.

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.

The **Calvin College** (Grand Rapids, Mich.) Student Development Office received an award for Outstanding Publication for Family Members for a resource guide it publishes for parents at the National Orientation Directors Association Conference in Toronto, Canada. It also won an award for Outstanding General Brochure/Booklet for a student brochure it does for orientation. This is the third straight year it has received such honors.

Huntington (Ind.) College's Web site — www.huntington.edu — has received a 2000-2001 Golden Web

Award from the International Association for Web Masters and Developers.



David Olien, senior vice president for administration with the University of Wisconsin System, received the 2001 Marvin D. "Swede" Johnson Achievement Award, presented by CASE and three other national higher education organizations. It is one of only two national awards that recognize higher education state relations officers for their dedication to advancing the needs of colleges and universities.

The **University of Wisconsin-Stout** (Menomonie) has become the first university to receive the prestigious Malcolm Baldrige National



Quality Award. President George Bush was expected to present the award in February in Washington, D.C. The Malcolm Baldrige National Quality Award, established by Congress in 1987, was designed to promote quality awareness, recognize quality and business achievements of U.S. organizations, and publicize these organizations' successful performance strategies.

The **Wisconsin Alumni Association** (Madison) received a 2001 Gold Circle Award from the American Society of Association Executives for excellence in the redesign of its Web site. (See: www.uwalumni.com) ASAE also honored Grandparents University, a WAA-sponsored event, with a second-place certificate for achievement in the area of educational programming.

My view

The advancement of advancement after Sept. 11

Editor's note: This issue's My View contains remarks by Dick Sollomann, who retired as Director of Public Relations and Marketing at Miami University's Middletown campus in August. Sollomann and other retirees recognized at the annual Senior Professionals' Breakfast were asked to comment on the future of advancement.

There is no denying that the tragic events of 9-11 will forever alter and dictate how you go about your job, whether it is in communications, constituency relations or fund raising. There are naturally more issues directly impacting every segment of our democratic society – from government policy issues affecting funding, subsidies, grants and services to changing individual philosophies modifying decisions – whether to go to college – whether to contribute to a particular cause or institution – whether to serve our fellow humankind, here or abroad.

Most importantly, I believe, is to do a little self-reflection. Re-organize our psyches so to speak, because not every reaction, change or alteration in our habits will necessarily be negative or for the worst. As tragic as the events of Sept. 11 were, there have been and will continue to be many positive things occurring.

An example close to home. The local Christian School in our community recently launched a \$7 million expansion program, which is a stretch for a small, local school. A 48-year-old man who was born poor, bagged groceries at the local store and worked his way up to dairy clerk before taking early retirement to pay more attention to his hobby—which actually was making him more money, that of a firearms dealer and distributor.

But collecting coins really made him happiest. He began collecting at age eight when his uncle gave him a silver dollar he had always admired. Among the coins he has gathered over 40 years is the king of all U.S. coins, the 1804 silver dollar. Only 15 of them exist. You've probably already guessed, as Paul Harvey would say. . . the rest of the story. "Ownership of these coins is not what it is all about," he said. "Giving them away, doing good with them is what matters."

So, he kept one silver dollar from his collection. It's worn and dated 1922. It's worth about \$4 to a collector, but it is the one his uncle gave him and is priceless to him. The rest of his collection is estimated to be worth many

millions of dollars and bidding on the 1804 silver dollar was to begin at \$500,000. The last one to have sold publicly brought \$4.1 million. Proceeds from the sale go to the school and other local charities.

Will people continue to be generous and give to causes and institutions? I think the answer is obvious. Perhaps even more people will contribute to the right appeal than did before 9-11.

And what of the pressures on communicators for those of you in the business of constituency relations in this new age? Do you have international students on your campus? Most likely the majority of you do. Will changes in govern-

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ment regulations about student visas change the way we operate and communicate? Most assuredly.

Will alumni who came to America from the far reaches of this earth continue to send their children and their resources to support your programs? That all depends on you and others at your institution and how you go forward post 9-11. Will you reach out to special groups previously ignored, or overlooked? Do you have an Islamic program on your campus? The dramatic increase in interest in the Islamic faith and the various cultural differences among the people of Islam since Sept. 11 are staggering. There have been more inquiries at our Southwestern Ohio Islamic Center than ever before.

As a nation we take great pride in our diversity. A recent article on philanthropy addressed the way we need to move forward to address the nation's "blind spot" – Islam and its growth among American immigrants. How much do you know about the Islamic faith? Islam dictates two types of charitable giving. The Prophet Mohammad advised that "charity is a necessity for every Muslim." Zakat, which can be translated as "purification," is an annual alms contribution, which must be paid on wealth as a condition of being a practicing

Muslim. To give alms is as central to Islam as declaring ones' faith. It is one of the five pillars of Islam. Zakat is obligatory. In Christianity, we called it tithing.

Additionally, Sadaga is the strictly voluntary charity enjoyed on all Muslims. Sadaga is preferably given anonymously. Our philanthropic tradition of "naming opportunities" will not be attractive to Muslim charitable giving.

It's not just the Muslims, either. In Sikh culture, the word for volunteer service is "sewa." While giving in the form of money is accepted, the highest form of giving is through personal service.

In Parsi a triple motto exists of Good Thoughts, Good Words, Good Deeds. For the some 5,000 Parsi in this country, philanthropy and service are a mandate.

The list could go on. The point is that the diversity of cultures in the United States, and their growing presence here provides an opportunity and a challenge for U.S. philanthropy. The opportunity is to meld American philanthropic traditions and institutions and cultural diversity, with a resultant resilience to address a wide spectrum of community problems. The challenge is to adapt methods and institutions to the specifics of cultural perspectives and expectations.

Dr. Susan Raymond says that "despite the controversies over domestic legal policy after the Sept. 11 attacks, we are and will always be a nation of immigrants." People will continue to move toward the beacon of freedom that stands in New York Harbor. Even reformed (one hopes, or at least permanently defeated) Taliban operative Mullah Amirjan Selabew told the New York Times on Nov. 28 that his two priorities are to learn English and computers. Not that the INS will be approving a visa application from the Mullah anytime this century, but still the point is clear. Those who look to the future look toward opportunity.

Carpe diem, my friends. (Seize the day.) The future of what you do for American higher education rests squarely with you, and how you move forward post 9-11.



Sollomann

CASE V Board of Directors' report

The CASE V Board of Directors held meetings immediately before and after the 27th annual CASE V conference in Chicago, Dec. 16-18, 2001. Board members:

- heard that as of Dec. 4, 2001, the district had 6,740 individual memberships
- recognized Greg Koroch, vice president for advancement and planning at Lake Michigan College, for his service as director to the board

- heard that Jupiter Fellowships are successfully underway at two district campuses, Michigan State University and Notre Dame (Ind.) University
- approved funding district conference expenses for Jupiter Fellows
- discussed revision of the operations manual for district volunteer positions
- began initial preparations for a strategic planning session in February

Remembering...

Jerry F. Tardy, 62, died Sept. 7, 2001. He was president and chief executive officer of the Indiana University Alumni Association for more than 14 years. He also served CASE V. Memorials may be addressed to: IU Cancer Center, Office of Gift Development, LO 506, P.O. Box 67, Indianapolis, IN 46209. Checks should be made payable to the IUF Urologic Cancer Research Fund.

27th annual CASE V conference review



Three retiring from CASE V institutions were recognized at the annual CASE V Senior Professionals' Breakfast and Retirees' Recognition during the conference. The event also featured a speech by the 2001 CASE V Chief Executive Leadership Award Winner, Joseph Steger. Those honored during the recognition included, left to right: James P. Conway, assistant to the president and associate vice president for Endowment Development at Case Western Reserve University, where he worked from 1972 until retiring Dec. 31, 2001; Steger, president of the University of Cincinnati; Richard M. Sollmann, director of public relations and marketing for the Middletown campus of Miami University, where he worked from 1972 until retiring Aug. 31, 2001; and Jerry D. Blanche, director of university relations at the University of Wisconsin-Stevens Point from 1999 until retiring in June 2001.

Retirees give insight on future

The three retirees honored during the annual CASE V Senior Professionals' Breakfast and Retirees' Recognition during December's conference predicted continuous changes in technology, ramifications of Sept. 11, and more alumni involvement.

Jerry Blanche, who retired as director of university relations at the University of Wisconsin-Stevens Point in June, believes technology will continue to change, while basic interpersonal communication will remain a key. "The tools with which we have to work will continue to dramatically change," says Blanche. "Interpersonal relationships will continue to be our bread and butter. Listening will continue to play a major role in our work."

James P. Conway, who retired as assistant to the president and associate vice president for endowment development at Case Western Reserve University in December, says relationships with alumni will continue to play an important part. "We haven't increased our alumni support like we should have," says

Conway, noting that nationally only about 20 percent of a campus' alumni remain involved in their alma mater.

Conway says higher education advancement professionals may need to go back to class agents to try to get more alumni involved. And, he cautions to "give so much time to the 2 percent top givers."

Richard Sollmann, who retired as director of public relations and marketing for the Middletown campus of Miami University in August, predicts the terrorist events of Sept. 11 will serve as a benchmark. He hopes the attacks will draw attention to the importance of philanthropy, and make fund raisers review their asks.

"As tragic as the events of Sept. 11 were, there have been and will continue to be many positive things occurring," says Sollmann. "The diversity of cultures in the United States, and their growing presence here, provides an opportunity and a challenge for U.S. philanthropy."

Sollmann's remarks are featured in this issue's "My View" on page 3.

CASE V executive cited

CASE V's 2001 Chief Executive Leadership Award winner Joseph A. Steger, president of the University of Cincinnati, says it's important to set clear goals before heading out the door to fund raise. "You have to have a vision and you have to have values before you can go out and ask for dollars," explains Steger, who set numerous goals at the University of Cincinnati that included an improved football stadium following success on the field and campus beautification plan with signature artists. "Once people saw the success, then I could go and ask them for funds," he notes. Steger spoke during the CASE V Senior Professionals' Breakfast and Retirees' Recognition at December's conference.

The changing look of admissions

A visit to the Web is now the preferred way prospective students get initial information about colleges and universities. "What's your drive-them-to-the-Web strategy?" challenges Robert Seiver, vice president for research and marketing of Stamats Communications Inc. Surfing the Web has surpassed college visits and recruitment publications for the first time, according to Stamats' TeensTALK spring 2001 study.

Most prospective students will, however, visit a college before making a final decision. "The campus visit is a recruiting goal," explains Seiver. "The most important thing you can do is get the student to visit. It's the test drive."

And, a key in getting them to visit is your Web site. The top five things students look for in a Web site:

- A virtual tour (40.4%)
- Fast load time (23.1%)
- Financial Aid estimator (22.9%)
- Cool graphics (18.0%)
- Chat with students (13.3%)

[14.3% responded: "Don't Know"]

Seiver cautions Web page designers to not organize the campus home page following its organizational flow chart. And, be sure to use names and listings that students understand. He says five Web site "must haves" are:

1. Whatever students want to find first, they want to find fast. "Typically that's a list of majors," Seiver notes. "Don't disguise this information and don't make them look for it."
2. Chat rooms with current and prospective students, alumni.
3. A campus tour or overview.
4. What graduate are doing.
5. An application/financial aid calculator/estimator; the mechanics of admission.

For the complete TeensTalk survey presentation, visit: www.stamats.com.



Students earn scholarships... Three students from CASE V institutions received scholarships to attend the district conference. They included, left to right, Stacey Golec, a senior at the University of Evansville (Ind.) with an international studies major; Jamie Heberling, a junior at Ohio University (Athens) with a journalism/public relations major; and Natalie Allen, a junior at Ohio University majoring in journalism/public relations. The annual scholarship program helps prepare outstanding students for careers in institutional advancement.

2002 planning underway

The CASE V Conference Committee has already begun planning for this year's conference — Dec. 15-17, 2002, at the Sheraton Chicago Hotel & Towers. Mark your calendars now!

Submit ideas for presentation or roundtables on burning issues, old or new problems, or other issues important to advancement. Ideas should include:

- the topic and a brief description of the topic.
- recommended emphasis area.
- suggested presenters or facilitators and contact information.

Send ideas to: Teresa Exline, Executive Director of Public Affairs, Indiana State University, at devexlin@isugw.indstate.edu.

01 Conference session re-cap



Newcomers cited... Eight newcomers to CASE V received \$400 fellowships to attend the 2001 pre-conference workshop and conference in Chicago. Recipients, left to right, included: Ray Willemain Fellow Beth Speer, University of Evansville; Tory McCord, Bradley University; Vann Dann Fellow Aya Fubara Eneli, Central Michigan University; Madelyn Weed, Marmion Abbey & Academy; Jason O'Rourke, Phi Delta Theta Educational Foundation; Sydney Plant, Michigan State University; Howard Heevner, University of Iowa Foundation; and Tara Tollefson, College of St. Benedict.

2001 conference numbers

- 1,694 — number of registrants
- 456 — number of registrants with 1-5 years of higher ed advancement experience
- 274 — number of registrants with 10-20 years of higher ed advancement experience
- 373 — number attending their first CASE Conference
- 71 — number attending new to higher education advancement who participated in the Newcomer's Workshop

Breakdown of attendance by emphasis:

- 591 — Development
- 319 — Communications
- 316 — Alumni
- 147 — Management

Alumni can help in legislative relations

It's important to get alumni involved in a university's legislative strategy. Eric Schutt, Wisconsin Alumni Association, and Charles Hoslet, University of Wisconsin-Madison, shared ideas on mobilizing alumni to advocate at the statehouse. Hoslet, a special assistant to the chancellor for state relations, lists four reasons as to why it's important to include alumni in legislative strategy:

- they are constituents; they vote!
- they are often opinion makers.
- they can help explain how the university impacts their community.
- there are lots of them.

01 Conference session re-cap

Schutt heads the Badger Action Network (BAN), a program of the association that recruits, educates, and mobilizes members to advocate on behalf of issues of interest to the university. Currently, BAN has approximately 2,000 members whose participation varies from writing letters to their local legislators to organizing a state senate district or advocating at the state capitol. More information about the program can be found at: www.uwalumni.com/BAN/index.html.



COE cites two district leaders...Gwendolyn Brown, director of University Relations at Wilberforce (Ohio) University, left, and Charles Lennon, executive director of the Alumni Association and associate vice president of University Relations at the University of Notre Dame (Ind.), right, received the 2001 Outstanding Commitment to Professional Development Award from CASE V Board Director D'Juan Francisco. The district's Committee on Opportunity and Equity (COE) cited the two for enhancing professional development and career opportunities for multicultural professionals in the advancement field.



Distinguished Service Award...Jeff Todd, formerly director of alumni relations and the Wooster Fund of the College of Wooster (Ohio), right, received the 2001 CASE V Distinguished award from the 2000 recipient, Harry Lovell, a retired director from Illinois Wesleyan (Bloomington) University. Todd has been involved in CASE V and CASE international, including serving as the CASE V Conference chair and the district's trustee. He recently accepted a position with the University of Arizona.

You ate what?

Ever wonder what it takes to make CASE V conference attendees satisfied? Here's a sample of what the 2001 participants consumed:

- 22 — gallons of grapefruit juice
- 46 — gallons of orange juice
- 112 — bottles of wine
- 171 — gallons of coffee
- 248 — mixed drinks
- 300 — ice cream bars
- 624 — bottles of beer
- 1,000 — soft drinks
- 2,266 — bagels and pastries



Courting the job candidate

Reputation can be a key in attracting staff

Editor's note: This excerpt is taken from "Attracting and Retaining Good Staff," edited by James M. Langley, published by CASE books in fall 2001. It's from the chapter, "Reputation: The Ultimate Attraction" by Catherine Conover.

Terry Sykora of Illinois Institute of Technology, like many advancement managers, knows the importance of networking not only in finding candidates, but in sealing a deal. "We often say that people give to people, and I believe it's also true that people recruit people. So much of the staff recruitment in my city occurs through informal but powerful networks of advancement professionals, who refer worthy candidates to each other."

Whenever possible, I try to get a colleague who also knows the candidate to speak to him or her about the opportunity we are offering; this provides a way to further bolster the impression that he or she won't regret a decision in favor of our offer. In the absence of mutual links, an endorsement from a respected professional in the field will do very nicely. This is where your colleagues at other institutions can come in handy, or where you can use the consultants you already employ to offer reasonably impartial help.

Don't forget to state the obvious. If this is a key position, say so. As crazy as it may seem, most employers don't stress enough the importance of the work they do to the institution they serve. If your advancement efforts are well regarded on campus, say so. If faculty and staff members are eager to support you, make that clear. If the board of trustees and the head, dean, or president are all in your cheering section, proclaim it loudly.

Wheaton College's president is generous in committing her time to the recruitment of key staff. A 15-minute appointment with Dale Marshall can be the clincher. Instantly, candidates understand that this is a president truly engaged in her school and who will be accessible to staff members. Her ability to talk about prospect calls with a wide range of staff and her interest in connecting with alumnae/i is contagious.

Wheaton is located close to both Boston and Providence, a region known for its plentiful supply of high quality educational institutions as well as its rich history, diverse intellectual and cultural offerings, and attractive recreational opportunities. We use our location shamelessly to appeal to candidates whose

partners might be seeking employment in the area. Some institutions are able to offer employment of partners in order to secure the hire of a top candidate. Others offer on-campus housing, low-interest mortgages, or other assistance in securing housing. These benefits plus tuition assistance are among the power "currency" of the education job market. But they can't always substitute for a great salary offer.

Other chapters in this book will go into greater detail about compensation, but suffice it to say here, before you make an offer, talk to your manager and consult your budget. Be clear about how much flexibility you have to negotiate or provide counter-offers.

When your salary offer is trumped by another suitor or by the current employer, your best remaining card may be your reputation. It could be the cache of contact with the head, dean, or president. Or it may be the culture of mutual support and the energy of the workplace.

Focus on characteristics of the position that first attracted the candidate and reinforce those wherever possible.

"If they are worth their salt, candidates are not seduced simply by the size of the offer and the benefits," Chris Arnold advises. "They will have done their homework, checked with friends, and focused on the reputation of the institution and the elements of the position that truly offer opportunity to advance."

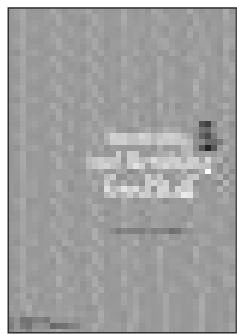
Valuing integrity

Dealing with employees fairly and honestly is an essential part of earning a good reputation. Just as you would not condone treating constituents with anything less than courtesy and discretion, you must insist that your staff receive the same consideration.

Professionalism in all aspects of our work is expected and it is noticed. We all know of institutions that undervalue their

alumni, their volunteers, or their staff. Payback comes in many forms, but a few are more lethal than the informal comments made by other advancement professionals who have heard the fallout from this type of culture.

To order a copy of this book, call 1(800)554-8536. Item #28156-185. Cost is \$35 for CASE members and \$52 for nonmembers, plus shipping and handling. Visit the catalog on the Web: www.case.org/books.



When your salary offer is trumped by another suitor or by the current employer, your best remaining card may be your reputation.

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.

Heard it on the radio

Radio is still a powerful way to reach your audience. Locals are loyal to their radio stations. There is a captive audience driving to and from work — and on the job. The key is to localize a story, even if it has a national angle. Provide local people for interviews. When considering radio:

- Remember: locals are loyal to their radio stations.
- A local station might feed to national affiliates.
- Provide local people to interview.
- Make things easy for a reporter by providing several stories.
- Keep responses brief in a radio interview.

—From Al Rothstein "Media E-Tips," July-August, 2001, Issue #24 www.rothsteinmedia.com

Find out what alumni want

Rena Moyers, Georgia Tech Alumni Association, noted that less than a third of 130 alumni relations officers she informally surveyed at a CASE conference conduct market research to understand alumni needs, interests or preferences. In her CURRENTS article, "Lend Alumni Your Ear," (Nov./Dec. issue, p.38), Moyers encourages alumni offices to conduct focus groups. (See: www.case.org/currents/2001/novdec/moyers.cfm) Jim McGee, editor of Campbell Research's "The College Report," says problems with travel and time for focus groups can be addressed by conducting online focus groups.

—From "The College Report," December 2001, www.CampbellResearch.com/contact.htm

Time for an audit

You'll get the attention by telling your president or chancellor "We need to be audited!" Not an IRS audit, of course, but a media audit. Find out how you are reaching your audience, being perceived by the media, and more. Here's some advice:

- An audit is best done by an outside source.
- An audit must have practical recommendations.
- A thorough audit will take one-to-three months.
- An audit reviews all media relations activities.
- An audit gives the foundation for media relations.

—From Al Rothstein "Media E-Tips," September-October, 2001, Issue #25, www.rothsteinmedia.com

I resolve to...

Trouble keeping a healthy lifestyle resolution? Here are some tips for successful resolutions:

- Be specific.
- Change for the right reasons.
- Be creative.
- Believe in yourself.
- Be realistic.
- Anticipate roadblocks.
- Have fun and get involved.
- Build a support system.

—From the American Council on Exercise, 1.800.529.8227

Keep it brief!

Reporters dread interviewing long-winded media hams, but they look forward to those with concise responses. Those who are concise help edit the story and control its outcome. Some interview tips:

- Keep it brief to maintain control over the interview.
- Keep it brief to make the reporter's job easier.
- Ten seconds is the rule.
- Remember that you can have a real impact in a brief sound bite.

—From Al Rothstein "Media E-Tips," November-December, 2001, Issue #26, www.rothsteinmedia.com

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, \$4.5 million from the estate of James and Virginia Hendley of Manchester, Mich., the largest bequest in the college's history. The gift supports the "Liberal Arts at Work" vision by funding scholarships for outstanding students and boosts the college's current capital campaign to \$65 million.

The **Alverno College and Mount Mary College Consortium** (Milwaukee), \$500,000 to support a new program to improve the quality of education in Milwaukee's central city. The grants included: \$200,000 from the Trinity Foundation; \$200,000 from the Helen Bader Foundation; and \$100,000 from the Greater Milwaukee Foundation.

Anderson (Ind.) University, \$4.8 million from Community Alliances to Promote Education to improve reading skills of K-3 students in Madison County.

Augsburg College (Minneapolis), \$500,000 by the W.M. Keck Foundation of Los Angeles to support development of statistical literacy as an interdisciplinary curriculum in the liberal arts.

Ball State University (Muncie, Ind.), a \$20 million, four-year grant from Lilly Endowment Inc., the largest gift in university history. The grant funds educational and research projects collectively known as iCommunication: The Media Design Initiative, an initiative to enhance opportunities for students and faculty to develop expertise in providing leadership and innovative content for digital communications. Also, Ball State will share a \$5.76 million National Science Foundation grant to improve science and physics skills of future teachers.

Calvin College (Grand Rapids, Mich.) and seven Grand Rapids area organizations, almost \$400,000 from the U.S. Department of Housing and Urban Development (HUD) to form the Calvin@BurtonHeights, an effort to revitalize the Burton Heights area. Also, \$7 million from Lilly Endowment Inc. for "Vibrant Worship, Healthy Congregations: A National, Ecumenical Worship Renewal Initiative."

DePaul University (Chicago), \$1 million from William, a '66 DePaul graduate, and Mary Hay to fund the Saint Vincent de Paul Leadership Project.

With the generosity of Burnham and Nancy Neal and Rosemary Neal, the Neal Welcome Center will be built as the new home of the **Eastern Illinois University** Foundation (Charleston). The family's donations span 10 years and represent gifts totaling \$2 million.

Elmhurst (Ill.) College, \$1 million from Eva Tameling, a '78 Elmhurst graduate, to support a future campus cultural arts center.

Four **University of Evansville** students received the first Philip A. Bevarly Memorial Scholarships as a result of a \$1.3 million gift. And, the university's new mechanical engineering/civil engineering laboratories received \$30,000 from the PPG Foundation.

Governors State University (University Park, Ill.), more than \$250,000 in state grants to fund ecosystems conservation projects.

The School of Liberal Arts at **Indiana University-Purdue University Indianapolis**, gifts endowing three faculty chairs: The Barbara E. and Karl R. Zimmer Faculty Chair in Intercultural Communication, the Hoyt/Reichmann Faculty Chair in German American Studies and German Language and Culture, and the Millennium Faculty Chair in Liberal Arts. The \$3.3 million came in a combination of estates and cash.

Kenyon College, Gambier, Ohio, a \$1 million federal grant to purchase new equipment and technology for math and physics programs to be housed in a new building being named for the 19th U.S. president, Rutherford B. Hayes, an 1842 graduate of the college.

Macalester College, St. Paul, Minn., \$1.7 million from the Freeman Foundation to support Chinese studies.

Madonna University (Livonia, Mich.), \$650,000 from the Ford Motor Co. to support construction of a new technology wing.

McKendree College, Lebanon, Ill., \$5.3 million from Fern M. Hettenhausen as a memorial to her late husband, Russel. The gift, the largest in the college's history, helps fund the \$8 million Russel E. and Fern M. Hettenhausen Performing Arts Center.

The National Science Foundation has awarded \$93,126 to **Millikin University** (Decatur, Ill.), as part of a collaboration of 10 colleges and universities to build a highly efficient large-area neutron detector, the Modular Neutron Array. Also, Millikin has surpassed its original \$75 million goal and is hoping to achieve a new \$120 million goal in its Advancing the Vision: Millikin's Second Century capital campaign set to conclude in 2006. The latest large gifts as of October included \$5.3 million from Archer Daniels Midland Co., and more than \$4.5 million from university trustees.

Mount Mary College (Milwaukee), \$141,568 from the Fund for the Improvement of Postsecondary Education to create programs in women's leadership.

Muskingum College (New Concord, Ohio), \$500,000 from the National Science Foundation to produce educational video materials for undergraduate physics courses.

Otterbein College (Westerville, Ohio), \$44,803 from the Ohio Board of Regents' Eisenhower Program to help fund "Growing up with Science: Basic Concepts for the K-5 Classroom" and \$26,268 from the U.S. Fish and Wildlife Service to help fund "Class II Genotyping of Mountain and Captive Western Lowland Gorillas." Also, a \$450,000 challenge grant from The Kresge Foundation to support the college's "Fit for the Future Campaign."

Ripon (Wis.) College, \$1.2 million from the estate of Lois Ripley Arnegard to fund scholarships for first-year and sophomore students.

Rockford (Ill.) College, three grants totalling \$22,995 from the NCAA. The college is one of only eight in the country selected for the Division III STARR (Student-athletes Taking Active Responsible Roles) Social Norm Campaign. The pilot program award, \$15,000 over two years, funds a multimedia approach to combating alcohol abuse. The other two awards are under the NCAA Initiative Grants program for staff and student development: \$2,995 for "Growing for Success," and \$5,000 for "Hot Shots."

Valparaiso (Ind.) University, \$24.6 million from alumni and friends during the fiscal year ending June 30, 2001 — a university record topping the previous year's \$18.9 million record.

Walsh University (North Canton, Ohio), more than \$35,153 in four grants to create new educational opportunities on campus. Also, \$14,500 from the Sister of Charity Foundation of Canton to deliver physical therapy services to low to middle income earners in Canton.

Western Illinois University (Macomb, Ill.), \$200,000 from the U.S. Department of Education to improve the quality of existing services at its Child Care Center.

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.

Did prospective student perceptions change?

Wondering what prospective students think about attending college following Sept. 11? Stamats Communications Inc. completed a survey of 506 college-bound high school students in mid-November to see. Completed by Robert A. Sevier, Stamats' vice president for research and marketing, the survey discovered that Sept. 11 has not affected students' decisions on what kind of college they will attend, who influences them, their choice of major, and even location. But, anecdotal data collected suggest students are very sensitive about issues related to safety, study abroad, and distance from home. Click on "Stamats Surveys Prospective College Students About The Impact of 9-11 Tragedy" at www.stamats.com to find out more.

The morning surf

You can start weekdays with a quick look at what's happening across the country in education. CASE's "E-Headlines" provides the top education-related headlines from leading U.S. newspapers and international sources at: www.case.org/ehheadlines

A virtual picture postcard

Some university and college Web sites are making it easy for alumni to send a postcard with a image of their alma mater. "Send a postcard" tool enable users to send a campus image along with a personal greeting. Indiana University, for instance, offers eight images that can be sent with a personal message. See: www.indiana.edu/~iuvis/postcards.html.

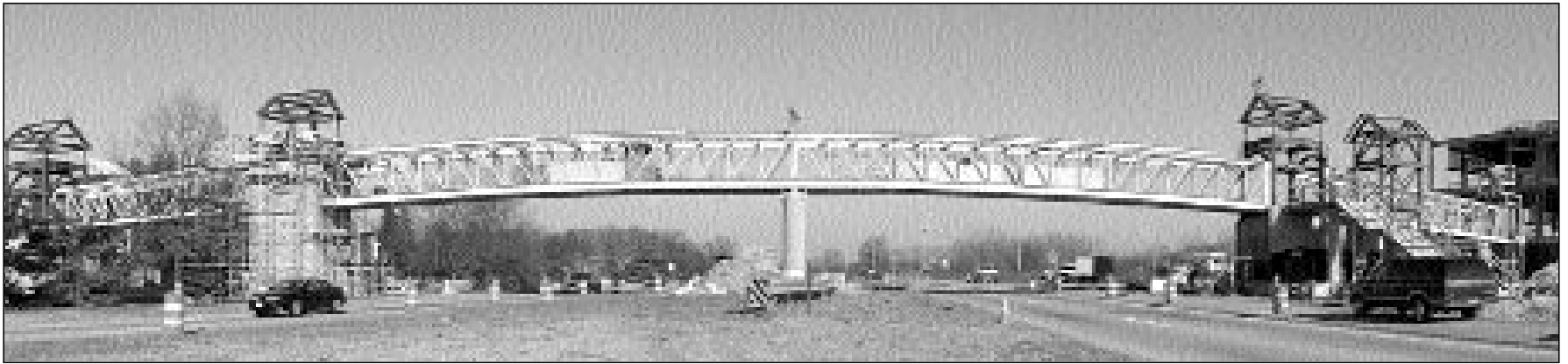
Ready for a new look?

Thinking about changing the look of your Web site? Ideas and looks are continuously changing. Get some ideas:

- The Ohio State University's Prospective Student Web Site, winner of the 2001 CASE Circle of Excellence Gold Medal — www.osu.edu/undergraduate
- University of Michigan's Life Sciences Institute Web Site, winner of a 2001 CASE Circle of Excellence Silver Medal — lifesciences.umich.edu
- Huntington (Ind.) College, which received a 2000-2001 Golden Web Award from the International Association for Web Masters and Developers — www.huntington.edu
- The University of Wisconsin Alumni Association, a 2001 Gold Circle Award winner from the American Society of Association Executives — www.uwalumni.com

Looking for a resource?

Looking for companies and consultants that can provide products and services to help with advancement needs? The CASE Web site offers "Yellow Pages" to find out basic contact information. Users can then click to the company's Web site. Give it a try at: www.case.org/yellowpages



Parting Shot... Calvin College (Grand Rapids, Mich.) is stepping east with new additions of a pedestrian overpass, along with a communications building and conference center. The new 400-foot pedestrian overpass for students and faculty is part of "Stepping East by God's Grace," a \$25 million project on the Calvin campus. When the 18-month project is completed in September, the East Campus will contain the DeVos Communication Center and the Prince Conference Center. It also will anchor one end of the overpass that

spans the East Beltline and joins the two campuses. Calvin is keeping alumni and friends up-to-date on the project at: www.calvin.edu/map/devos_prince/

—Photo by Luke Robinson, Calvin College, Alumni & Public Relations

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

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.

John Adams (see photo) director of institutional communications at the Medical College of Ohio (Toledo). The Medical College of Ohio Foundation has made the following appointments: **Sabrina J. Taylor** (see photo) administrative director; and



Adams

Dawn L. Hauter (see photo) director of foundation relations.

Tricia Bunten (see photo) development director for the College of Science and Engineering at the University of Minnesota Duluth.



Hauter

She had been at Bemidji (Minn.) State University.

Kenna Christians, (see photo) assistant chancellor for advancement at the University of Wisconsin-La Crosse and president of the UW-La Crosse Foundation. She had been vice president for insti-

tutional advancement at Viterbo University (La Crosse, Wis.)



Christians

Charles Connolly, interim executive director of marketing and communications at Governors State University (University Park, Ill.) He retired from Whitman Corp. in 2000.

Margarita L. Contreni, director of development for the School of Electrical and Computer Engineering at Purdue University.

Carolyn S. Gery (see photo) associate vice president for development at Purdue University (West Lafayette, Ind.) She had directed Purdue's President's Council for almost 30 years and had been interim vice president.



Gery

Dana Johnson, director of development for athletics at Hamline University (St. Paul, Minn.)

Michelle LeMahieu, grant writer in the development office at Calvin College, (Grand Rapids, Mich.) She formerly worked for Michigan State University and the Acton Institute.

Michael Niles, director of development at Breck School (Minneapolis.)

Sharolyn S. Reynard to special assistant to the dean at the Harris School at the University of Chicago.

Shari M. Rodriguez, vice president for college relations at Saint Mary's College (Notre Dame, Ind.)

Roger Sheffield, director of development for Lawrence University (Appleton, Wis.) He was formerly development officer for major gifts at The Colorado College.

Wendy Shure, director of the annual fund for Elmhurst (Ill.) College

John B. Sloan (see photo) director of development for the National Collegiate Athletic Association Foundation, with offices at NCAA's national office in Indianapolis.



Sloan

The University of Wisconsin-Superior has expanded its development team by hiring:

Suzanne Quick, director of development.

Thomas Bergh, alumni director. He had been executive director of the Northeastern Minnesota Development Association.

The Wright State University (Dayton, Ohio) University Advancement Division has announced two promotions:

Robert Batson, from director of financial affairs to director of advancement services and planned giving officer.

Robert S. Copeland, from director of advancement for the School of Medicine to assistant vice president for development.

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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

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