

engage lead globalize
innovate cultivate
advocate
train accomplish grow
develop
innovate respond enhance achieve
activate propel internationalize accomplish
grow involve empower
deliver contribute
include serve
effect
advance
involve
the case

**Making the Case
for Educational Advancement**



advance lead



Making the Case for Educational Advancement

The promise of education—to the individual and to societies around the globe—has never been more important, and the challenges of delivering on that promise have never been greater.

Educational advancement professionals—those who manage alumni relations, communications, fundraising and marketing—play a critical and strategic role in ensuring that schools, colleges and universities are well-positioned to address those challenges.

And so it is that CASE, which serves as the leading resource for knowledge, standards, advocacy and training in educational advancement, has become more vital to our members than at any time in our 34 years of service.

This annual report documents our service to members for the period of July 1, 2007, through June 30, 2008, a year of record-breaking growth.

For the sixth consecutive year, CASE set new records for institutional memberships, reaching an all-time high of 3,358. We also set record attendance at CASE conferences worldwide and continued to register positive financial performance. Particularly gratifying is that every part of the organization contributed to these achievements: CASE Europe, CASE Asia-Pacific and CASE in North America.

Beyond the numbers, CASE made steady progress in four strategic areas: diversifying the profession, internationalizing the organization, enhancing our research efforts and deploying new technologies to better serve our members. Initiatives included a benchmarking toolkit that will enable institutions to compare advancement results among their peers; a compensation survey of advancement professionals; and checklists for donor stewardship and affinity agreements. CASE also played an active role in advocating on matters of public policy in the United States, Europe, Australia, and elsewhere to help foster a positive climate for the support of education.

Also this fiscal year, we wrapped up an extensive market research project and magazine readership survey that will position us for

continued growth and help ensure that we are responding to the evolving needs of our members. After all, the truest measure of our success is the success of our members.

All of these accomplishments are a tribute to the hard work and commitment of more than 3,200 volunteers working in close collaboration with CASE staff. This report is dedicated to them, to our extensive network of partners, colleagues and benefactors, and, most of all, to our members in 61 countries around the world.



John Lippincott

A handwritten signature in blue ink that reads "John Lippincott".

CASE President
lippincott@case.org



Julian Bivins

A handwritten signature in blue ink that reads "Jul-M. Bivins".

Chair, CASE Board of Trustees
jmb7q@virginia.edu

Our Mission. Our Vision. Our Values.

Our Mission: CASE advances and supports educational institutions around the world by enhancing the effectiveness of the alumni relations, communications, marketing, fundraising, and other advancement professionals who serve them.

Our Values: CASE believes education improves lives and societies, and we value service to our members through professional excellence; respect for volunteers and staff as partners, stakeholders and leaders; and commitment to integrity, ethical behavior and inclusiveness.

Our Vision: As the premier professional association for educational advancement professionals, CASE is committed to being the primary resource for professional development and information and the leading advocate for professional standards and ethics.



About CASE

The Council for Advancement and Support of Education is a professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, marketing and development.

Today, CASE's membership includes more than 3,300 colleges, universities and independent elementary and secondary schools in 61 countries around the globe. This makes CASE one of the world's largest nonprofit educational associations in terms of institutional membership. We serve nearly 60,000 advancement professionals on the staffs of our member institutions and have more than 22,500 professional members on our roster.



CASE was founded in 1974 and maintains headquarters in Washington, D.C., USA. Acting on its mission to advance and support education worldwide, CASE officially opened a European office in London in 1994 and an Asia-Pacific office in Singapore in 2007.

To fulfill their missions and to meet both individual and societal needs, colleges, universities and independent schools rely on—and therefore must foster—the good will, active involvement, informed advocacy and enduring support of alumni, donors, prospective students, parents, government officials, community leaders, corporate executives, foundation officers, and other external constituencies.

CASE helps its members build stronger relationships with all of these constituencies by providing relevant research, supporting growth in the profession and fostering support of education. CASE also offers a variety of advancement products and services, provides standards and an ethical framework for the profession, and works with other organizations to respond to public issues of concern while promoting the importance of education worldwide.

The Voice for the Advancement Profession

The increasing stature of our work in North America, the continuing growth of CASE Europe, and the emergence of CASE Asia-Pacific are emblematic of the worldwide advancement of the field of advancement.

CASE is committed to building a stronger understanding of the advancement profession and its importance to educational institutions worldwide. We also are developing partnerships

that serve advancement professionals and have assumed a leadership role advocating for public policies that encourage philanthropic support of education.

Through these and other efforts, CASE has increased its visibility as the global voice for educational advancement.



advocate involve

Key events in 2007–08 that supported these efforts:

Represented the experience and aspirations of member institutions in the evolution of the matched funding initiative introduced by the U.K. government and hosted the government's launch of the program

Advocated for CASE members on a number of U.S. federal relations issues, including the renewal of the IRA rollover and revision of the IRS Form 990

Continued work to further establish and develop educational advancement programs at six universities in Nigeria, Ghana, Uganda and Tanzania with a US\$400,000 grant from the Carnegie Corporation of New York, which has granted \$1.1 million to CASE for related projects since 2003

Brought visibility to outstanding undergraduate teaching through the U.S. Professors of the Year program, a joint initiative with The Carnegie Foundation for the Advancement of Teaching

Supported the diversification of the profession with the second annual Minority Advancement Institute and participation in

the United Negro College Fund Institute for Capacity Building

Brought together leading thinkers for the second annual Summit for Advancement Leaders to shed light on the challenges facing U.S. higher education

Worked in partnership with other organizations that serve advancement professionals, including the National Association of Independent Schools and the Council of Alumni Association Executives

Participated with the European Commission in identifying best practice and sound policies to develop the fundraising capacity at European universities

Engaged in formulating policy positions on higher education and on nonprofit organizations in the United States through the CASE president's service on the board of the American Council on Education and as a member of Independent Sector's Ethics and Accountability Committee

Grew media coverage of CASE and the advancement profession by 40 percent

The Leading Provider of Advancement Resources

“Member service comes first.” This fundamental principal drives the daily work of CASE staff and volunteer leaders, who ensure that CASE provides an array of resources and services to educational institutions and the advancement professionals who serve them.

CASE is committed to meeting the diverse needs of our members—whether they are newcomers or seasoned professionals; whether they work at independent schools, colleges or universities; whether they are based in North America, Europe,

the Asia-Pacific or elsewhere around the globe; and whether their focus is on alumni relations, communications, fundraising or marketing.

Through a strong international network, members are able to connect with their colleagues locally and across the world, learning from their experiences and adapting best practices to meet the opportunities and challenges of a growing and evolving profession.



Key events in 2007–08 that supported these efforts:

Revised the CASE reporting standards and management guidelines for annual fundraising and fundraising campaigns to reflect advances in the profession

Developed and launched a donor stewardship checklist, a statement on the management of conflicts of interest, guidelines on establishing relationships with vendors and other service providers, and answers to frequently asked questions regarding alumni giving rates

Conducted surveys on fundraising campaign results, European alumni relations practices, trends in alumni affinity programs, and compensation for advancement officers

Developed a CASE benchmarking toolkit to enable communities of practice to compare advancement results among peers

Laid the foundation for a new Web site that will provide a much improved user experience and enhance the ability of members to connect with their colleagues around the world

Launched a study on measuring the return on investments in fundraising programs

Honored best practices and advancement leaders through CASE awards programs

Published four new books, including CASE's first print-on-demand book, and offered 11 new Online Speaker Series conferences in CD-ROM and multimedia downloadable file formats

Undertook an extensive market research project and a CURRENTS magazine readership survey to evaluate and reinforce member service

Earned awards for CURRENTS magazine, CASE marketing materials and a CASE book cover design

CASE by the numbers

2007–2008

3,358 institutional members in 61 countries, an all-time high

More than 19,400 participants at 134 in-person CASE conferences and workshops worldwide, a record

20 Online Speaker Series programs delivered to 1,750 sites and nearly 9,000 individuals

More than 3,200 volunteer leaders, conference planners, speakers, moderators, judges and authors

229 Educational Partners

More than 2,500 positions posted in the CASE Career Center

More than 1.72 million visits to www.case.org

More than 4,000 entries to international awards programs honoring leadership, service and best practices

Nearly 17,300 books and other resources purchased from CASE Books

More than 18,000 member queries handled by the CASE member service and information centers

CASE

Resources

Awards and scholarships recognizing best practices, outstanding service and research

BriefCASE e-newsletter highlighting relevant research and CASE activities each month

Career Center linking institutions with qualified advancement professionals

CASE Bookstore offering print and online publications for members at all levels

CASE Web site (www.case.org) bringing CASE resources together for online access around the clock from anywhere in the world

Conferences highlighting advancement strategies and best practices led by experienced advancement professionals

CURRENTS magazine, an award-winning, nine-times a-year resource focusing on advancement trends

Educational Partners offering products and services that support the work of advancement professionals

e-Headlines providing a daily look at advancement-related news

CASE InfoCenter providing individual access to a wealth of advancement resources

Listservs (more than 30) allowing advancement professionals to ask questions of and share information with their peers

Member Directory connecting advancement professionals around the world

Online Speaker Series providing cost-effective professional development





connect serve

Now more than ever, advancement professionals play a vital and strategic role as educational institutions around the world tell their stories, connect with their graduates, and secure private support to help them educate students, serve their communities, and maintain excellence in the face of growing financial pressure.

Advancement professionals work on behalf of educational institutions to:

- Secure private financial support from potential donors committed to the mission of the institution
- Engage alumni in the life of the institution as volunteers, advocates and supporters
- Promote or market the institution to prospective students, their parents and others
- Communicate about the institution with those who have a stake in its success, including community members, business leaders, government officials, the press and others

Consolidated Statements of Financial Position

	Year Ending June 30	2008	2007
Assets			
Cash and cash equivalents	\$	4,199,852	3,995,943
Investments		12,837,785	11,682,872
Accounts receivable, net of allowance for doubtful accounts of \$32,000 and \$29,000 for 2008 and 2007, respectively		633,696	676,813
Publication inventory		271,675	270,903
Prepaid expenses and other assets		941,814	513,616
Property and equipment, net		7,386,060	7,596,947
Total assets	\$	26,270,882	24,737,094

	Year Ending June 30	2008	2007
Liabilities and Net Assets			
Liabilities			
Accounts payable and accrued expense	\$	1,884,073	1,321,301
Deferred revenue		4,160,529	3,729,524
District escrow funds		2,143,620	1,723,808
Mortgage payable		6,008,123	6,277,671
Interest swap agreements		86,195	(2,749)
Accrued postretirement benefits		563,429	456,792
Total liabilities	\$	14,845,969	13,506,347
Net assets			
Unrestricted		11,351,290	11,020,515
Temporarily restricted		73,623	210,232
Total net assets	\$	11,424,913	11,230,747
Total liabilities and net assets	\$	26,270,882	24,737,094

Consolidated Statements of Activities

	Year Ending June 30	2008	2007
Unrestricted activities			
Revenue			
Conferences and workshops	\$	9,872,209	8,768,349
Membership dues		6,291,477	5,983,551
Publications		1,911,580	2,285,713
Awards		852,206	726,207
Interest from operations		176,537	210,161
Contributions		127,851	87,112
		19,231,860	18,061,093
Net assets released from restrictions		151,433	206,256
Total unrestricted revenue and support	\$	19,383,293	18,267,349
Expense			
Program services			
Conferences and workshops		8,777,754	7,931,153
Publications		1,878,033	2,101,343
Information and research		2,406,315	1,981,163
External affairs		1,028,271	940,710
District services		525,050	461,241
Awards and services		317,115	273,875
Total program services	\$	14,932,538	13,689,485
Supporting services			
Management and general		3,378,649	3,289,842
Fundraising		28,797	28,354
Total supporting services	\$	3,407,446	3,318,196
Total expense	\$	18,339,984	17,007,681
Change in unrestricted net assets before other items		1,043,309	1,259,668
Net (loss) gain on investments		(1,154,282)	1,156,955
Interest from investments		444,683	312,940
Accumulated postretirement benefit adjustment		(79,994)	(48,398)
Loss on fair value of interest swap agreements		(88,944)	(6,859)
Property taxes reimbursement		166,002	-
Change in unrestricted net assets		330,774	2,674,306
Temporarily restricted activities			
Contributions		15,305	300,100
Investment income		(480)	10,839
Net assets released from restrictions		(151,433)	(206,256)
Change in temporarily restricted net assets		(136,608)	104,683
Change in net assets		194,166	2,778,989
Net assets, beginning of year		11,230,747	8,451,758
Net assets, end of year	\$	11,424,913	11,230,747

2007–2008 CASE Board of Trustees

The CASE Board of Trustees comprises 30 voting members, including four officers, eight district trustees, and 18 trustees-at-large. In addition, the president of CASE serves as a non-voting ex-officio member. Trustees are elected by the CASE membership.

The primary responsibilities of the board include setting CASE policies, approving the annual budget and ensuring sound management of the organization.

Names and titles listed are for the 2007–2008 fiscal year.

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John Lippincott
2004–present

Vance T. Peterson
2001–2003

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2000

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1997–2000

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1990

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1986–1990

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1978–1986

Alice L. Beeman
1974–1978



CASE

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We value the commitment of companies that affiliate with CASE as Educational Partners at the Gold, Silver and Bronze levels. The following list recognizes CASE Educational Partners from July 1, 2007, to June 30, 2008.

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We offer sincere thanks to the following organizations and individuals for their generous support of specific programs and general operations at CASE between July 1, 2007, and June 30, 2008. The financial contributions from these organizations and individuals

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signal their belief in the role of educational institutions in strengthening our society, the role of the advancement profession in strengthening educational institutions, and the role of CASE in strengthening the advancement profession.

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CASE is grateful to those companies that sponsored events and other services to CASE members between July 1, 2007, and June 30, 2008.

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making
the case

