



Council for Advancement and Support of Education.


Advancing Education

A World of Opportunities

CASE

07

ANNUAL REPORT



“CASE gave me the global perspective I needed. CASE not only will help increase your knowledge in the discipline of your choice but also your basic competency in all the advancement disciplines.”

Ron Stephany, Vice President for University Relations
University of Redlands, Redlands, Calif.

We're delighted to report that CASE enjoyed another successful year of continued membership growth, record-setting conference attendance and solid financial performance.

Our success signals that we are fulfilling our mission to advance and support educational institutions by providing services and resources that will help them connect with those most important to their future: donors, alumni, students, parents, communities, governments and more.

The 2007 fiscal year saw CASE expand its global horizons with the opening of an office in Singapore, the heart of the Asia-Pacific, to better serve our growing membership in the region. The launch of CASE Asia-Pacific represents a historic development in CASE's commitment to support educational institutions and advancement professionals around the world.

We also continued our emphasis on diversifying the profession, intensifying our research initiatives, and deploying new technologies in service to our members. And under the expert leadership of Rita Bornstein, who served as board chair during the period covered by this annual report, CASE focused on building awareness for the ethical standards that govern the work of advancement professionals in alumni relations, communications, fundraising and marketing.

Overall, CASE made significant advances during the 2007 fiscal year that will help the association, as well as the field of advancement, grow and evolve.

Of course, none of this would have been possible without the guidance of our volunteer leadership, active participation of our members, and hard work of CASE staff. Together, we have set the bar higher, have extended our reach farther, and have made this organization more successful than it has ever been before. Thanks to your support and commitment to CASE, we are well positioned to continue our important work enhancing education around the world in the years ahead.



A handwritten signature in cursive script that reads "John Lippincott".

John Lippincott

CASE President
lippincott@case.org

A handwritten signature in cursive script that reads "Julian Bivins".

Julian Bivins

Chair, CASE Board of Trustees
jmb7q@virginia.edu

.....
Broadcast journalist Bob Schieffer interviews education leaders at the inaugural CASE Summit for Advancement Leaders.



CASE's Mission

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 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.

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.

About CASE

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

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.

Today, CASE's membership includes more than 3,300 colleges, universities and independent elementary and secondary schools in 55 countries around the globe. This makes CASE one of the world's largest nonprofit educational associations in terms of institutional membership. We serve more than 50,000 advancement professionals on the staffs of our member institutions and have nearly 23,000 professional members on our roster.

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.



Serving Education by Serving Members

CASE provides an array of resources and services to educational institutions and the advancement professionals who serve them. In 2006-07, CASE undertook a number of initiatives to meet the diverse needs of our members—whether they are newcomers or seasoned professionals; whether they work at public or private 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 alumni relations, communications, fundraising or marketing.

Following are key events in 2006-07 that reflect CASE’s commitment to member service:

- Served more than 17,500 participants at 109 in-person CASE conferences and workshops around the world, a record
- Delivered 21 Online Speaker Series programs to nearly 1,700 sites and as many as 11,500 individuals, introducing them in new formats for members who could not participate in live events
- Enhanced the CASE Network (www.case.org) with links to member blogs, new listservs for system officers and K-12 alumni professionals, an improved search engine, an Association of Student Advancement Program (ASAP) member directory, and new ways to access the CASE InfoCenter and other resources available at CASE
- Brought together leading thinkers and influential leaders, including philanthropist William H. Gates and broadcast journalist Bob Schieffer, at the inaugural CASE Summit for Advancement Leaders to discuss critical challenges facing higher education
- Sponsored a data-mining workshop to help community colleges increase fundraising results
- Revitalized the annual CASE Survey of Educational Fundraising Campaigns and continued our long-term support of the Council for Aid to Education’s annual Voluntary Support of Education survey, helping members benchmark their fundraising success and track growth in giving to education
- Introduced the CASE Management Checklist for Alumni Relations and the CASE Management Checklist for Communications and Marketing, adding to existing checklists for fundraisers and foundation leaders, to help managers conduct internal self-assessments of their advancement programs



Spanning the Globe

Because CASE believes education improves lives and societies, we are deeply committed to advancing educational institutions in all parts of the world. As a global organization, we can nurture the growth of educational advancement based on the needs, resources and cultures of professionals in the 55 countries we serve. A strong international network helps CASE members connect with their colleagues locally and across the world, learning from their experiences and adapting best practices to enhance the effectiveness of their own work.

Following are key events in 2006-07 that reflect CASE's commitment to global leadership:

- Reaffirmed CASE's commitment to being both global and international in perspective through the Oxford Accord, a statement developed by the CASE and CASE Europe boards of trustees at a joint meeting in Oxford, England
- Established ongoing operations for CASE in the Asia-Pacific region with a new executive director and office in Singapore, serving areas south to Australia, north to Japan, west to India and east to the Philippines and beyond
- Conducted an advancement conference in Ghana as part of an ongoing US \$300,000 grant from the Carnegie Corporation to help universities in Africa build advancement programs
- Played an active advocacy role in Europe that included participation in a European Commission group formed to identify strategies to enhance educational fundraising across the continent
- Welcomed the U.K. government's announcement of a US \$400 million matched funding initiative to encourage philanthropy to universities and advised on the workings of the program; the initiative was influenced in part by a CASE report, commissioned by the Sutton Trust, on the effectiveness of matched funding models around the world
- Continued to serve CASE members in North America through conferences, research and services as well as through support of CASE's eight North American districts
- Held the first comprehensive cross-disciplinary conference in Mexico to support growth of the advancement profession



Advocating for Advancement

The advancement profession is more important than ever to schools, colleges and universities around the world as a growing number of countries turn to private donations to ensure excellence, serve more students, and offset rising costs. CASE is at the forefront of this movement as we work to provide institutions with the support and expertise they need to build and strengthen their relationships with alumni, donors, government officials, parents and other key constituencies.

Following are key events in 2006-07 that highlight our commitment to furthering the advancement profession:

- Expanded efforts to grow the diversity of the advancement profession with the launch of the Minority Advancement Institute conference and a renewed focus on the Clarence J. Jupiter Fellowship Program
- Continued partnerships with other organizations that serve advancement professionals, including the National Association of Independent Schools and the Council of Alumni Association Executives, and engaged in discussions about the future of U.S. higher education through the CASE president's service on the board of the American Council on Education
- Assumed a leadership role advocating for the passage of IRA rollover legislation that was signed into U.S. law in 2006 and provides incentives for giving to educational institutions
- Launched a year-long emphasis on ethics in the advancement profession with articles in CURRENTS, quick polls on the Network, discussions at CASE conferences and more
- Recognized outstanding undergraduate teaching through the U.S. Professors of the Year program, a joint initiative with The Carnegie Foundation for the Advancement of Teaching
- Established a group to review campaign counting guidelines in response to evolution of the profession
- Represented the profession through numerous interviews with media outlets in North America, Europe, the Asia-Pacific and elsewhere to help build public understanding of capital campaigns, alumni engagement, issues management and more

“The combination of session topics and networking opportunities makes the CASE-NAIS Independent Schools Conference the most Important of its kind. Every time I attend, I glean ideas that benefit my school and increase my proficiency as an advancement professional.”

Diane Dickey, Director of Constituent Relations
National Cathedral School, Washington, D.C.



CASE by the numbers 2006-2007

- 3,330 institutional members in 55 countries, an all-time high
- 22,706 individual professional members
- 232 Educational Partners
- More than 2,600 volunteer leaders, speakers, authors, judges and moderators
- More than 17,500 participants at 109 in-person CASE conferences and workshops around the world, a record
- 21 Online Speaker Series programs delivered to nearly 1,700 sites and as many as 11,500 individuals
- 17,771 books purchased from CASE Books
- Nearly 2,250 jobs posted to the CASE Career Center, an increase of more than 6 percent
- More than 16,000 general queries handled by the CASE Member Service Center; nearly 2,000 requests for advancement information, best practices and sample materials handled by the CASE InfoCenter

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 Network** (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** (about 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

Consolidated Statements of Financial Position

	Year Ending June 30	
	2007	2006
ASSETS		
Cash and cash equivalents	\$3,995,943	\$3,606,342
Investments	11,682,872	8,557,098
Accounts receivable, net of allowance for doubtful accounts of \$29,000 and \$32,000 for 2007 and 2006, respectively	676,813	588,491
Publication inventory	270,903	232,421
Prepaid expenses and other assets	513,616	334,697
Property and equipment		
Land	\$2,304,603	2,304,603
Building and improvements	6,061,198	6,061,198
Equipment and furniture	1,366,197	1,255,573
Network systems	618,716	618,716
Software	387,429	380,341
	10,738,143	10,620,431
Less: accumulated depreciation and amortization	(3,141,196)	(2,749,369)
	7,596,947	7,871,062
TOTAL ASSETS	\$24,737,094	21,190,111
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expense	\$1,321,301	1,123,598
Deferred revenue	3,729,524	3,336,089
District escrow funds	1,723,808	1,352,933
Mortgage payable	6,277,671	6,535,277
Interest swap agreements	(2,749)	(9,608)
Accrued postretirement benefits	456,792	400,064
TOTAL LIABILITIES	13,506,347	12,738,353
Net assets		
Unrestricted	11,020,515	8,346,209
Temporarily restricted	210,232	105,549
TOTAL NET ASSETS	11,230,747	8,451,758
Commitments and contingencies	-----	-----
TOTAL LIABILITIES AND NET ASSETS	\$24,737,094	\$21,190,111

Consolidated Statements of Activities

	Year Ending June 30	
	2007	2006
UNRESTRICTED ACTIVITIES		
Revenue		
Conferences and workshops	\$8,768,349	\$7,835,305
Membership dues	5,983,551	5,805,520
Publications	2,285,713	2,387,403
Awards	726,207	613,626
Interest from operations	210,161	137,835
Contributions	87,112	101,245
	18,061,093	16,880,934
Net assets released from restrictions	206,256	141,104
TOTAL UNRESTRICTED REVENUE AND SUPPORT	18,267,349	17,022,038
Expense		
Program services		
Conferences and workshops	7,931,153	7,065,361
Publications	2,101,343	2,043,263
Information and research	1,981,163	1,721,538
External affairs	940,710	875,741
District services	461,241	451,491
Awards and services	273,875	262,699
TOTAL PROGRAM SERVICES	13,689,485	12,420,093
Supporting services		
Management and general	3,289,842	3,279,889
Fundraising	28,354	26,287
TOTAL SUPPORTING SERVICES	3,318,196	3,306,176
TOTAL EXPENSE	17,007,681	15,726,269
Change in unrestricted net assets before other items	1,259,668	1,295,769
Net gain on investments	1,156,955	469,103
Interest from investments	312,940	246,227
Effect of adoption of FAS No. 158	(48,398)	-----
(Loss) gain on fair value of interest swap agreements	(6,859)	118,278
Property taxes reimbursement	-----	167,083
CHANGE IN UNRESTRICTED NET ASSETS	2,674,306	2,296,460
TEMPORARILY RESTRICTED ACTIVITIES		
Contributions	300,100	1,850
Interest and dividends	10,839	7,035
Net assets released from restrictions	(206,256)	(141,104)
CHANGE IN TEMPORARILY RESTRICTED NET ASSETS	104,683	(132,219)
CHANGE IN NET ASSETS	2,778,989	2,164,241
Net assets, beginning of year	8,451,758	6,287,517
NET ASSETS, END OF YEAR	\$11,230,747	\$8,451,758



Volunteer Leadership

2006-07 CASE Board of Trustees

CASE's 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. The membership elects trustees to serve a three-year term that may be renewed once. 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 2006-2007 fiscal year.

Rita Bornstein, *chair*
President Emerita, Rollins College

Julian M. Bivins Jr., *chair-elect*
Assistant Vice President, Development and Public Affairs, University of Virginia

Cheryle W. Mitvasky, *treasurer*
Vice President, Resource Development, Kirkwood Community College

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Vice President for University Relations, Portland State University

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President, Council for Advancement and Support of Education

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Executive Director, Ohio University Alumni Association

George Bain, *trustee-at-large*
President and Vice Chancellor (retired), Queen's University Belfast

Anne M. Berry, *trustee-at-large*
Vice President for Advancement, Lebanon Valley College

Keith Brant, *trustee-at-large*
Vice Chancellor of External Relations, University of California, San Diego

Frank Bush, *District III trustee*
Executive Vice President for Institutional Advancement, Coker College

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Vice President and Secretary, Princeton University

Kathleen A. Hanson, *trustee-at-large*
Assistant Head/Vice President, Advancement and External Affairs, Baylor School

Richard T. Ingram, *trustee-at-large*
President Emeritus, Association of Governing Boards of Universities and Colleges

William S. Johnston, *District VIII trustee*
Executive Director, Alumni Association, University of Montana

Larry D. Lauer, *trustee-at-large*
Vice Chancellor, Marketing & Communications, Texas Christian University

Cindy Locke, *District IV trustee*
Associate Vice President, University Relations, Southwestern University

E. Ann McGee, *trustee-at-large*
President, Seminole Community College

James C. Miller, *District VI trustee*
Executive Director, NDSU Foundation Alumni Association, North Dakota State University

Randall R. Miller, *District V trustee*
President, Lake Michigan College

Joy Moore, *trustee-at-large*
Associate Head, Archer School for Girls

Frederick C. Nahm, *trustee-at-large*
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Roberto Sanchez-Mejorada, *trustee-at-large*
Institutional Communications & Development Director, Universidad Anahuac

Paul E. Sheff, *trustee-at-large*
Vice President of Development and Alumni Relations, College of the Holy Cross

Peter Slee, *trustee-at-large*
Chair, CASE Europe Board of Trustees, Deputy Vice Chancellor, Northumbria University

Lorna Somers, *trustee-at-large*
Vice President, McMaster University Foundation, and Director of Development, McMaster University

Linda G. Steckley, *trustee-at-large*
Vice President for Development, The Brookings Institution

Patricia VandenBerg, *trustee-at-large*
Executive Director of Communications and Strategic Initiatives, Mount Holyoke College

Keith A. Williams, *trustee-at-large*
Executive Director, Michigan State University

2006-07 CASE Europe Board of Trustees

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Deputy Vice Chancellor, Northumbria University

Rita Bornstein, *honorary trustee*
President Emerita, Rollins College

John Lippincott, *honorary trustee*
President, Council for Advancement and Support of Education

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John Lippincott 2004-present

Vance T. Peterson 2001-2003

Charles Lee (interim) 2000

Eustace D. Theodore 1997-2000

Peter McE. Buchanan 1991-1997

Virginia Carter Smith 1990

Gary H. Quehl 1986-1990

James L. Fisher 1978-1986

Alice L. Beeman 1974-1978

CASE Educational Partners

We appreciate the commercial firms that chose to affiliate with CASE between July 1, 2006, and June 30, 2007, as Educational Partners at the Gold, Silver and Bronze levels.

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Stamats
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Silver

American Insurance Administrators, a USI Affinity Company
AScribe-The Public Interest Newswire
Blackbaud
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DirectLine Technologies Inc.
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Kintera Inc.
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Communications

CASE Contributors

We offer our sincere thanks to the following organizations and individuals for their generous support of specific programs and general operations at CASE between July 1, 2006, and June 30, 2007. The financial contributions from these organizations and individuals 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, 2006, and June 30, 2007.

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