



# 2010-2011 Virginia Carter Smith Scholarship Program



This scholarship program honors the memory of former CASE president and CURRENTS magazine founder Virginia Carter Smith, who was a strong advocate of advancing the careers of women and minorities.

For more information on the Virginia Carter Smith Scholarship Program, contact:

Joanne Catlett  
Director, Awards Program

PHONE 202-478-5615  
FAX 202-387-4973  
E-MAIL [catlett@case.org](mailto:catlett@case.org)

WEB [www.case.org](http://www.case.org)  
CASE CODE **smith**

The Virginia Carter Smith Scholarship Program for Newcomers to Advancement is open to full-time advancement staff with three years or less of experience at CASE member institutions.

The goal of the program is to encourage newcomers at institutions with limited resources to apply. Advancement professionals who have changed areas of expertise (i.e. alumni relations to fundraising) in the past three years are also encouraged to apply.

## THE PROGRAM

Up to 20 vouchers are available each year for selected conferences suitable for those new to the field of advancement in the areas of:

- alumni relations
- advancement services
- communications and marketing
- fundraising

Scholarships cover only the cost of conference registration. The recipient—or his or her institution—is responsible for travel and hotel costs.

**Please note that this program does not award scholarships for CASE Summer Institutes, the CASE Summit for Advancement Leaders, CASE District conferences or conferences held outside North America.**

## ELIGIBILITY

Scholarships are competitive and winners will be chosen by a panel of judges. Winners will be notified in late July and will be able to choose a conference of their choice at that time.

Scholarships are awarded based on:

- the career potential and experience of the candidate
- the candidate's statement about the resources available for career development at his or her institution
- the candidate's ability to express him or herself

## NOTE THESE IMPORTANT DATES:

CASE must receive your completed application by **June 11, 2010**.

CASE will mail notification of 2010–2011 scholarship results in late **July 2010**.

2010–2011 conferences begin in September 2010 and end in June 2011.



COUNCIL FOR ADVANCEMENT  
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# 2010-2011 Virginia Carter Smith Scholarship Program

## Courses Applicable to Advancement Newcomers

Locations and dates of the conferences listed below are subject to change.

Scholarships are available for the events listed at right. Scholarships do not cover tuition to Summer Institutes, the CASE Summit for Advancement Leaders, CASE District conferences or conferences held outside North America.

Scholarships are for conference registration only; winner is responsible for transportation and lodging.

To learn more about CASE conferences:

1. Go to [www.case.org](http://www.case.org)
2. Go to the Conferences & Training section, or enter the CASE Code—the shortcut listed in the table at right—in the “CASE Code” box on the home page.
3. The full program is posted six to eight weeks before the event date.

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Director, Awards Program

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## Deadline

CASE must receive your completed application by

**June 11, 2010**

Event	Dates	Location	CASE Code
<b>ADVANCEMENT MANAGEMENT</b>			
Annual CASE Conference for Institutionally Related Foundations	Apr. 13–15	Chandler, Ariz.	IRF
<b>ADVANCEMENT SERVICES</b>			
Gift Processing Workshop	Oct. 20–21	Pittsburgh, Penn.	gift
Alumni & Donor Records Workshop	Oct. 21–22	Pittsburgh, Penn.	gift
41st Annual CASE-NAIS Independent Schools Conference	Jan. 24–26	Chicago	CASENAIS
Campaign Fundamentals	May 9–10	Philadelphia	campaign
Annual Conference for Donor Relations Professionals	June 1–3	Austin, Texas	donor
<b>ALUMNI RELATIONS</b>			
Online Strategies	Nov. 3–5	Philadelphia	online
Persuasive Development Writing	Nov. 10–12	Minneapolis	write
Young Alumni and Student Programs	Dec. 7–8	Austin, Texas	alumni
Regional Strategies for Engaging Alumni	Dec. 8–10	Austin, Texas	alumni
Homecomings and Reunions	Jan. 11–12	New Orleans	reunion
Alumni Relations: Building a Lifelong Relationship	Jan. 12–14	New Orleans	reunion
41st Annual CASE-NAIS Independent Schools Conference	Jan. 24–26	Chicago	CASENAIS
Workshop for Newcomers in Alumni Relations	Feb. 14–16	Boston	NewAlum
Social Media & Community	Apr. 13–15	San Francisco	SMC
Special Event Fundraising	Apr. 6–8	Denver	DevEvents
<b>COMMUNICATIONS AND MARKETING</b>			
Annual Conference for Publications Professionals	Nov. 11–13	New Orleans	PubsPros
Persuasive Development Writing	Nov. 10–12	Minneapolis, Minn.	write
Annual Conference for Media Relations Professionals	Mar. 14–15	Washington, D.C.	media
Editors Forum	Mar. 23–25	Denver	editor
41st Annual CASE-NAIS Independent Schools Conference	Jan. 24–26	Chicago	CASENAIS
Social Media & Community	Apr. 13–15	San Francisco	SMC
Special Event Fundraising	Apr. 6–8	Denver	DevEvents
Campaign Fundamentals	May 9–10	Philadelphia	campaign
Campaign Strategies	May 10–11	Philadelphia	campaign
Campaign Communications	May 11–13	Philadelphia	campaign
Integrated Marketing, Branding and Enrollment Management	May 23–25	New Orleans	brand
<b>FUNDRAISING</b>			
Introduction to Planned Giving	Sept. 13–15	Chicago	PG
Workshop for Newcomers in Development: Fall	Sept. 28–30	San Francisco	NewDev
Introduction to Personal Solicitation: Fall	Sept. 30–Oct. 1	San Francisco	NewDev
Major Gift Strategies: Fall	Oct. 13–15	Denver	MGS
Online Strategies	Nov. 3–5	Philadelphia	online
Persuasive Development Writing	Nov. 10–12	Minneapolis, Minn.	write
Successful Annual Giving	Nov. 15–17	Chicago	AG
Successful Phonathons	Nov. 17–18	Chicago	AG
Essential Direct Marketing Techniques	Nov. 18–19	Chicago	AG
Gift Planning for Major Gift Officers	Jan. 17–19	Sarasota, Fla.	PG
41st Annual CASE-NAIS Independent Schools Conference	Jan. 24–26	Chicago	CASENAIS
Annual Conference for Development Researchers	Feb. 16–18	Charlotte, N.C.	DevR
Workshop for Newcomers in Development: Spring	Mar. 8–10	Providence, R.I.	NewDev
Introduction to Personal Solicitation: Spring	Mar. 10–11	Providence, R.I.	NewDev
Special Event Fundraising	Apr. 6–8	Denver	DevEvents
Major Gift Strategies: Spring	May 2–4	Baltimore, Md.	MGS
Campaign Fundamentals	May 9–10	Philadelphia	campaign
Campaign Strategies	May 10–11	Philadelphia	campaign
Campaign Communications	May 11–13	Philadelphia	campaign
Annual Conference for Corporate & Foundation Relations Officers	June 1–3	Chicago	CFR
Annual Conference for Donor Relations Professionals	June 1–3	Austin, Texas	donor
Inspiring the Largest Gifts of a Lifetime	June 6–8	Nashville, Tenn.	large



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## Entry Instructions

### Deadline June 11, 2010

Winners receive  
scholarships to selected  
CASE conferences.

#### **NOTE THESE IMPORTANT DATES**

CASE must receive your  
completed application by  
**June 11, 2010.**

CASE will mail notification  
of 2010–2011 scholarship  
results in late **July 2010.**

2010–2011 conferences  
begin in September 2010  
and end in June 2011.

### JUDGING PROCESS AND CRITERIA

A CASE volunteer committee selects winners on a basis of:

- the candidate’s experience
- the candidate’s ability to express him/herself
- the candidate’s statement about the resources available for career development at his/her institution
- the supervisor’s statement of support

Special consideration is given to people of diverse backgrounds and staff from institutions with extremely limited resources.

### CHECKLIST

Complete the 2010–2011 application form and review the following checklist. All applications must include all of the items listed below. Letters are not permissible when instructions call for an essay.

- Prepare a concise essay describing in 250 words or less:
  - The value you will get from attending a conference
  - The value your institution will get from your attending a conference
  - Your institutional resources. If limited resources prohibit your institution from sending you to a CASE conference, describe the circumstances here. Special consideration is given to applicants from institutions with limited resources.
- Include a short statement from your supervisor stating his or her support of your application
- Attach a one-page résumé
- Have your supervisor sign your application form
- Mail or fax your packet to arrive at CASE no later than June 11, 2010 to:

Virginia Carter Smith Scholarship Program  
 Attn: Joanne Catlett  
 Council for Advancement and Support of Education  
 1307 New York Avenue NW, Suite 1000  
 Washington, DC 20005-4701 USA  
 Fax 202-387-4973



COUNCIL FOR ADVANCEMENT  
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# 2010-2011 Virginia Carter Smith Scholarship Program

## Application Form

Please type or print clearly.

Application packets must include all the materials outlined in the checklist on page 3 of this application. Incomplete entries will not be considered.

**Deadline: June 11, 2010**

Mail or fax your application, résumé and essay(s) to:

Virginia Carter Smith  
Scholarship Program  
Attn: Joanne Catlett  
Council for Advancement and  
Support of Education  
1307 New York Avenue NW  
Suite 1000  
Washington, DC 20005-4701 USA  
Fax 202-387-4973

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### 1 Applicant Basics

NAME (MR., MRS., MS.) \_\_\_\_\_

TITLE \_\_\_\_\_

INSTITUTION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_

COUNTRY \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

TEL ( \_\_\_\_\_ ) \_\_\_\_\_ FAX ( \_\_\_\_\_ ) \_\_\_\_\_

E-MAIL \_\_\_\_\_

### 2 Applicant Information

- Education (check highest level):
  - High school
  - Attended college (years completed: \_\_\_\_\_) Degree:  Associate's  Bachelor's  Master's  Doctoral
  - Other study (specify): \_\_\_\_\_

- Total length of service in educational advancement: \_\_\_\_\_  
Length of service in your current professional area: \_\_\_\_\_

- It is necessary that either your institution or you be prepared to fund your travel if you are awarded this CASE scholarship. Ask your supervisor to complete part A below, or, if necessary, you should complete part B.

**A. Institution's Endorsement:** Our institution will fund the applicant's travel and on-site expenses if he or she is awarded a scholarship. I support this application.

SUPERVISOR'S NAME \_\_\_\_\_

TITLE \_\_\_\_\_

SUPERVISOR'S SIGNATURE \_\_\_\_\_

**B. Applicant's Statement:** I plan to cover these costs as an investment in my own professional development.

APPLICANT'S SIGNATURE \_\_\_\_\_

- To achieve CASE's goal of increasing the number of people of diverse backgrounds in educational advancement, the CASE Board of Trustees is giving special consideration to people of diverse backgrounds in judging this program. If you wish, please indicate if you are a person of diverse background.

Specify \_\_\_\_\_