



# 2011-2012 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

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 10, 2011**.

CASE will mail notification of 2011–2012 scholarship results in late **July 2011**.

2011–2012 conferences begin in September 2011 and end in June 2012.



COUNCIL FOR ADVANCEMENT  
AND SUPPORT OF EDUCATION.

# 2011-2012 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.

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

Joanne Catlett  
Director, Awards Program

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E-MAIL [catlett@case.org](mailto:catlett@case.org)

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CASE CODE **smith**

## Deadline

CASE must receive your completed application by

**June 10, 2011**

Event	Dates	Location	CASE Code
<b>ADVANCEMENT MANAGEMENT</b>			
Annual CASE Conference for Institutionally Related Foundations	April 18–20	Chicago, Ill.	IRF
<b>ADVANCEMENT SERVICES</b>			
Gift Processing Workshop	Oct. 26–27	Minneapolis, Minn.	gift
Alumni & Donor Records Workshop	Oct. 27–28	Minneapolis, Minn.	gift
42nd Annual CASE-NAIS Independent Schools Conference	Feb. 5–7	San Francisco, Calif.	CASENAIS
Campaign Fundamentals	May 7–8	Miami, Fla.	campaign
Annual Conference for Donor Relations Professionals	May 30–June 2	Seattle, Wash.	donor
<b>ALUMNI RELATIONS</b>			
Persuasive Development Writing	Sept. 14–16	Savannah, Ga.	write
Young Alumni and Student Programs	Dec. 5–6	Savannah, Ga.	alumni
Regional Strategies for Engaging Alumni	Dec. 7–8	Savannah, Ga.	alumni
Homecomings and Reunions	Jan. 10–11	Philadelphia, Pa.	reunion
Alumni Relations: Building a Lifelong Relationship	Jan. 12–13	Philadelphia, Pa.	reunion
42nd Annual CASE-NAIS Independent Schools Conference	Feb. 5–7	San Francisco, Calif.	CASENAIS
Workshop for Newcomers in Alumni Relations	March 1–2	New Orleans, La.	NewAlum
Social Media and Community	April 18–20	Washington, D.C.	SMC
Special Events for Advancement	June 13–15	Washington, D.C.	DevEvents
<b>COMMUNICATIONS AND MARKETING</b>			
Persuasive Development Writing	Sept. 14–16	Savannah, Ga.	write
Annual Conference for Publications Professionals	Nov. 16–18	San Francisco, Calif.	PubsPros
42nd Annual CASE-NAIS Independent Schools Conference	Feb. 5–7	San Francisco, Calif.	CASENAIS
Annual Conference for Media Relations Professionals	March 8–9	Washington, D.C.	media
Media Spokesperson Workshop	March 9	Washington, D.C.	media
Editors Forum	March 21–23	Atlanta, Ga.	editor
Social Media and Community	April 18–20	Washington, D.C.	SMC
Campaign Fundamentals	May 7–8	Miami, Fla.	campaign
Campaign Strategies	May 8–9	Miami, Fla.	campaign
Campaign Communications	May 10–11	Miami, Fla.	campaign
Marketing, Branding and Recruitment	April 16–18	San Francisco, Calif.	brand
<b>FUNDRAISING</b>			
Introduction to Planned Giving	Sept. 14–16	Portland, Ore.	PG
Persuasive Development Writing	Sept. 14–16	Savannah, Ga.	Write
Workshop for Newcomers in Development—Fall Session	Sept. 20–22	Minneapolis, Minn.	NewDev
Introduction to Personal Solicitation—Fall Session	Sept. 22–23	Minneapolis, Minn.	NewDev
Major Gift Strategies	Oct. 12–14	Miami, Fla.	ask
Successful Annual Giving	Nov. 7–8	Pittsburgh, Pa.	AG
Successful Phonathons	Nov. 8–9	Pittsburgh, Pa.	AG
Essential Direct Marketing for Annual Giving	Nov. 10–11	Pittsburgh, Pa.	AG
Gift Planning for Major Gift Officers	Jan. 11–13	La Jolla, Calif.	PG
42nd Annual CASE-NAIS Independent Schools Conference	Feb. 5–7	San Francisco, Calif.	casenais
Annual Conference for Development Researchers	Feb. 8–10	Cincinnati, Ohio	DevR
Workshop for Newcomers in Development—Spring Session	March 6–8	Denver, Colo.	NewDev
Introduction to Personal Solicitation—Spring Session	March 8–9	Denver, Colo.	NewDev
Campaign Fundamentals	May 7–8	Miami, Fla.	campaign
Campaign Strategies	May 8–9	Miami, Fla.	campaign
Campaign Communications	May 10–11	Miami, Fla.	campaign
Major Gift Strategies	May 16–18	Vancouver, BC	ask
Annual Conference for Donor Relations Professionals	May 30–June 2	Seattle, Wash.	donor
Annual Conference for Corporate & Foundation Relations Officers	June 1–3	New York, N.Y.	CFR
Inspiring the Largest Gifts of a Lifetime	June 4–6	Seattle, Wash.	large



COUNCIL FOR ADVANCEMENT  
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# 2011-2012 Virginia Carter Smith Scholarship Program

## Entry Instructions

### Deadline June 10, 2011

Winners receive  
scholarships to selected  
CASE conferences.

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

CASE must receive your  
completed application by  
**June 10, 2011.**

CASE will mail notification  
of 2011–2012 scholarship  
results in late **July 2011.**

2011–2012 conferences  
begin in September 2011  
and end in June 2012.

### 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 2011–2012 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 10, 2011 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 AND SUPPORT OF EDUCATION

# 2011-2012 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 10, 2011**

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 \_\_\_\_\_