

Professional
Development
ADVOCACY

CASE DISTRICT III CONFERENCE LUNCHEON

February 9, 2009

INTEGRITY
Resources

SERVICE
Recognition

ADVANCEMENT AND THE ECONOMY

ETHICS

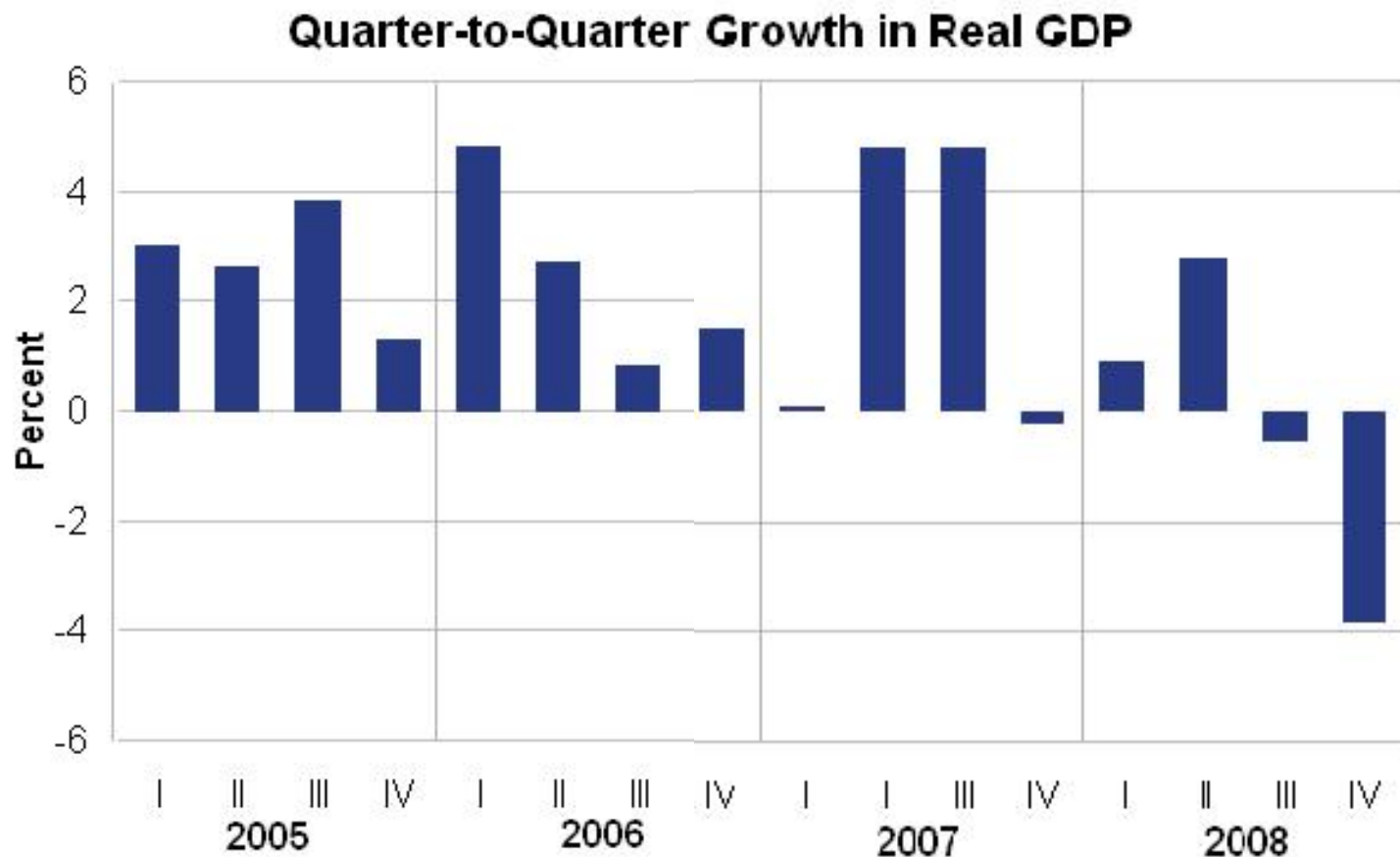
INCLUSIVENESS

CASE.

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

**IT'S THE
ECONOMY,
STUPID**



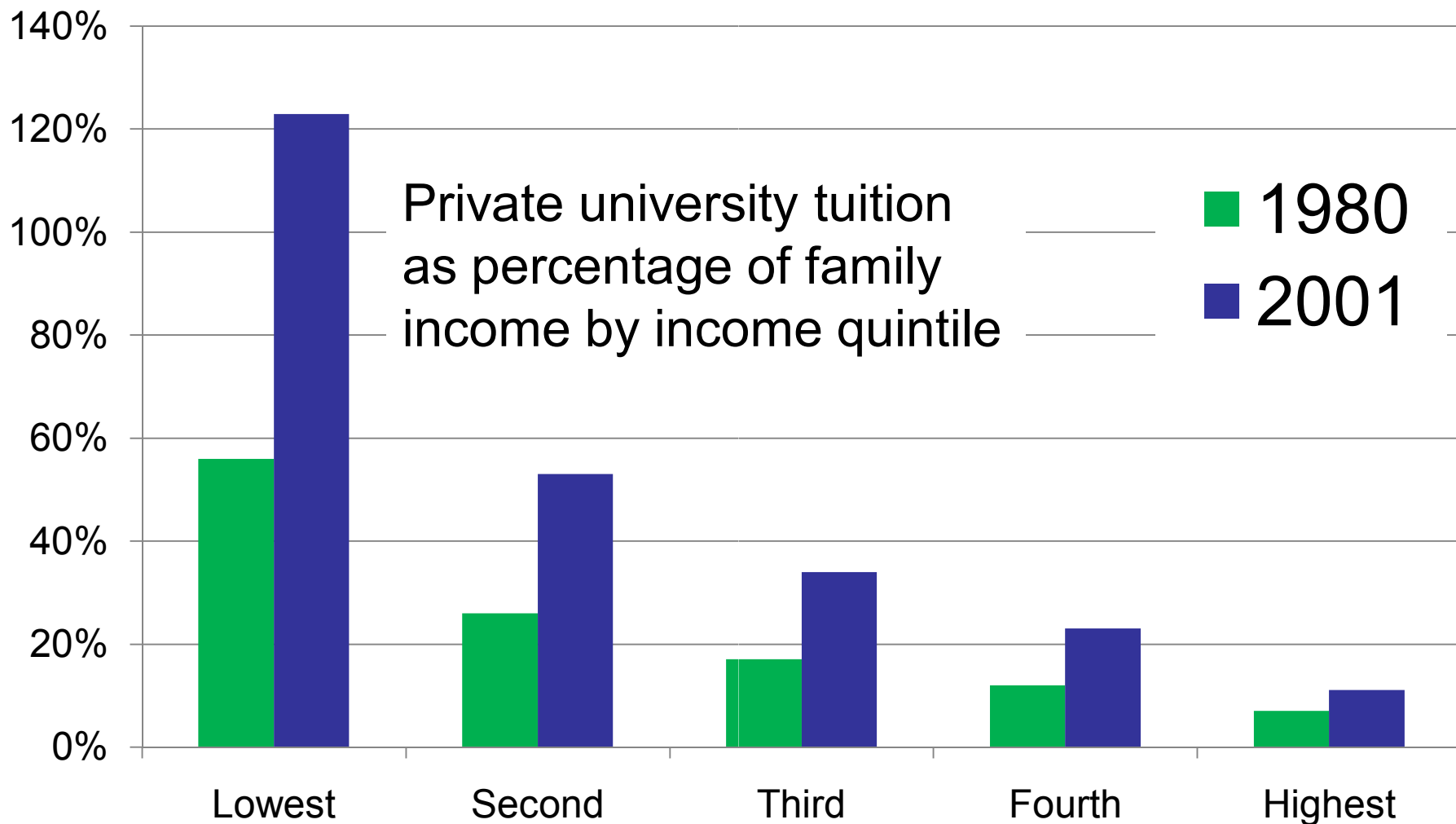


Real GDP growth is measured at seasonally adjusted annual rates.

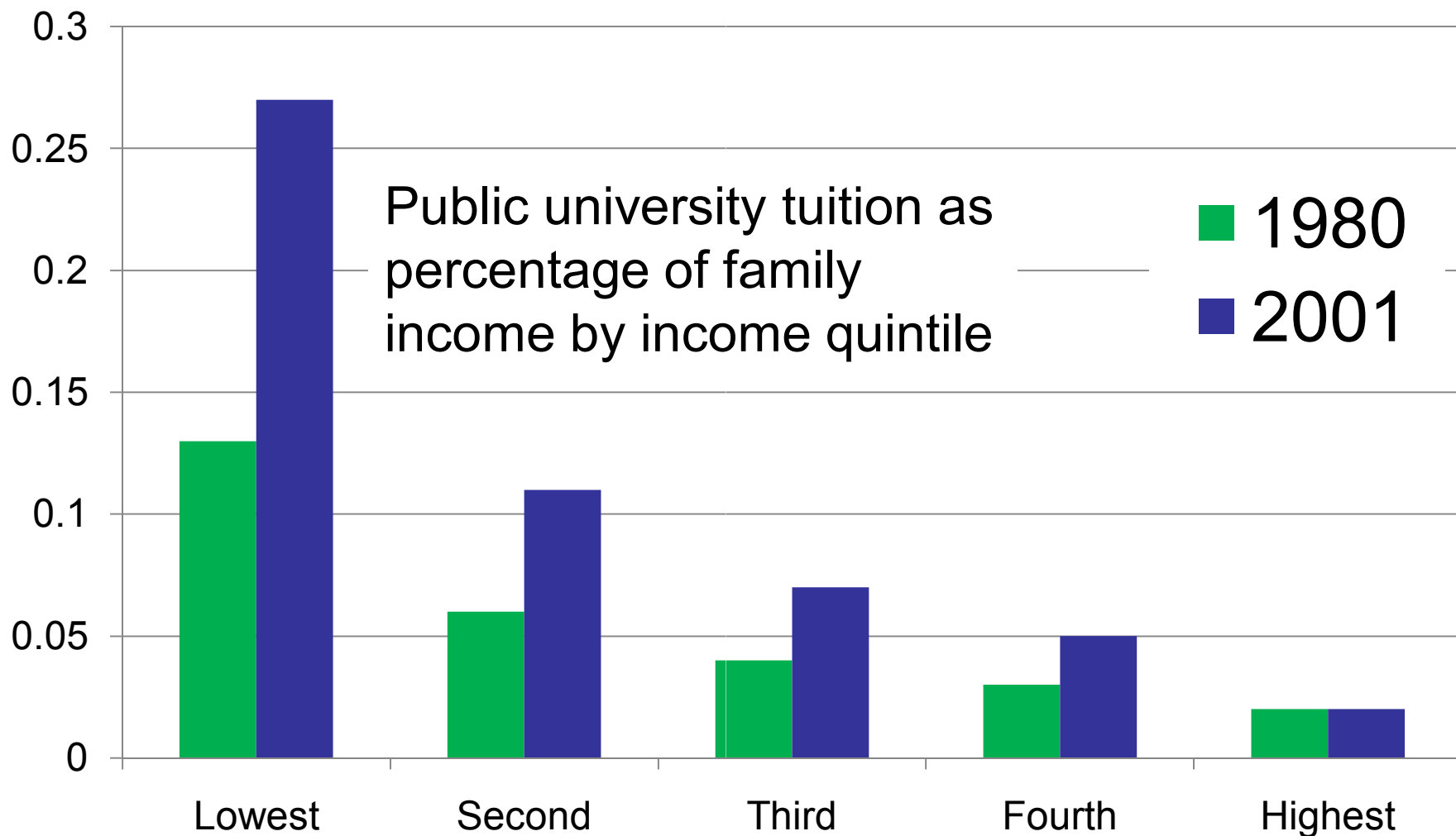
U.S. Bureau of Economic Analysis

At least 39 states have looked ahead and anticipate gaps for fiscal year 2010 and beyond. These gaps total over \$80 billion — 17 percent of desired budgets — for the 30 states that have estimated the size of these gaps and are likely to grow as gaps are re-estimated in the next few months.

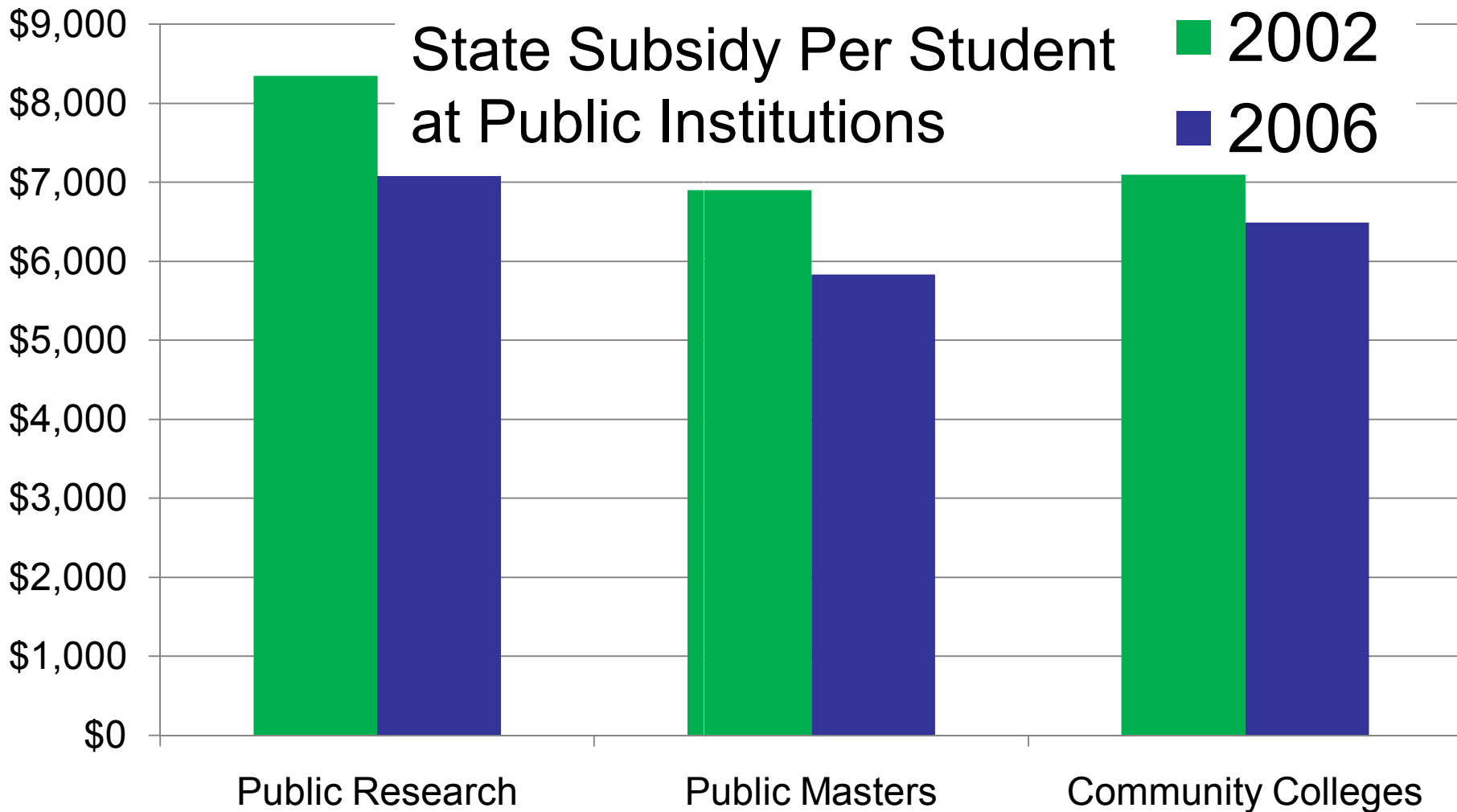
Source: Center on Budget and Policy Priorities 1/30/09



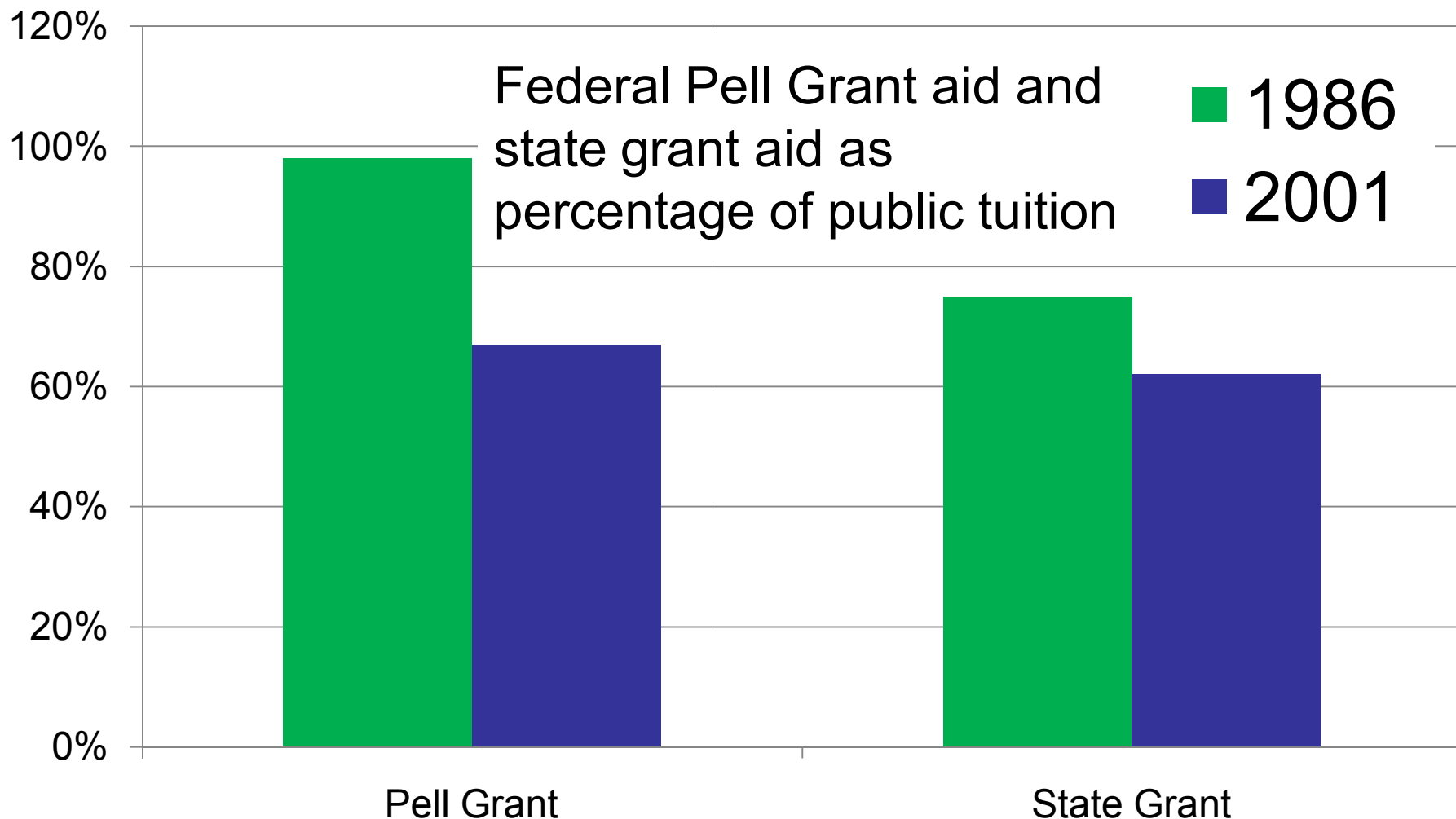
Source: College Board; U.S. Census Bureau; National Center for Public Policy and Higher Education



Source: College Board; U.S. Census Bureau; National Center for Public Policy and Higher Education



Source: Delta Cost Project IPEDS Database 1/09



Source: College Board; U.S. Census Bureau; National Center for Public Policy and Higher Education

STIMULUS PACKAGE



PELL GRANTS



WORK STUDY GRANTS



LOAN LIMITS



RESEARCH FUNDING



FACILITIES INFRASTRUCTURE

DEFICITS IN 2011

Professional
Development
ADVOCACY

INTEGRITY

FUNDRAISING

SERVICE

Recognition

ETHICS

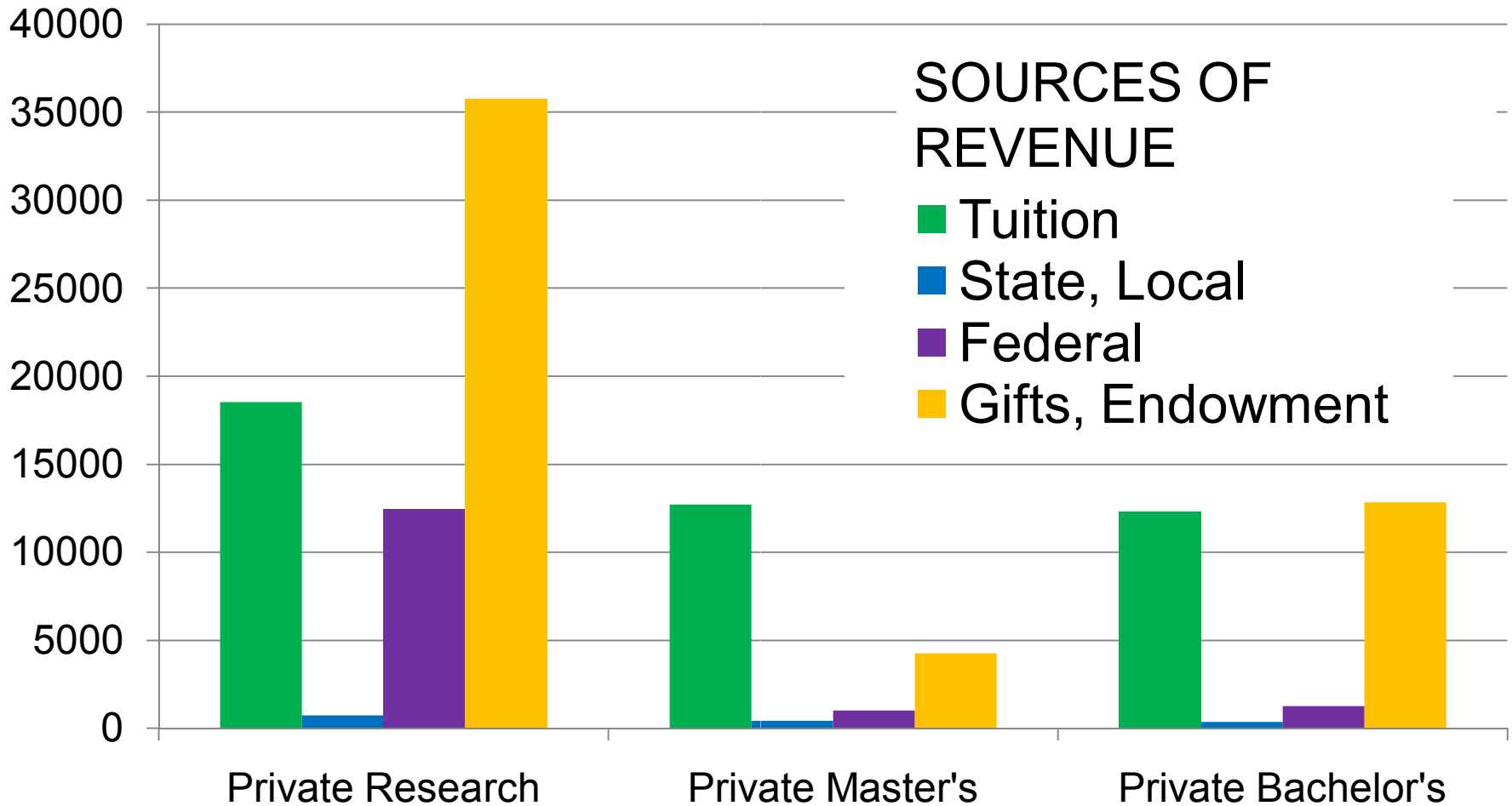
INCLUSIVENESS

CASE.

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

Against the real likelihood of financial doom for so many people, it feels almost **unseemly** to consider a donation to a college or university...

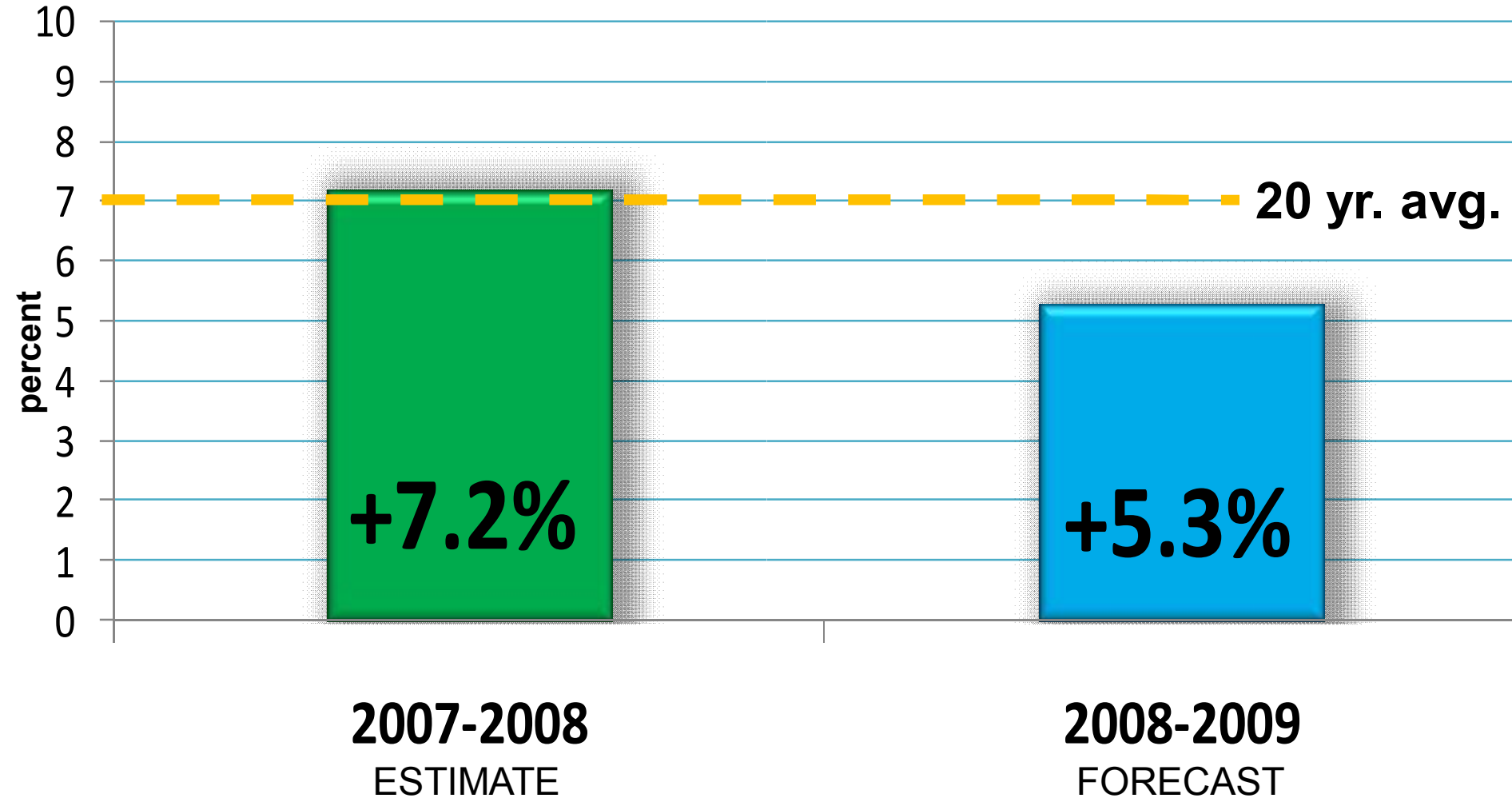
Ron Lieber, New York Times 11/29/08



Source: Delta Cost Project IPEDS Database 1/09

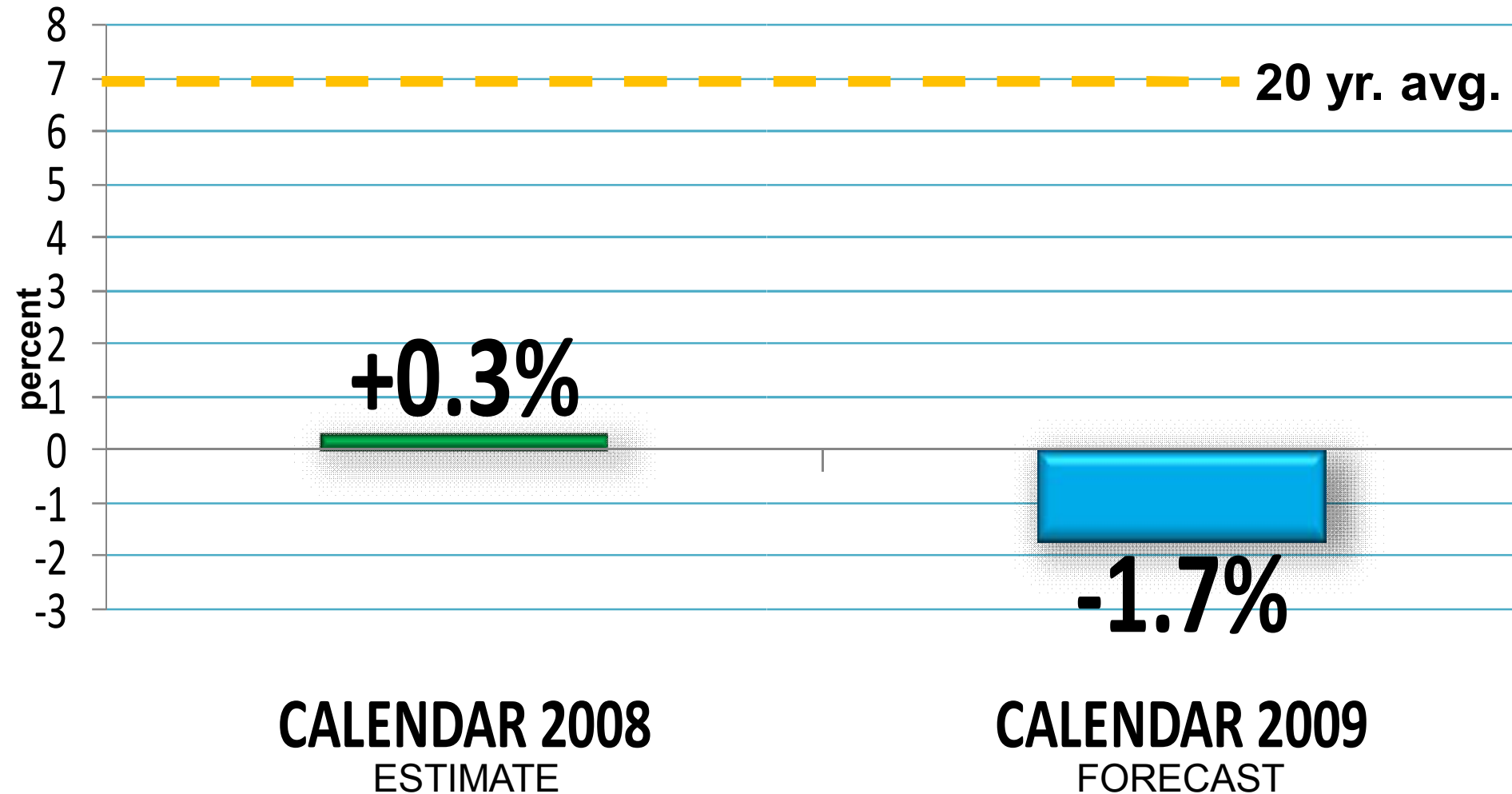
CASE CASE FUNDRAISING INDEX

CFI: RATE OF CHANGE IN GIVING TO EDUCATION



CASE CASE FUNDRAISING INDEX

CFI: RATE OF CHANGE IN GIVING TO EDUCATION



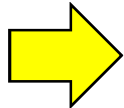
SOURCES OF SUPPORT:



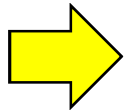
CORPORATIONS



FOUNDATIONS

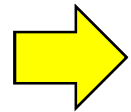


ALUMNI



NON-ALUMNI INDIVIDUALS

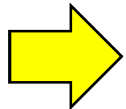
TYPES OF SUPPORT:



ANNUAL GIFTS



MID-LEVEL GIFTS



MAJOR GIFTS



DEFERRED GIFTS

PURPOSES OF SUPPORT:

 CAPITAL PROJECTS

 ENDOWMENT

 FINANCIAL AID

 UNRESTRICTED

Our donors used to tell us that they had more money than time. Now they are telling us they have more time than money.

Carolyn Pelzel, VP for Development,
Dartmouth College 1/27/09

Professional
Development
ADVOCACY

INTEGRITY

ENDOWMENTS

SERVICE

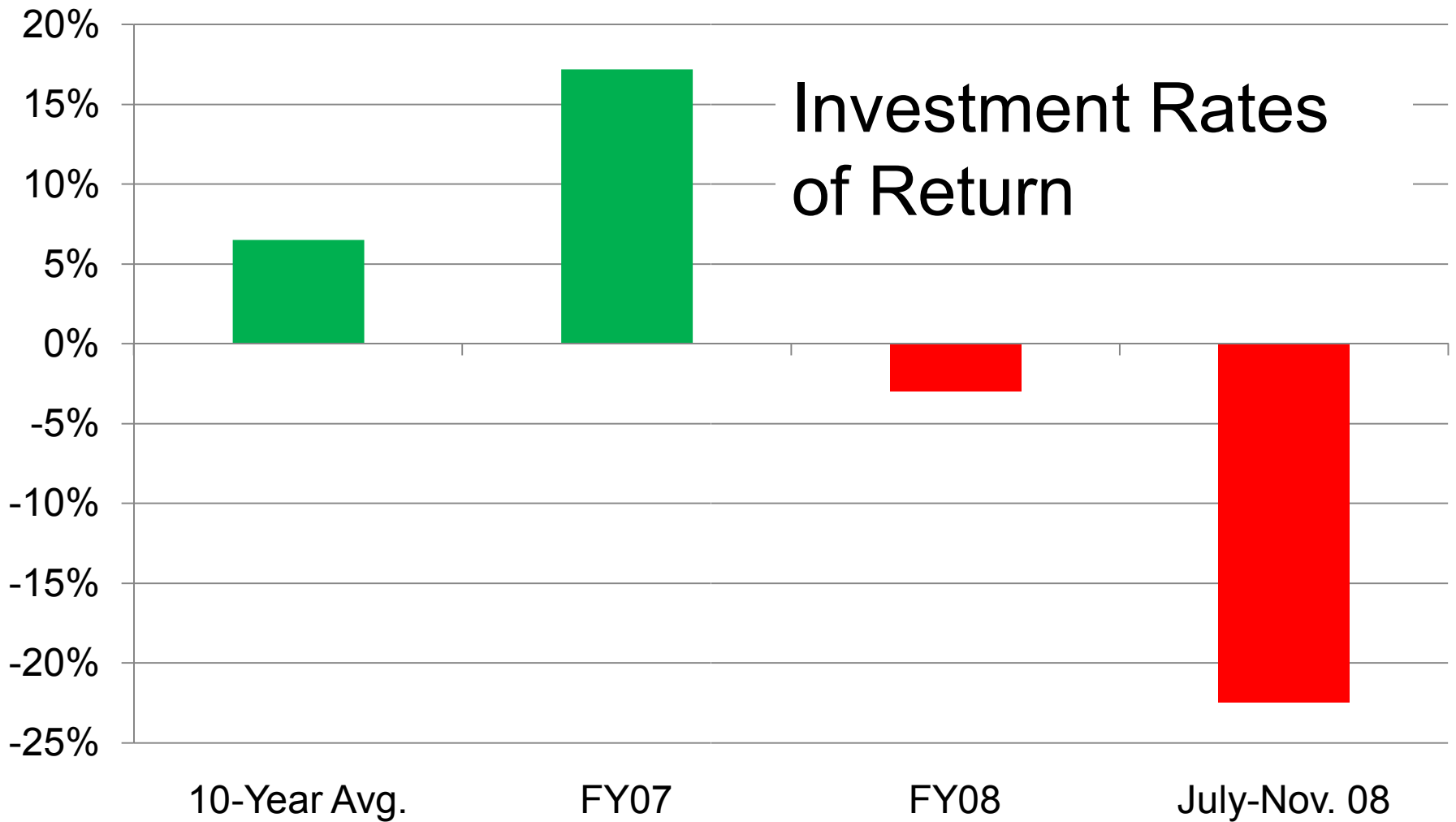
Recognition

ETHICS

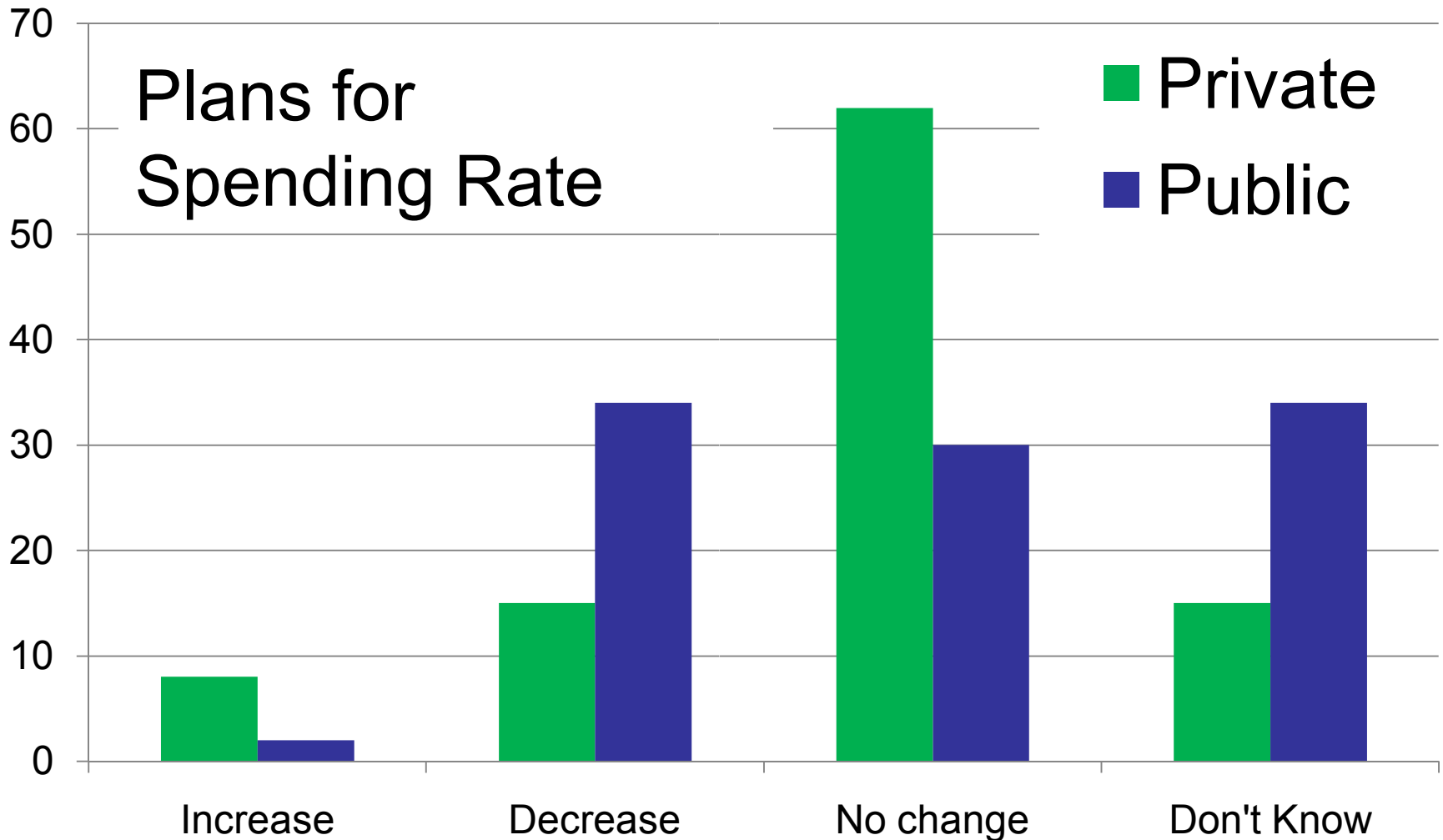
INCLUSIVENESS

CASE.

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION



Source: NACUBO 2008 Endowment Study; NACUBO/Commonfund Follow-up Study



Source: Chronicle of Higher Education and Moody's Investors Service 1/9/09

Contrary to what colleges might argue, the weak economy makes a strong case for more endowment spending on student aid. If an endowment is a rainy day fund, it's pouring...

Sen. Chuck Grassley 1/26/09

Professional
Development
ADVOCACY

INTEGRITY

Resources

ALUMNI RELATIONS

SERVICE

Recognition

ETHICS

INCLUSIVENESS

CASE.

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

FUNDING SOURCES:

 INSTITUTIONAL SUPPORT

 MEMBERSHIP DUES

 AFFINITY PROGRAMS

 EVENT INCOME

FORMS OF ENGAGEMENT:



CAREER SERVICES



ONLINE COMMUNITIES



ON-CAMPUS EVENTS



LOCAL GATHERINGS



VOLUNTEER/ADVOCACY ROLES

For many institutions, the alumni body is the only asset that is growing.

Scott Mory, Assoc. Sr. VP, Alumni Relations,
University of Southern California 2/4/09

Professional
Development
ADVOCACY

INTEGRITY

COMMUNICATIONS

SERVICE

Recognition

ETHICS

INCLUSIVENESS

CASE.

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

FUNDING SOURCES:

 INSTITUTIONAL SUPPORT

 ADVERTISING

 SPONSORSHIPS

- Remember that trust and integrity are among your most valuable assets.
- Review your mission and values and act accordingly.
- Reassert your vision and reiterate your priorities.
- Remind yourself that your audiences are well educated.

- Take people into your confidence and engage them.
- Balance realism with reassurance.
- Present both the challenges and the solutions.
- Provide context for your situation.
- Make sure your internal constituents are well-informed.
- Provide opportunities for feedback.

Professional
Development
ADVOCACY

INTEGRITY

ADVANCING EDUCATION

SERVICE

Recognition

ETHICS

INCLUSIVENESS

CASE.

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION



- Reframe
- Recalibrate
- Redouble

- Story
- Technology
- Stewardship

A crisis is a terrible thing to waste...

Paul Romer, Stanford Economist
New York Times 4/18/04

Professional
Development
ADVOCACY

INTEGRITY

Resources

THANK
YOU!

SERVICE

Recognition

ETHICS

INCLUSIVENESS

CASE.

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION