

Professional
Development
ADVOCACY

CASE DISTRICT V Preconference Workshop for Newcomers

Chicago

December 11, 2004

CASE.

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

Topics

- **What is Advancement?**
- **What is CASE?**
- **How Can CASE Help You?**
- **How Can You Help CASE?**



What is Advancement?

Advancement is the set of functions at an educational institution dedicated to strengthening relationships with key constituencies, including:

- benefactors
- graduates
- opinion leaders
- decision makers
- current and prospective students



What is Advancement?

The advancement functions include:

- Alumni relations
- Communications & Marketing
- Fund Raising

Advancement functions may also include:

- Advancement Services
- Advancement Management
- Government Affairs
- Community Relations
- Special Events

What is Advancement?

All of the advancement disciplines are united by:

- the common goal of ensuring the long-term success of the institution in fulfilling its mission
- the common strategy of building supportive relationships among those constituents who can make significant contributions to that long-term success





What is Advancement?

Integration – whatever the organizational structure, the integration of advancement functions improves results.

Strategic Role – whatever the discipline, the advancement functions are most effective when they are managed strategically and have a place in the inner management circle.

What is Advancement?

Strategic Relationship Management:

- **Segment constituencies**
- **Conduct research**
- **Develop plan linked to mission**
- **Set goals for attitudes/behaviors**
- **Align resources**
- **Engage stakeholders**
- **Implement tactics**
- **Evaluate results**



What is Advancement?

Storyteller – advancement officers need to be able to tell the institutional story in a way that makes constituencies want to be part of that story.

Keeper of the flame – advancement officers have a key role to play in ensuring the long-term success of the institution in pursuit of its mission and vision.

What is CASE?

- **Founded in 1974 through merger of ACPRA and AAC**
- **Largest international association of educational institutions in the world**

CASE
30
CELEBRATES

CASE

What is CASE?

Mission: To advance and support educational institutions by enhancing the effectiveness of alumni relations, communications & marketing and fund raising professionals who serve them.



What is CASE?

Strategic Priorities

- **Diversifying the Profession**
- **Internationalizing CASE**
- **Researching Best Practices**
- **Serving Members through Technology**





What is CASE?

- **Nearly 3,100 institutional members in 46 countries**
 - 4-Yr Universities and Colleges
 - 2-Yr Colleges
 - Independent Schools
 - Affiliated Foundations
 - Alumni Associations
 - System Offices
- **Nearly 22,000 professional members**
- **210 Educational Partners**

What is CASE?

According to 2002 CASE Salary Survey:

- **65% Female**
- **92% White; 3% African American; 2% Hispanic**
- **42% Development; 23% Communications / Marketing; 14% Alumni Relations**
- **56% Private Institutions**
- **30% Independent Schools**
- **Average years in advancement = 9; at institution = 8; in position = 4**

CASE

What is CASE?

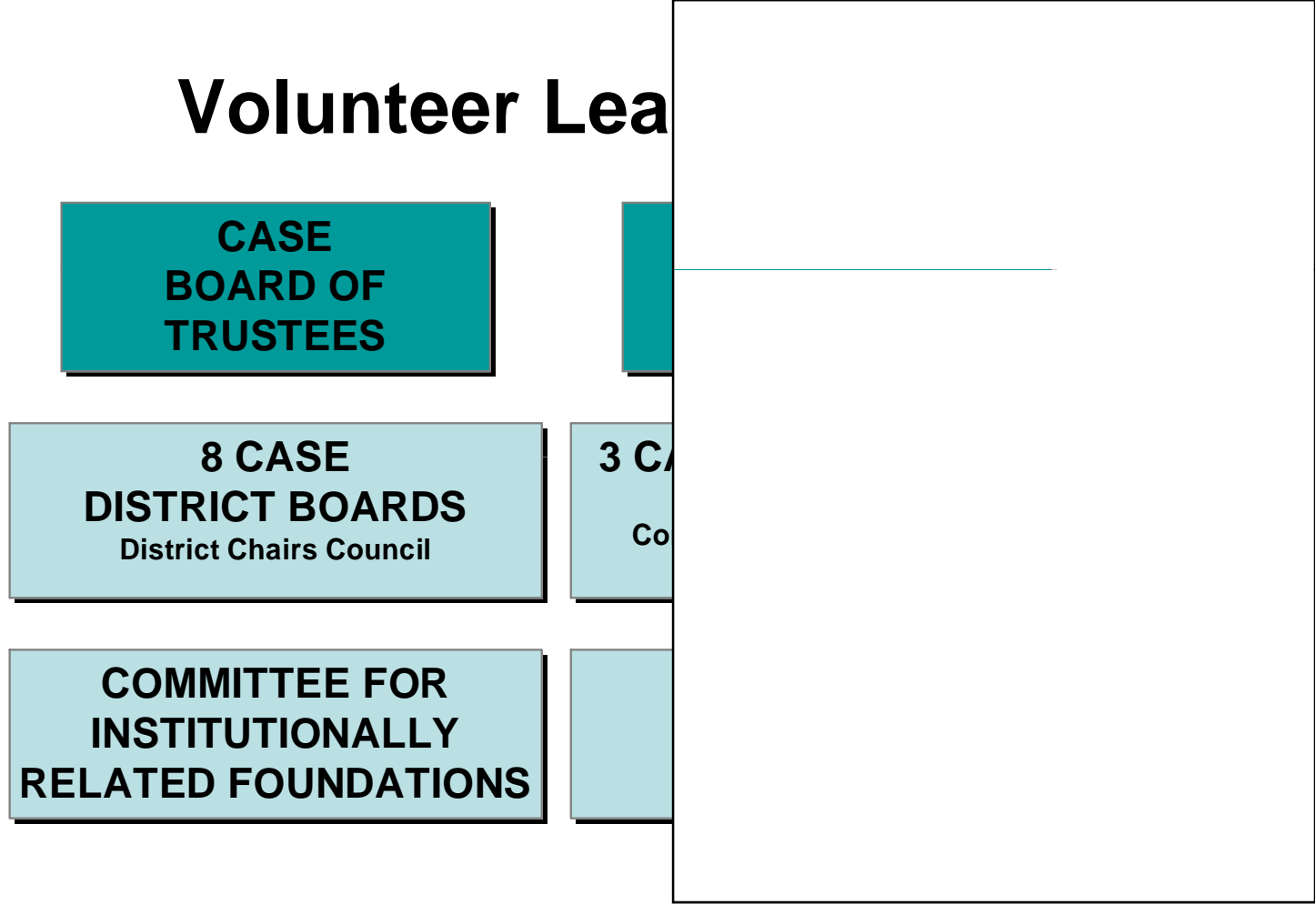
- **700 volunteers - training and content for conferences and publications**
- **240 volunteer leaders**
- **85 association staff**





What is CASE?

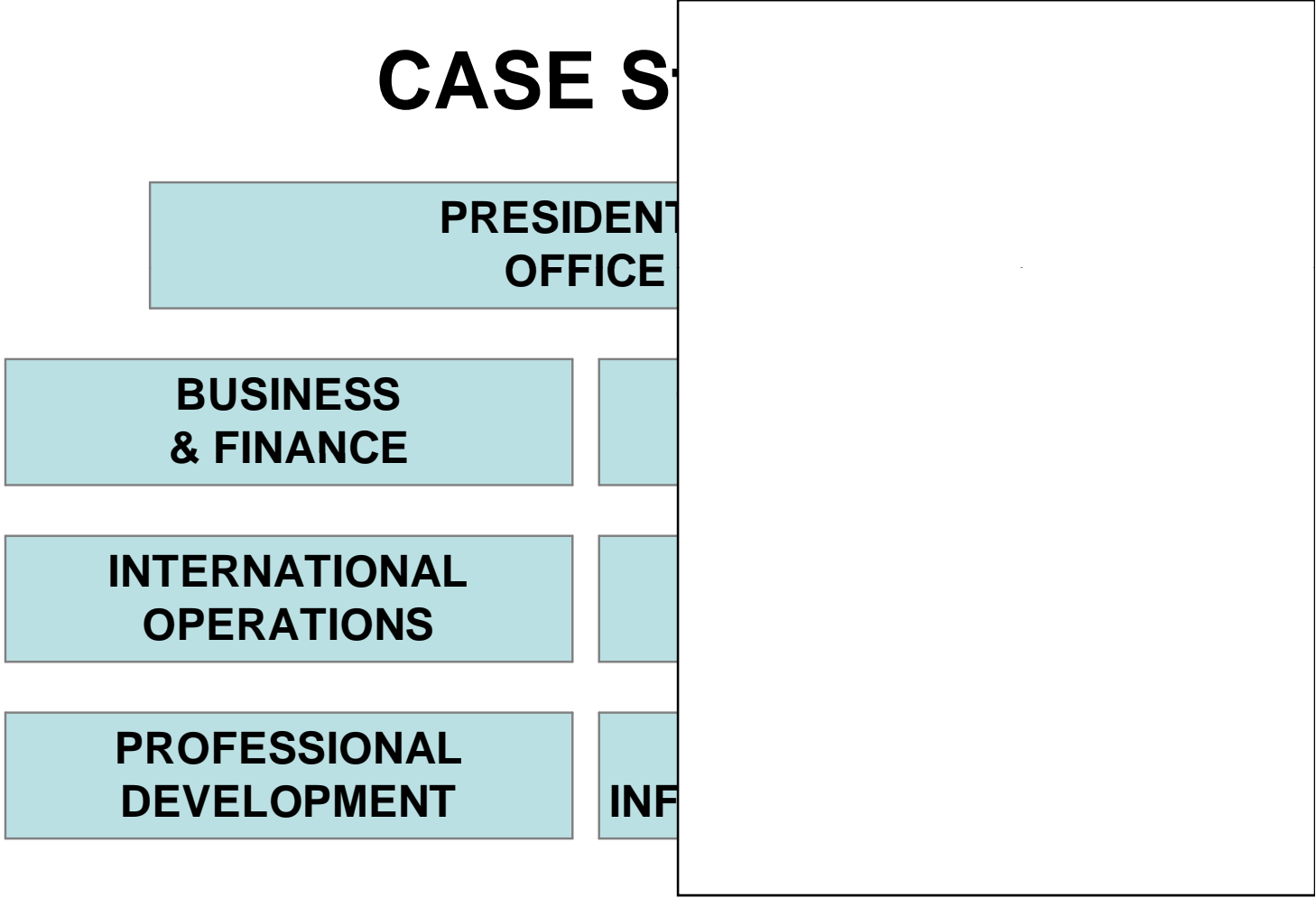
Volunteer Leadership





What is CASE?

CASE STRUCTURE



What is CASE?



- **Headquarters:**
1307 New York Ave., NW
Washington, DC 20005 USA
- **London Office:**
Suite 21A, Tavistock House North
Tavistock Square
London, WC1H 9HX, UK

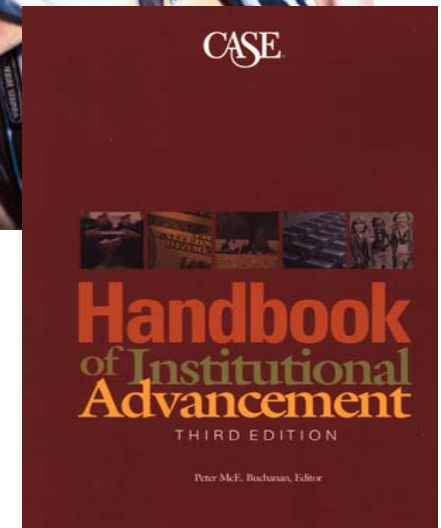
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What is CASE?



How Can CASE Help You?

- **CURRENTS Magazine**
 - 9 issues per year
 - Articles on advancement
- **Membership Directory**
- **Books**
- **Government Relations**
- **Matching Gifts**
- **Research (Benchmarking/Surveys)**
- **Information Center**
 - Reference Materials
 - Bibliographies and Samples



How Can CASE Help You?

- **Educational Programs and Networking**
 - Assembly
 - CASE Europe Assembly
 - 8 District Conferences
 - 80+ Conferences/Workshops
 - On-line Seminars
 - Customized Programs
 - Summer Institutes in US
 - Spring Institute in UK
 - Listservs for Communities of Practice



CASE

How Can CASE Help You?

CASE Network – www.case.org

CASE COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION®
The international association of professionals who advance educational institutions.

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How Can You Help CASE?

- **Get Involved**
- **Provide Feedback**
- **Ask Questions**