

## **Winners of CASE 2011 Published Scholarships**

### **John Grenzenbach Award:**

*Women and Philanthropy: Boldly Shaping a Better World*

By Sondra Shaw-Hardy, Martha A. Taylor and Buffy Beaudoin-Schwartz

Women's philanthropy has led the way in virtually reinventing the world of fundraising and ways of giving. When women make a gift, are in a leadership position, or volunteer their time to a nonprofit or charitable organization, they often base their efforts on solid principles such as compassion, values, vision and responsibility.

Women are increasingly engaged in giving circles, global giving, transformative gifts, entrepreneurial giving, faith-based giving, family and couple giving and social changes gifts. Based on extensive interviews, research and the authors' combined half century of experience, *Women and Philanthropy* shares new ways to better engage women in giving, as well as insights into developing women leaders in the nonprofit arena, and advises women seeking to develop as philanthropy leaders and shape the future for the better.

*Women and Philanthropy* explores women's philanthropic endeavors, offering a wealth of information on key topics such as how and why women give, what it takes to develop a gender-sensitive fundraising program, how to develop a strategic plan to involve women as leaders and donors, and suggestions for working with women of wealth.

### **Alice L. Beeman Award:**

McAlexander, J. Harry, and Harold F. Koenig (2010), "Contextual Influences: Building Brand Community in Large and Small Colleges," Journal of Marketing for Higher Education, 20, 1 (January-June), 69-84.

This research extends recent efforts that have introduced and empirically tested a conceptual model of brand community in the context of higher education. This emerging literature has indicated that brand community provides a framework that can inform and guide marketing investments in ways that lead to affinity and stronger loyalty to the brand and institution. This paper presents the results of a national survey that examines the potential impact that institutional size may have on the relationships of an alumni brand community. This paper also explores the implications of the size of the educational institution on relevant and desired marketing outcomes that include the willingness to recommend the university to friends and family and a desire to purchase licensed apparel

### **H.S. Warwick Award:**

**No winning entry**

## **Winner of CASE 2011 Dissertations**

### **John Grenzenbach Award:**

*Building A Culture Of Student Philanthropy: A Study Of The Ivy-Plus Institutions' Philanthropy Education Initiatives*

By Lori A. Hurvitz

Colleges and universities rely on alumni involvement to enhance institutions and donations from alumni to subsidize the cost of operating the institution; however, institutions cannot expect that students automatically learn how to be good alumni simply by attending college. Students must be taught this skill in a similar fashion to how they learn the other desired outcomes for a college education. The student experience should lay the groundwork for later giving and provide instruction on the different capacities in which alumni can stay involved. Institutions are beginning to create and implement development initiatives and programs aimed at students as a source of sustainable revenue; however, little guidance exists on the best mechanisms to approach a student population about fundraising. This research explored how colleges and universities educate their entire student body about the importance of sustained philanthropic support for the institution and how institutions design the programs to pervade campus culture. Grounded in student development theory, the research shows that institutions can reinforce an environment where altruistic and prosocial behavior is developed through a program geared toward student satisfaction with their overall experience. A qualitative analysis of the institutions in the Ivy-Plus consortium provided a framework for institutions embarking on student philanthropy initiatives. The study found that student philanthropy education must be viewed as a long-term fundraising strategy which requires well-laid out plans with programs and initiatives congruent with unique campus cultures. The nine Ivy-Plus schools participating in the study presented a breadth of programs reflecting their campus cultures which engage current students as well as provide opportunities for students to interact with alumni. An in-depth case study of the University of Pennsylvania showed how collaborative relationships, strategic communications, and a thoughtful, student development oriented approach can move institutions further towards their goals. While the end results of student philanthropy initiatives will not be known for decades, the institutions in the study show early returns on their investments with increased senior class giving rates as programs became further developed.

### **Alice L. Beeman Award:**

No Winning Entry

## **H.S. Warwick Award:**

### *Alumni Association Membership Levels at Public Universities: A Comparative Analysis of the Effects of Alumni Association and Institutional Characteristics*

By Andrew Paul Christopherson

The purpose of this study was to gain a stronger understanding of the characteristics that influence membership levels at dues-based alumni associations serving public universities. Prior studies have demonstrated that alumni association members are more likely to give to their institutions; and their gifts, on average, are larger than those of nonmembers (Webb, 1993; Patouillet, 2000; Newman, 2009). State support of public higher education has remained stagnant or decreased in many areas of the country, so contributions from alumni play a critical role in helping institutions fulfill their educational missions.

Based on previous institutional advancement research and this study's conceptual framework, resource-related, communication-related, reputational-related and student experience-related variables were examined to determine their impact on rates of membership of 57 dues-based alumni associations serving public universities. By understanding the alumni association and institutional characteristics that associate most strongly with the percentage of graduates who become members, leaders of alumni associations can take more targeted steps to grow their membership.

The major findings of this study are listed here. (1) The independent variables examined in this study explained nearly 46% of the variation around the percentage of graduates who became dues-paying members of their alumni associations. (2) Alumni association characteristics, on average, had stronger correlations with membership levels than did institutional characteristics. (3) In particular, the variables 'years since the founding of the association' and 'size of staff per graduate' associated most strongly with rates of membership. (4) Since each of the communication-related variables had a positive correlation with membership levels, this study's findings further highlight the benefits of communicating with alumni on a regular basis while maintaining current contact information. Specific recommendations for practitioners and researchers are offered at the conclusion of this study.