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Research Awards in Educational Advancement

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Past John Grenzebach Winners

2011 winners on other side

2010 WINNERS

OUTSTANDING DOCTORAL DISSERTATION

John L. Cox

"The Relationship Between Private Giving and State Funding Among Maryland's Four-Year Public Institutions," George Washington University, 2009.

OUTSTANDING PUBLISHED SCHOLARSHIP

Angela M. Eikenberry

Giving Circles: Philanthropy, Voluntary Association and Democracy, Indiana University Press, 2009.

2009 WINNERS

OUTSTANDING DOCTORAL DISSERTATION

Richard Trollinger

"Philanthropy and Transformation in American Higher Education," University of Kentucky, 2009.

OUTSTANDING PUBLISHED SCHOLARSHIP

Marybeth Gasman and Andrea Walton, eds

Philanthropy, Volunteerism & Fundraising in Higher Education, Pearson Custom Publishing, 2008.

Research Awards winners since 2002 are listed online. Go to www.case.org.

Past Alice L. Beeman Winners

2011 winners on other side

2010 WINNER

OUTSTANDING DOCTORAL DISSERTATION

Sharee LeBlanc Broussard

"Source-Message-Receiver in Integrated Marketing Communication: A Study of U.S. Institutional Advancement," University of Southern Mississippi, 2009.

OUTSTANDING PUBLISHED SCHOLARSHIP

No 2010 winner in this category

2009 WINNERS

OUTSTANDING DOCTORAL DISSERTATION

James Owston

"Survival of the Fittest? The Rebranding of West Virginia Higher Education," Marshall University, 2007.

OUTSTANDING PUBLISHED SCHOLARSHIP

Thomas Hayes

Marketing Colleges and Universities: A Services Approach, CASE, 2009.

Past H.S. Warwick Winners

2011 winners on other side

2010 WINNERS

OUTSTANDING DOCTORAL DISSERTATION

Melissa Newman

"Determinants of Alumni Membership in a Dues-Based Alumni Association," University of Louisville, 2009.

OUTSTANDING PUBLISHED SCHOLARSHIP

David J. Weerts, Alberto F. Cabrera and Thomas Sanford

"Beyond Giving: Political Advocacy and Volunteer Behaviors of Public University Alumni," *Research in Higher Education*, 51(4), 346-365, June 2010.

2009 WINNERS

OUTSTANDING DOCTORAL DISSERTATION

Noah Drezner

"Cultivating a Culture of Giving: An Exploration of Institutional Strategies to Enhance African American Young Alumni Giving," University of Pennsylvania, 2008.

OUTSTANDING PUBLISHED SCHOLARSHIP

Jonathan Meer and Harvey S. Rosen

"Altruism and the Child-Cycle of Alumni Donations," *American Economic Journal: Economic Policy*, 1, no. 1, 2009.

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The John Grenzebach Awards for Outstanding Research in

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for Educational Advancement

The Alice L. Beeman Research Awards in

Communications and Marketing
for Educational Advancement

The H.S. Warwick Research Awards in

Alumni Relations
for Educational Advancement



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Philanthropy for Educational Advancement

The John Grenzebach Awards are named in honor of the late John Grenzebach, a leader in educational philanthropy. These awards serve to encourage research in educational fundraising. Submitted theses, dissertations or published scholarships must be helpful to educational advancement practitioners in accomplishing their fundraising work.

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2011 WINNERS



Lori A. Hurvitz is the assistant dean at The College (The University of Chicago). She won the 2011 John Grenzebach Award for her Outstanding Doctoral Dissertation, "Building a Culture of Student Philanthropy: A Study of the Ivy-Plus Institutions' Philanthropy Education Initiatives." The dissertation was completed at University of Pennsylvania.

Sonda Shaw-Hardy, author; Martha A. Taylor, vice president of the University of Wisconsin Foundation; and Buffy Beaudoin-Schwartz, communications director at the Association of the Baltimore Area Grantmakers, are winners of the 2011 John Grenzebach Award. Their Outstanding Published Scholarship, *Women & Philanthropy: Boldly Shaping a Better World* was published by Jossey-Bass.

Communications and Marketing for Educational Advancement

The Alice L. Beeman Research Awards are named in honor of CASE's first president. They encourage and disseminate research in communications and marketing for education, including public relations, government relations, issues management and institutional image enhancement. Submitted theses, dissertations or published scholarships must be helpful to educational advancement practitioners in devising strategies and tactics for accomplishing their work in communications and marketing.

2011 WINNERS



No 2011 winner was awarded in the category of Outstanding Doctoral Dissertation.

James H. McAlexander, dean's professor of marketing at Oregon State University, and Harold F. Koenig, associate professor of marketing at Oregon State University, are winners of the 2011 Alice L. Beeman Award. Their Outstanding Published Scholarship, *Contextual Influences: Building Brand Community in Large and Small Colleges* was published by the *Journal of Marketing for Higher Education*.

Alumni Relations for Educational Advancement

The H.S. Warwick Research Awards are named in honor of the first full-time alumni secretary at the Ohio State University, and founder of the Association of Alumni Secretaries (one of CASE's predecessor organizations). These awards encourage and disseminate research in alumni relations, including volunteerism, alumni programming, alumni giving, advocacy, student alumni membership and marketing. Submitted theses, dissertations or published scholarships must be helpful to educational advancement practitioners in devising strategies and tactics for accomplishing their work in alumni relations.

2011 WINNER



Andrew P. Christopherson is the director of development at Emory University. He won the 2011 H.S. Warwick Research Award for his Outstanding Doctoral Dissertation, "Alumni Association Membership Levels at Public Universities: A Comparative Analysis of the Effects of Alumni Association and Institutional Characteristics." The dissertation was completed at the University of South Carolina.

No 2011 winner was awarded in the category of Outstanding Published Scholarship.

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ELIGIBILITY

All submissions—theses, dissertations, articles, monographs and books—must have been accepted or published during the 2010–2011 academic year. **Submissions must be received by CASE no later than Feb. 17, 2012.**

JUDGING

External representatives from the Giving USA Foundation and CASE Commissions on Philanthropy, Alumni Relations and Communications & Marketing select the winning entries.

SUBMIT YOUR ENTRY

Follow instructions online at www.case.org.

In general, for theses and dissertations, submit in an electronic format:

1. An email verifying that the work was accepted by the institution
2. Student's vita
3. Abstract of thesis/dissertation
4. Copy of entire thesis/dissertation

For published work, submit:

1. Author's vita
2. Five copies of published work

Send submissions and direct inquiries to:

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REGARDING UNPUBLISHED WORKS: In submitting the author's material to the 2012 Research Awards, the author agrees to CASE having the right of first refusal to publish any part or all of the submission, under the author's name, at CASE's discretion. CASE is not obligated to publish and may waive this right, allowing the author to publish through his or her own outlets or through the *International Journal of Educational Advancement*.

WINNERS RECEIVE

Media exposure. CASE will issue a press release announcing the 2012 Research Awards winners and will send it to their schools and publishers. Announcement of winners will also appear in CASE's magazine, *CURRENTS*; *BRIEFCASE*, CASE's monthly e-newsletter highlighting advancement-related news; and the *CASE Award Winners* book.

Cash Prize. Winners also receive a cash prize for their award.

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