



Advancing education to transform lives and society.



CASE is embarking on a bold and ambitious five-year plan to help our members advance education to transform lives. Our goals:

Member Engagement



CASE will ensure member loyalty and engagement by providing exceptional value, quality service and expanded opportunities.

Talent Management



CASE will be the leading global resource for professional development for an expanding, highly talented, diverse workforce framed by a professional lifecycle, a common curriculum and consistency of delivery.

Thought Leadership



CASE will be the leading voice on issues of interest to education leaders and professionals whose work advances their institutions.

Global Impact



CASE will play a pivotal role in advancing education globally by engaging with key stakeholders to build educational capacity, impact and success across the world.

The beginning of a reimagined CASE

We are committed to consistently delivering a quality experience for our members worldwide.

Here are key accomplishments from year one of the plan.

MEMBER ENGAGEMENT

- Articulated the CASE brand proposition, which will influence a member-focused website redesign.
- Launched the Independent School Leadership Group, a new community of chief advancement officers at high-performing independent schools.

TALENT MANAGEMENT

- Launched the CASE Advancement Internship Program.
- Restructured the Education division (CASE conferences and research) to meet the evolving needs of our members.

THOUGHT LEADERSHIP

- Convened a task force of practitioners to begin defining metrics to measure alumni engagement.
- Enhanced advocacy efforts through the creation of the CASE Advocacy Network.
- Gathered 10 senior global higher education leaders in Singapore to propose “10 Big Ideas” for how CASE communities can work in partnership with them to ensure success.

GLOBAL IMPACT

- Launched a Global Fellows project to develop a new, senior community of volunteers to help CASE deliver its ambitions.
- Launched the e-Mentoring platform, which provides virtual, online opportunities for professionals at all levels, worldwide, to knowledge-share and enhance their careers.

Picture this:

To achieve the vision of this five-year plan, we have identified more than 70 tactics. Here are a few highlights of what we envision for the next five years.

2017

2018

Solidify a global, “One CASE” understanding with staff worldwide to seamlessly deliver member services.



Develop a structured, CASE-wide market research function to identify member needs, target opportunities and track member satisfaction levels.



Offer the CASE Management Institute to provide a substantive management foundation.



Establish a global research agenda.



2019

Launch alumni engagement measurement tool and standards of practice.



Develop a comprehensive volunteer recruitment, retention and recognition program.



Launch the CASE Graduate Trainee Program for North America.



Begin the Global Fellows initiative.



2020

Develop a comprehensive plan to engage with and support communities of practice.



Establish a Center for Talent Management to ensure robust pipelines for advancement managers.



Create a speakers' bureau to establish higher visibility for CASE as a thought leader in the sector.



Engage with partners who have a global footprint to develop, deliver and support CASE endeavors.



2021

Grow membership outside of North America by 50 percent.



Establish a formal process for crafting and approving global legislative agendas.



Grow number of CASE members engaged as volunteers by 20 percent.



Increase membership diversity by 18 percent by providing comprehensive diversity initiatives and resources.



Snapshot of CASE and our membership worldwide

Membership numbers from May 2017

“No matter how we might reimagine ourselves, our capacity to connect all those who care about advancing education will be at the core of what we do.”

Sue Cunningham
President and CEO, CASE

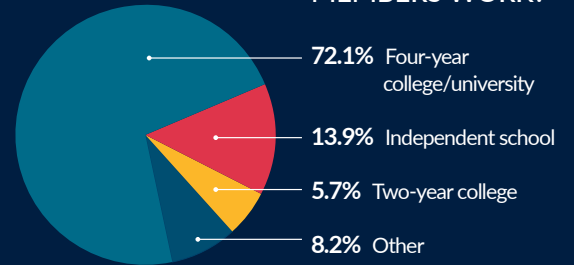
North America
Est. 1974
Washington, D.C.

Europe
Est. 1994
London

Latin America
Est. 2011
Mexico City

Asia-Pacific
Est. 2007
Singapore

WHERE DO CASE MEMBERS WORK?



82 Countries

3,643 Members

88,070 Member professionals

Vision

Advancing education to transform lives and society.

Mission

As a catalyst for advancing education worldwide, we inspire, challenge and equip communities of professionals to act effectively and with integrity to champion the success of their institutions.

Values

We value professional excellence, integrity and respect for our community of volunteers and staff as partners, stakeholders and leaders. We aspire to be bold, agile and innovative. And we are committed, in all that we do, to be collaborative, inclusive and embracing of diversity.



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION
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