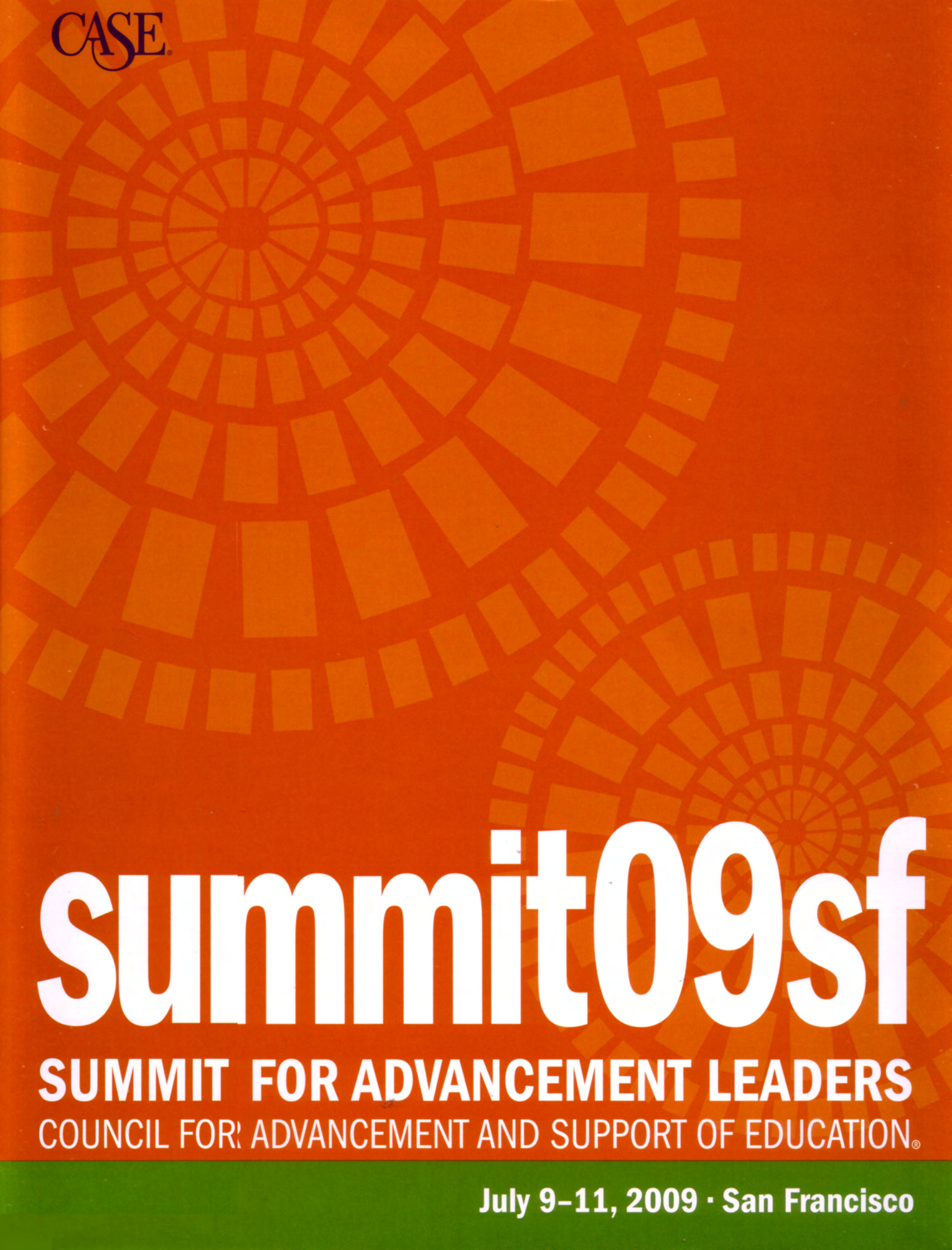




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July 9-11, 2009 · San Francisco

Program

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CASE Recognizes the Winners of the 2009 Research Awards

CASE's Commissions and Board of Trustees have established three writing awards to encourage research in the three primary advancement disciplines—alumni relations, communications and marketing, and fundraising. Winners are chosen by an independent panel of experts and recognized with a certificate, citations in the CASE Award Winners book, media exposure and a cash prize. Nominations are due February 19, 2010.

JOHN GRENZEBACH RESEARCH AWARDS

These two awards are named in honor of the late John Grenzebach, founding chairman of Grenzebach Glier & Associates Inc., consultants in philanthropic management. He was a past chairman of the American Association of Fundraising Counsel and a founder of the AAFRC Trust for Philanthropy. These awards recognize outstanding writing about educational fundraising.



OUTSTANDING MASTER'S THESIS OR DOCTORAL DISSERTATION

Richard W. Trollinger

"Philanthropy and Transformation in American Higher Education" (2009)

UNIVERSITY OF KENTUCKY

Dr. Richard Trollinger is the vice president for college relations at Centre College. The award recognizes his work in developing a definition of "transformational gifts" and a model for understanding how these gifts change the institutions to which they are given.

OUTSTANDING PUBLISHED SCHOLARSHIP

Andrea Walton & Marybeth Gasman

Philanthropy, Volunteerism & Fundraising in Higher Education (2008)

Andrea Walton

INDIANA UNIVERSITY, BLOOMINGTON

Marybeth Gasman

THE UNIVERSITY OF PENNSYLVANIA GRADUATE SCHOOL OF EDUCATION

This award recognizes the authors' contribution to providing historical and contemporary information on philanthropy, fundraising and volunteerism in higher education. Their work serves as a tool for both students and teachers in the field. It contains nearly 900 pages of research findings, historical articles and newspaper clippings.

ALICE L. BEEMAN RESEARCH AWARDS

These two awards are named in honor of the late Alice L. Beeman, CASE's first president. The awards encourage research in communications for education, specifically in marketing, public relations, government relations, issues management and institutional image enhancement

OUTSTANDING MASTER'S THESIS OR DOCTORAL DISSERTATION

James M. Owston

"Survival of the Fittest? The Rebranding of West Virginia Higher Education" (2007)

MARSHALL UNIVERSITY, HUNTINGTON, WEST VIRGINIA

James Owston is a senior academic officer at Mountain State University. He is being recognized for his dissertation, which examines the perception that institutional branding associated with a college-to-university name change results in increased enrollment, prestige or financial benefits. The research focused on the successes and pitfalls of institutional rebranding strategies at eleven institutions.

OUTSTANDING PUBLISHED SCHOLARSHIP

Thomas Hayes

Marketing Colleges and Universities: A Service Approach (2009)

XAVIER UNIVERSITY

Thomas Hayes, professor of marketing at Xavier University and vice president of SimpsonScarborough, is being recognized for this book published by CASE. The book considers marketing higher education as a service organization. In the book, Hayes identifies what it takes to provide quality service at a college or university and why superior service must be the foundation of an institution's marketing program.

H.S. WARWICK RESEARCH AWARDS

These two awards honor the late Herbert S. "Dave" Warwick, the first full-time alumni secretary at Ohio State University and founder of the Association of Alumni Secretaries in 1913, one of CASE's predecessor organizations. These awards recognize outstanding writing about alumni relations.

OUTSTANDING MASTER'S THESIS OR DOCTORAL DISSERTATION

Noah D. Drezner

"Cultivating a Culture of Giving: An Exploration of Institutional Strategies to Enhance African American Young Alumni Giving" (2008)

UNIVERSITY OF PENNSYLVANIA

Noah Drezner is an assistant professor of higher education at University of Maryland, College Park. His research examines how institutions, in particular historically black colleges and universities, cultivate a culture of giving among students. The study provides a broader understanding of how African-American millennials think about giving.

OUTSTANDING PUBLISHED SCHOLARSHIP

Jonathan Meer and Harvey Rosen

Altruism and the Child Cycle of Alumni Donations (2009)

Jonathan Meer

TEXAS A&M UNIVERSITY

Harvey Rosen

PRINCETON UNIVERSITY

Jonathan Meer is an assistant professor of economics at Texas A&M University. Harvey Rosen is a professor of economics at Princeton University. They are being recognized for their article which explores motivations for alumni giving and whether contributions are affected by the expectation of a reciprocal benefit, such as their children's admission to the institution. Specifically, the authors studied alumni contributions to a particular research university to determine whether donations were motivated by expectations of this perceived benefit.



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