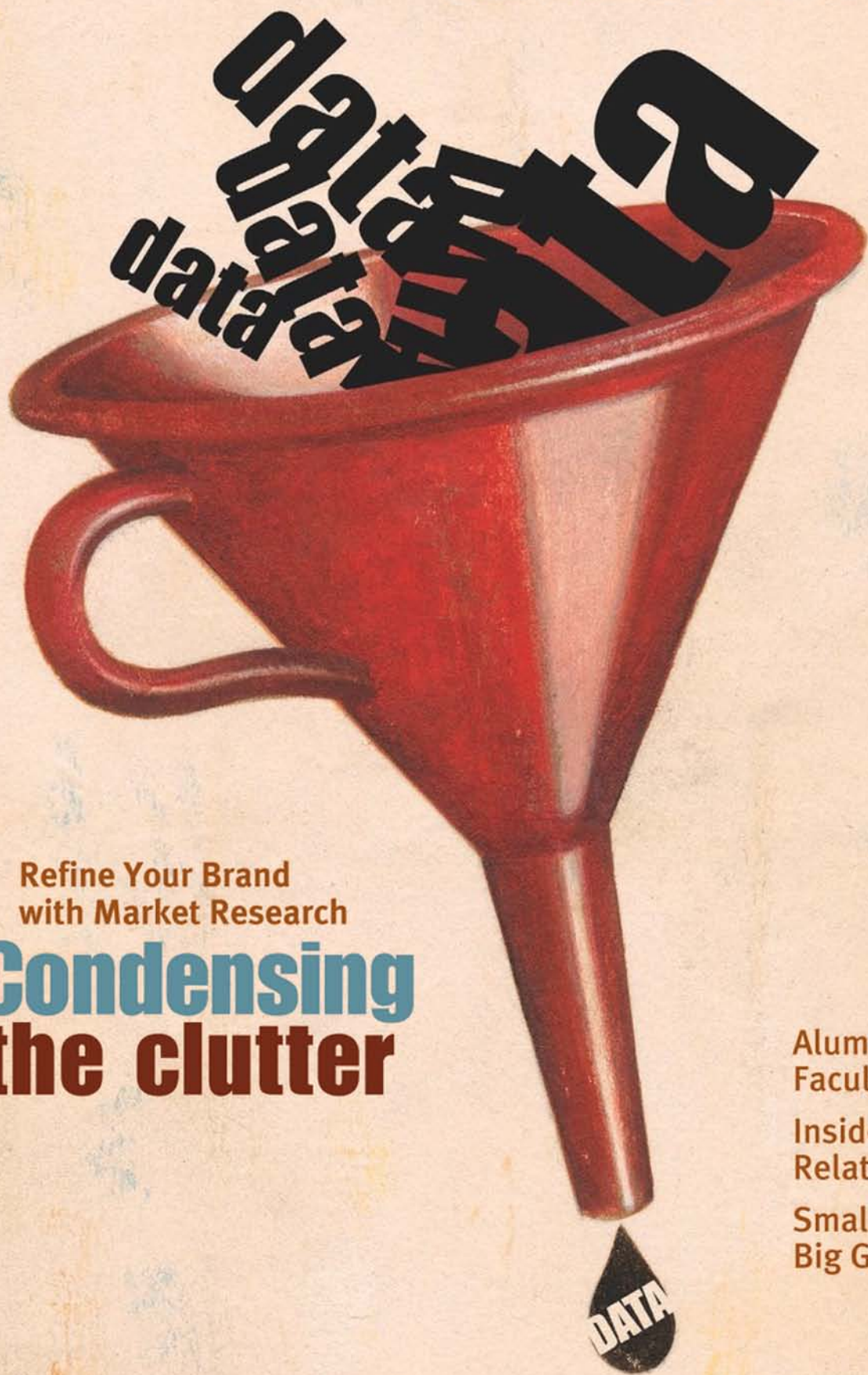


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CASE ASIA-PACIFIC

Dartmouth and Durham Down Under

Taking a page from the long-running and successful institutes in educational fundraising in North America and Europe, CASE Asia-Pacific will sponsor its first institute next month in Australia.

Modeled on the conferences for new fundraisers held in the picturesque settings of Dartmouth College in New Hampshire and Durham University in England, the Asia-Pacific Institute in Educational Fundraising will be held in a mansion on a hilltop overlooking Port Phillip Bay.

The facility, which is now the Melbourne Business School Executive Education Campus in Mount Eliza, was built as an extravagant private residence in 1888.

"At both Durham and Dartmouth, there is a sense of being a world apart from your day-to-day work life," says Krista Slade, executive director of CASE Asia-Pacific. "We are excited because the Mount Eliza venue offers that same kind of inspirational setting."

Like its older sisters, the Asia-Pacific Institute will bring a faculty of accomplished fundraisers to guide and mentor those just starting out in the field. But this institute will also address topics specific to the

Asia-Pacific region, including national situations and challenges.

Each country has a different tradition when it comes to supporting education, Slade notes. Most Australian universities have only recently begun to seek private support, although there is a tradition of receiving funds via bequests. In Chinese culture, there are taboos about discussing death, so planned giving is a sensitive topic. The institute will look at how different strategies can be applied to local customs and educational systems. As such, the conference is also appropriate for seasoned professionals who are looking to hone skills in new fundraising areas.

This five-day, residential training session takes place from **October 26 to 30** and will feature nine experienced speakers on key fundraising topics, including major gifts, annual support, campaigns, bequests, ethics, and accountability to donors. Ann Badger, director of college advancement at Ormond College, University of Melbourne will chair the institute. She anticipates a "tremendous powerhouse of philanthropic training in a collegial setting—we look forward to making history."

Visit www.case.org/asia-pacific for registration information.

RESEARCH AWARDS

Scholarship with Impact

Eight researchers received the annual CASE Research Writing Awards for their outstanding publications and doctoral dissertations in alumni relations, communications, and fundraising.

CASE Director of Research Tracy Casteuble described the judges' guiding rationale: "We were looking for good scholarship, of course, but we also wanted to showcase research that would have a real impact on the field."

H.S. Warwick Research Awards for

outstanding writing about alumni relations: Noah D. Drezner was recognized for his dissertation at the University of Pennsylvania, "Cultivating a Culture of Giving: An Exploration of Institutional Strategies to Enhance African American Young Alumni Giving." Jonathan Meer and Harvey Rosen received an award for their research article, "Altruism and the Child Cycle of Alumni Donations," which studies alumni donors' motivations for giving.

Alice L. Beeman Research Awards for outstanding writing in communications for

education: James M. Owston was awarded for his dissertation at Marshall University, "Survival of the Fittest? The Rebranding of West Virginia Higher Education." Thomas Hayes won for his book *Marketing Colleges and Universities: A Service Approach*, which provides strategies for quality service in higher education.

John Grenzebach Research Awards for outstanding writing about educational fundraising: Richard W. Trollinger received an award for his dissertation at the University of



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Kentucky, "Philanthropy and Transformation in American Higher Education." Andrea Walton and Marybeth Gasman received an award for their book, *Philanthropy, Volunteerism and Fundraising in Higher Education*, which presents the history, the theory, and case studies of the field.

CASE EUROPE A Great Start

Representatives from more than 80 institutions participated in a series of Getting Started seminars, sponsored by CASE Europe in England in May and June. The seminars provided training to advancement professionals at higher education institutions participating in the U.K. government-sponsored matched-funding program. (For more on the program,

see "Talking Points" on p. 11.) Financed in part by a £1.5 million grant to CASE from the Higher Education Funding Council for England, each of the one-day seminars covered the principles of fundraising for the beginning development staff, as well as strategies for making the most of the matched-funding program, the technical requirements of the program, and a problem-solving clinic.

The seminars attracted representatives from different professional backgrounds and included institutional heads, finance and marketing staff, and development and alumni officers. Many participants, particularly those in less mature operations, gained valuable insights on best practices by sharing information with peers at other institutions, CASE Europe reports. ■

CASE ONLINE SPEAKER SERIES

Upcoming Live Events

SEPTEMBER

24 **Foundation Relations:
Building Lasting Partnerships**

OCTOBER

Special Two-Part Series on Student Recruitment
Marketing Strategies for Educational Institutions

In collaboration with  **Knowledge Network**
nytimes.com/knowledge

6 **Marketing, Recruiting and
Financial Aid Strategies for
Educational Institutions**

27 **Listen and Watch Closely: The
Effective Use of Social Media
for Student Recruitment**

Participate live or replay at your convenience.
Get details and register online.

www.case.org CASE CODE series

AWARDS

Excellence at Independent Schools

CASE is seeking nominations for its 2009 Independent Schools Awards. Four awards recognize a school trustee; a corporation or foundation for its long-term contributions to independent schools; a school advancement professional; and a nonprofessional support staff member.

Nomination materials and instructions are available on CASE's Web site.

E-mail award nominations to John Holtz, holtz@case.org, or mail to 1307 New York Ave. N.W., Suite 1000, Washington, D.C. 20005, by **October 16, 2009**.

The awards will be presented at the CASE-NAIS Independent School Conference in New York in January.



New CASE Web Site To Launch

We have revamped the CASE Web site to make it more member-centric, intuitive, and easy to navigate, allowing users around the world quick and straightforward access to our resources. Check out the new face of CASE online this fall at www.case.org.