



INDIANA CASE

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BALL STATE UNIVERSITY
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Spring Conference
Friday, April 17, 2009
Ball State University
Muncie, Indiana



I-CASE Spring Conference
BRANDING: Reinforcing Your Message

Friday, April 17, 2009

Alumni Center - Ball State University - Muncie, Indiana

Registration & Publication Exchange: 9:30-10 a.m.

Welcome & Keynote Address: 10-10:45 a.m.

- "Competing for Students, Reputation and Revenues in a Service Economy"
 - Tom Hayes, Vice President/Partner, SimpsonScarborough, Marketing Professor, Xavier University

Track Sessions I: 10:50-11:50 a.m.

- **Alumni Relations:** "How to Hold Onto the Past & Build Bridges to the Future"
 - Mike Warren, Associate Director of Alumni & Parent Relations, Wabash College
 - Bumper Hostetler, Foundation President, Vincennes University
- **Communications:** "Honey, Not Stings: Using Self-Organized Swarms to Your Advantage"
 - Scott Henderson, Vice President of Marketing, MediaSauce
- **Development:** "Why Do You Do What You Do? Aligning Our Values and Passion With Our Career"
 - John Carreon, Vice President of Institutional Advancement, TCM International, Inc.

Lunch: Noon - 12:45 p.m.

Break: 12:45 - 1 p.m.

Track Sessions II: 1:00-2:00 p.m.

- **Alumni Relations:** "How to Bridge the Generation Divide in Branding"
 - Steve Christensen, Executive Director of Marketing, Indiana Wesleyan University
- **Communications:** "Six Trends Impacting Integrated Marketing"
 - Thomas Hayes, Vice President and Partner, SimpsonScarborough/Professor of Marketing, Xavier University
- **Development:** "The 2008 Presidential Campaign: Reinventing Fundraising and Engagement"
 - Bruce Hetrick, Chairman and CEO, Hetrick Communications

Break: 2 - 2:15 p.m.

Track Sessions III: 2:15-3:15 p.m.

- **Alumni Relations:** "Connecting with Non-Traditional Students"
 - Julie Wert, Director of Annual Fund, Trine University
 - Lonnie Vandeventer, Alumni Director, Indiana Wesleyan University
- **Communications:** "Enlisting Faculty in Media Relations"
 - Scott Hall, Director of Media Relations, University of Indianapolis
 - Layne Cameron, Associate Director of University Communications, Ball State University
 - Laurence DeGaris, Associate Professor of Business, University of Indianapolis
 - John Fillwalk, Associate Professor of Electronic Art and Director of the Institute for Digital Intermedia Arts and Animation, Ball State University
- **Development:** "How to Effectively Incorporate Volunteers in the Development Process"
 - Stefan Anderson, Former Chairman/President & CEO, First Merchants Bank
 - Jackie Johnston, Founder & Volunteer Director, Back To School Teacher's Store
 - Mark Ervin, Attorney & Managing Partner, Beasley & Gilkison, LLP

Adjournment: 3:15 p.m.

KEYNOTE ADDRESS – 10-10: 45 a.m.

"Competing for Students, Reputation and Revenues in a Service Economy"

- **Tom Hayes, Vice President/Partner, SimpsonScarborough Marketing Professor, Xavier University**

Have you ever had the feeling that your constituents (donors, alumni, students or parents) want things "immediately, perfectly and free?" If so, you are certainly not alone. We are competing in a service-based economy that is drastically changing the expectations of our markets and the way we provide our services to meet those expectations. This presentation discusses:

- The changing environment
- What it means to our development, alumni and marketing efforts
- How we should be responding on college and university campuses

More About Tom Hayes...

Tom Hayes is an internationally-recognized expert in integrated marketing, branding and research in higher education. He is one of the pioneers in the discipline, having founded and chaired some of the nation's most prestigious higher education marketing and branding conferences, while consulting worldwide. He is the founder of the American Marketing Association's Symposium for the Marketing of Higher Education, now in its 18th year.



Tom Hayes

A professor of marketing at Xavier University and editor of the Journal of Marketing for Higher Education, Hayes was an early advocate of indelibly linking academic strategic planning with institutional marketing and branding. He is a certified strategic planner who drives colleges and universities to develop actionable strategic plans with competitive differentials that can serve as the foundation of all internal and external marketing communications.

Hayes brings extensive experience in qualitative and quantitative research. He is a faculty leader of the CASE Summer Institute on Communications and Marketing and a member of CASE's Communication and Marketing Commission. He is a prolific writer and speaker, and the author of two books - *Marketing Colleges and Universities: A Services Approach* and *University Marketing Mistakes 50 Pitfalls to Avoid.*

TRACK SESSIONS I (10:50-11:50 a.m.)

Alumni Relations

Connecting the Mission: How to Hold Onto the Past & Build Bridges to the Future

- Mike Warren, Associate Director of Alumni & Parent Relations Wabash College
- Bumper Hostetler, President, Vincennes University Foundation



Mike Warren Bumper Hostetler

What Is World Class Alumni Relations? How can you build a relationship that lasts for a lifetime? What does one look like or feel like? Wabash College has established what has been described as a world class operation. Mike Warren will be sharing tools of the trade from Wabash to prime your thirst for even more as you hold on to the past and build a bridge to the future.

Mike has been with Wabash College since 2001 after earning a bachelors' degree from the private college in 1993. In addition to his alumni relations' duties, Mike serves as an assistant football coach.

Hostetler has been in the not-for-profit world for over 15 years. He joined the Vincennes University Foundation in 2006 after leading the Vincennes YMCA for 10 years. He holds a bachelor's degree from Wabash, a law degree from Valparaiso University and a master's degree from Ohio University.

Communications

Honey, Not Stings: Using Self-Organized Swarms to Your Advantage

- Scott Henderson, Vice President of Marketing, MediaSauce

Blogs, wikis, social networks and micro-blogging make it easy for anyone to rally a mob or organize an angry swarm. What can you do to quell the riots and make sure the swarms bring you honey? Scott Henderson of Carmel-based MediaSauce will give you practical advice to leverage the voices and resources of those who care about you.



Scott Henderson

Henderson cut his teeth during a major capital campaign at the University of Nebraska Foundation, and later oversaw multiple capital campaigns as the head of a fundraising consultancy. After partnering with MediaSauce to create digital fundraising solutions, he joined the team to help transform how organizations can create social good. MediaSauce specializes in online strategies and full-service creative solutions that build lasting connections with constituents.

Development

Why Do You Do What You Do? Aligning Our Values and Passion With Our Career

- John Carreon, Vice President of Institutional Advancement, TCM International, Inc.



John Carreon

This session will explore how professional fundraisers understand and align their values and passions with our career development. As professional fundraisers, we have made the conscious decision to focus our career on the perpetuation of the public good through the non-profit sector. In making this decision, we have not only a responsibility to maximize our professional experience, but to also express and carry it out with the highest level of ethical and professional standards as possible. By understanding and aligning our values and passions with mission for which we are charged with funding, we will maximize our experience and impact.

Carreon has a wealth of experience in fundraising for non-profit enterprises. With TCM International, he oversees all development activities, including major gifts, corporate and foundation relations, planned giving, annual fund and endowment development. He also has served as vice president of the Methodist Health Foundation, president of the Hancock County Community Foundation and development officer for the Indianapolis Museum of Art. He has organized annual giving, corporate and foundation relations, marketing and communications, and planned giving.

TRACK SESSIONS II (1-2 p.m.)

Alumni Relations

Branding For Life: How to Bridge the Generation Divide in Branding

- Steve Christensen, Executive Director of Marketing, Indiana Wesleyan University



S. Christensen

What is your brand? Do you market your brand so that it is inclusive of all your alumni? What are some of the problems that a branding study can help you identify? Steve Christensen has been intricately involved in the ongoing branding study for Indiana Wesleyan University and will tweak your thinking as he discusses crossing the generational divide with effective branding.

Christensen is a creative, award-winning leader who has 19 years of professional design experience, producing creative capital campaigns for Fortune 500 companies, entertainment sectors, and financial and educational institutions. He is actively involved with alumni relations at IWU to enhance the connection to alumni and friends.

Communications

Six Trends Impacting Integrated Marketing

- Thomas Hayes, Vice President and Partner, SimpsonScarborough/Professor of Marketing, Xavier University



Tom Hayes

Colleges have always competed for students, but the playing field has become rougher in recent years. Hayes will explore six trends that are increasing the level and intensity of competition, impacting the expectations of our customer base (whether students, alumni, donors or others), and necessitating the strong integration of the marketing effort on campus. This interactive, fast-paced presentation from a popular and highly regarded conference presenter is guaranteed to be both interesting and relevant.

Development

The 2008 Presidential Campaign: Reinventing Fundraising and Engagement

- Bruce Hetrick, Chairman and CEO, Hetrick Communications



Bruce Hetrick

The 2008 presidential campaign shattered fundraising records. How did the candidates do it? And, what lessons apply to the philanthropic sector? Bruce Hetrick brings an unusual combination of experience in fundraising, grant-making, communications and politics. As a creator of fundraising tools, Hetrick has helped raise hundreds of millions of dollars. His fundraising clients have included Paul Newman's Hole in the Wall Gang Camp, Special Olympics International, Purdue University, the Indiana University School of Medicine, Butler University, Independent Colleges of Indiana and United Way of Central Indiana. He was a principal and associate creative director of a \$50 million New England advertising and public relations agency, and headed advertising and public relations for Methodist Hospital in Indianapolis before starting his own agency 15 years ago.

TRACK SESSIONS III (2:15-3:15 p.m.)

Alumni Relations

Bridging the Gap – Connecting with Non-Traditional Students

- Julie Wert, Director of Annual Fund, Trine University
- Lonnie Vandeventer, Alumni Director, Indiana Wesleyan University

Alumni relations are a BHAG (big hairy audacious goal) for many of us, particular when considering non-traditional alumni (commuters, adult students, etc.). This BHAG is an opportunity that has yet to be tapped in many colleges and universities. Julie Wert and Lonnie Vandeventer will discuss and share some of their BHAG plans that have worked at Indiana Wesleyan University and Trine University and how to bridge the gap to the non-traditional student.

Julie Wert brings a wealth of experience after having served in several positions during her six years in the office of alumni and development at Trine University (formerly Tri-State University). She has worked with alumni and friends through phonathons, donor recognition events, regional events and homecomings.

Lonnie Vandeventer has been involved in building a connection with more than 35,000 adult program alumni across Indiana Wesleyan University's 14 regional campuses and online. Prior to joining IWU two years ago, he spent over 30 years in sales, customer services operations and management.



Julie Wert



L. Vandeventer

Communications

Panel Discussion: Enlisting Faculty in Media Relations

- Scott Hall, Director of Media Relations, University of Indianapolis
- Layne Cameron, Associate Director of University Communications, Ball State University
- Laurence DeGaris, Associate Professor of Business, University of Indianapolis
- John Fillwalk, Associate Professor of Electronic Art and Director of the Institute for Digital Intermedia Arts and Animation, Ball State University



Scott Hall



Layne Cameron



L. DeGaris



John Fillwalk

We all know that knowledgeable faculty can help us build our brand, yet getting them on board can be difficult and the experience less than satisfactory. In this panel discussion, you'll hear from two media relations practitioners and two professors on how best to engage faculty in media relations activities and ensure that the experience is mutually beneficial.

Hall joined UIndy in 2004 after spending 14 years as an award-winning writer and editor for various daily and weekly newspapers in central Indiana, and has been highly successful in positioning faculty in the media. Cameron views Ball State through a lens of experience as a magazine editor and book writer. By continually mining the most intriguing research, professors and students, he has been able to help reporters effectively share the university's stories.

DeGaris directs UIndy's academic programs in sports marketing, and is a specialist in sport sponsorship, applied sport marketing research and the sociocultural aspects of sport. Fillwalk works and instructs in a variety of time-based and digital media, including video, installation, imaging, interactive art and animation.

Moderator: Dale Long, Director of News Services, Rose-Hulman Institute of Technology

Development

How to Effectively Incorporate Volunteers in the Development Process

- Stefan Anderson, Former Chairman/President & CEO, First Merchants Bank
- Jackie Johnston, Founder & Volunteer Director, Back To School Teacher's Store
- Mark Ervin, Attorney & Managing Partner, Beasley & Gilkison, LLP

Hear first hand from three volunteers the information, guidance and communication they need from staff in order to assist in the development process. Volunteers are already committed to your institution when they say yes to helping. This session will focus on what staff can do to keep volunteers motivated and help you get the best results.

Anderson joined the Ball State University Foundation's board of directors in 2005 after serving in several roles for First Merchants Bank in Muncie since 1974. He has served as a director/trustee for numerous community organizations and was the national chairman to the five-year "Wings for the Future" Campaign, which raised \$44.1 million for Ball State and the BSU Annual Fund Campaign.

Johnston conceived the Back To School Teacher's Store from her education and work experiences. The enterprise hopes to recycle \$1 million in free classroom supplies for children from low income homes in Delaware County. Her career has also included positions as director of development and public affairs for Planned Parenthood of East Central Indiana and the American Heart Association's regional executive director for Indiana. She has been a member of the Ball State Alumni Council since 1980.

Ervin's areas of practice include estate planning and estate administration, business organization and litigation, government and municipal law and administrative law. He received the Executive Director's Award for Service (2000) and Outstanding Young Alumnus Award (1994) from the Ball State Alumni Association, served as the association's alumni council president in 2006 and has been a director for the Ball State University Foundation since 2001.

Moderator: Kelly Shrock, Associate Executive Director of Development, Ball State University.



S. Anderson



Jackie Johnston



Mark Ervin

Professional Development Opportunity...

Full participation in I-CASE Spring Conference is applicable for 3.75 points in Category 1.B - Education of the CFRE International application for initial certification and/or recertification. As stewards of the public trust, Certified Fund Raising Executive (CFRE) International certifies fundraising professionals who demonstrate the knowledge, skills and commitment to the highest standards of ethical and professional practice in serving the philanthropic sector.

CFRE International administers a voluntary certification process based on current and valid standards that measure competency in the practice of philanthropic fundraising. The organization promotes voluntary certification, in dialogue with government and other bodies globally, as the preferred alternative to licensure and/or government regulation.



Conference Host: Ball State University's Alumni Center



Ball State University's Alumni Center is a fully-equipped conference, reception and event center. The 50,000-square-foot facility is located at the corner of Tillotson and Bethel avenues on the northeast side of campus, near the football stadium.

The Alumni Center houses a major assembly hall, break-out conference and meeting room space, a board room, the Alumni Library, a 47-foot glass conservatory, and reception and lobby areas. It features state-of-the-art audio and visual capabilities and was designed by the internationally renowned architectural firm Pei, Cobb, Freed, and Partners, designers of such buildings as the addition to the Louvre and the Holocaust

Museum in Washington, D.C.

Driving Directions to the Alumni Center

From Indianapolis:

Take Interstate 69 north to Muncie exit #41 (State Road 332). Follow S.R. 332 east into Muncie and turn right (south) on Tillotson Ave. Take Tillotson Ave. to Bethel Ave. and turn left (east). Entrance to the Alumni Center will be the first drive on the left. You may park free in the lot just north of the building.

From Fort Wayne:

Take Interstate 69 south to Muncie exit #41 (State Road 332). Follow S.R. 332 east into Muncie and turn right (south) on Tillotson Ave. Take Tillotson Ave. to Bethel Ave. and turn left (east). Entrance to the Alumni Center will be the first drive on the left. You may park free in the lot just north of the building.

From Northwest Indiana:

Take Interstate 65 south to Lafayette exit #172 (State Road 26). Follow S.R. 26 east to Fairmount. After passing through Fairmount, take Interstate 69 south to Muncie exit #41 (State Road 332). Follow S.R. 332 east into Muncie and turn right (south) on Tillotson Ave. Take Tillotson Ave. to Bethel Ave. and turn left (east). Entrance to the Alumni Center will be the first drive on the left. You may park free in the lot just north of the building.



Indiana Council for the Advancement and Support of Education

Indiana Council for the Advancement and Support of Education I-CASE is dedicated to the professional development of university advancement professionals in Indiana. Our programs offer opportunities to network with local and regional peers, tap into professional services and expertise and engage in professional development.

I-CASE is affiliated with the Council for the Advancement and Support of Education's District V.

The I-CASE Board of Directors is selected by the membership. Directors serve one-year terms.



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Julie Wert, Director of Annual Fund, Trine University

Chris Williams, Director of University Communications, Anderson University

See what's new with I-CASE at www.i-case.org

Conference Registrant

CASE Member \$ 50.00 Non-Member \$ 65.00

Name: _____ E-mail: _____
Phone: _____ Fax: _____
Institution: _____ Title: _____
Address: _____ City: _____ State: ____ Zip: _____

Sessions Planning to Attend (for Planning Purposes)

- 10:50-11:50 a.m. How to Hold Onto the Past & Build Bridges to the Future
 Honey, Not Stings: Using Self-Organized Swarms to Your Advantage
 Why Do You Do What You Do? Aligning Our Values and Passion With Our Career
- 12-12:45 p.m. Luncheon Vegetarian Menu Request
- 1:00-2:00 p.m. How to Bridge the Generation Divide in Branding
 Six Trends Impacting Integrated Marketing
 The 2008 Presidential Campaign: Reinventing Fundraising and Engagement
- 2:15-3:15 p.m. Connecting with Non-Traditional Students
 Enlisting Faculty in Media Relations
 How to Effectively Incorporate Volunteers in the Development Process

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Reservation Deadline - April 10, 2009



Conference Registrant

CASE Member \$ 50.00 Non-Member \$ 65.00

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Institution: _____ Title: _____
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Reservation Deadline - April 10, 2008



About Case V

The Council for Advancement and Support of Education (CASE) is an international association of education advancement officers, who include alumni administrators, fund raisers, public relations managers, publications editors, and government relations officers. The ultimate goal of advancement professionals is to enhance their institutions by bringing in support — be it in the form of money, alumni loyalty, public esteem, or new students. In turn, CASE's purpose is to help these people advance the cause of education. It does this by offering information resources and training opportunities to aid its members.

CASE District V includes members from Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin.

2009 CASE V Conference Planning for the 35th annual CASE V conference at the Chicago Sheraton Hotel and Towers is already underway. Send ideas for session programming topics, presenters and related information to former I-CASE President Melanie Harmon, 2009 CASE V conference program chair, at harmonm@trine.edu.

I-CASE Spring Workshop Registration

Make copies for colleagues to register.

The registration fee is \$50 per person from member institutions, \$65 per person from non-member institutions. If 3 persons register from the same institution, the 4th is free! Registrations must be received by Wednesday, April 10, 2009. Requests for refunds must be made by 5 p.m., Wednesday, April 15. Make checks payable to I-CASE. Mail this form and your payment to Kristy Brown, I-CASE Secretary, Franklin College, 101 Branigin Blvd. Franklin, IN 46131. Questions? E-mail: kbrown@franklincollege.edu, Fax: 317-736-6030.

Interested in Becoming a I-CASE Board Member

- I am interested in possibly becoming a member of the I-CASE Board of Directors:

Name: _____

Email: _____