

NEWS RELEASE

**Wilfrid Laurier
University**



CCAIE '98 will offer international marketing strategies for education

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WATERLOO – The borders between countries are crumbling and with them go the idea that educational institutions need focus on only what happens close to home. That's the reality that advancement professionals (the fundraising, public affairs and alumni relations staff who market a school) face as they prepare for the new millennium.

It's also a reality that most advancement professionals are just starting to address. Which is why it will be the focus of this year's conference of the Canadian Council for Advancement in Education (CCAIE).

Held at Wilfrid Laurier University from June 13 to 16, *Advancement Strategies for the New Millennium* will feature some of the most successful advancement professionals from Canada, the US and around the world. They will offer insights on academic marketing, fundraising, recruiting, public affairs and alumni relations to an estimated 300 attendees.

High on the list of speakers is **Jon Dellandrea**, Vice-President and Chief Development Officer at the University of Toronto, the fundraiser who is driving the most successful campaign in Canadian history. Using strategies that have never before been tried at home – U of T benchmarks itself against leading US universities – Dellandrea has reached into pocketbooks from New York to Hong Kong. The university has abandoned its unprecedented year-2000 goal of \$400-million. The target is now \$575-million.

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"Jon Dellandrea is changing the face of philanthropy in Canada, with the most ambitious and successful campaign to date," says Arthur Stephen, Vice-President: University Advancement at Laurier and Co-chair of this year's CCAE conference. "He is the fundraiser to watch, and he's just one of the advancement trend setters on this year's program."

Advancement Strategies for the New Millennium will also feature:

Marjorie (Millar) Lanthier, who raised more than \$200-million for higher education in Canada before launching the first successful capital campaign for a major independent school in Florida. She will consider the differences between universities and colleges or private schools that affect fundraising efforts.

Ian B. Conn, Director of Marketing and Public Relations for Glasgow Caledonian University. He will explore the value of strategic positioning and integrated marketing.

Ray Footman, Director of Information and PR Services and Head of the External Relations Planning Unit at the University of Edinburgh. He will review the current trends influencing European website development.

John-Harris Burland, Head of Marketing at the University of Portsmouth. He will compare the value of all-out media campaigns versus one-on-one relationship building.

John E. Kobara, former vice-chancellor of UCLA, and current President and CEO of the Home Education Network, the largest provider of online continuing higher education in the US. He will separate the myths and realities of online education.

John L. Davies, Director of the Shawnigan Foundation, who has led the advancement program of BC's Shawnigan Lake School for seven years. He will highlight the strengths of his school's outstanding philanthropic program.

Celine Saint-Pierre, President of le Conseil superieur de l' education du Quebec. She will outline the demands of an information-based economy that are necessitating changes to how academe operates.

Ann Dowsett Johnston, the assistant managing editor who oversees the annual *Maclean's* ranking of Canadian universities. She will offer an observer's view of the messages academe needs to distribute to its constituents in the coming century.

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Advancement Strategies will also include two pre-conference events. **Arthur Criscillis**, Dean of Development at Rhodes College in Memphis, Tennessee, will offer a half-day session on ways of increasing the effectiveness of annual fund programs. **Pat Williams**, senior consultant with an international research, training, consulting and publishing firm, will spend a day on the strategic communications.

As well, **Ann Vroom**, Director of Alumni Affairs at Concordia University, will lead a President's Panel through a discussion of current issues affecting education. Panelists will include **Robert Gordon** of Humber College; **Bonnie Patterson**, President of the Council of Ontario Universities and President-Designate of Trent University; **Sean Riley** of St. Francis University; **Robert Rosehart** of Wilfrid Laurier University; and **John Tibbits** of Conestoga College.

For more information on *Advancement Strategies for the New Millennium*, contact Pamela Healey at (519) 884-0710 ext. 3173.