

NEWS RELEASE

Wilfrid Laurier
University



CCAIE conference offers strategies for market-driven education

For Immediate Release

June 04, 1998
27-98

Contact: Arthur Stephen
CCAIE Conference Co-chair
(519) 884-0710 ext. 3189

or **Michael Strickland**
Media Relations Officer
(519) 884-0710 ext. 3070

WATERLOO — A front-page article in *The Globe and Mail* tells how advertising guru Jerry Goodis is now doing for McMaster University what he once did for Harvey's hamburgers and the Wonderbra. The University of Toronto launches a \$400-million fundraising campaign — the most ambitious in Canadian history — then raises the target to \$575-million. And across the country, universities are negotiating exclusive distribution deals with Coke or Pepsi.

In Canada, the United States and Europe, advancement professionals (the people charged with recruiting students, raising funds and promoting their institutions) are searching for strategies to deal with the new realities of education. Cuts to government funding are forcing them to find innovative ways of supporting their institutions. Education at the dawn of the new millennium promises to be far more competitive than ever before.

Advancement Strategies for the New Millennium is a four-day conference designed to help universities, colleges and private schools adapt to a more market-driven environment. More than 200 advancement professionals from across the country have already registered for this year's annual conference of the Canadian Council for the Advancement of Education (CCAIE) to be held at Wilfrid Laurier University.

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From June 13 to 16, attendees will hear how advancement trendsetters from North America and Europe are positioning their universities to survive and succeed in a more competitive marketplace. Conference speakers will share their winning strategies in the traditional advancement areas of public affairs, development and alumni relations. And for the first time ever, CCAE's annual conference will include a separate and distinct marketing track to reflect the growing importance of selling an institution.

In one marketing session, Dale Boniface, president of Vancouver-based Spectrum Marketing, will explain how the campus beverage war is merely a 'pilot' for significant revenue opportunities that also exist in the financial, airline, automotive and office equipment industries. In another, Ian Conn, director of marketing and public relations at Glasgow Caledonian University, will discuss the importance of brand management, positioning and integrated marketing. Then Peter S. Bryant, senior VP of USA Group Noel-Levits, will outline how market research and database management can help meet enrolment targets.

In a fundraising session, Jon Dellandrea, VP and chief development officer at the University of Toronto, will forecast the future of major capital campaigns. Marjorie E. Lanthier, former director of external affairs at Saint Andrew's School in Boca Raton, Florida, will compare the effectiveness of specific fundraising strategies for independent schools, colleges and universities.

As part of the public affairs track, Peter Mercer, VP of administration and general counsel at the University of Western Ontario (UWO), will explain what performance indicators and accountability mean to communications specialists. In the alumni affairs track, Innes van Nostrand, director of alumni affairs at Queen's University, will describe how the changing needs and consumer habits of Gen-Xers, Baby Boomers and other age groups can effect alumni programming and marketing.

Advancement Strategies for the New Millennium will also feature a number of other workshops, speakers and events, including a President's Panel. To receive a copy of conference program or to arrange to attend this year's CCAE conference, please contact Laurier's Media Relations Officer at (519) 884-0710 ext. 3070.