

LOOKING BACK 40 YEARS AND FORWARD TO THE NEXT TEN IN ADVANCEMENT



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July 30, 2009

2009 ICAA Summer Conference

DUMB TITLE

- ❑ The math doesn't work
- ❑ Who cares about the past
- ❑ Is this a profession with history?
- ❑ Understanding perspectives of advancement
- ❑ How did we get here?

THE SIXTIES

- A time of unrest
- Beginning of the right to education
- Explosion of students

THE SEVENTIES

- Continued growth
- Mainframe computers
- Increasing budgets
- CASE

THE EIGHTIES

- ❑ PC'S arrive
- ❑ Prosperity increasing
- ❑ Losing class identity
- ❑ Growth of alumni programs and budgets

THE NINETIES

- ❑ PC's are a force
- ❑ More prosperity
- ❑ More students
- ❑ Bigger campaigns
- ❑ Billion dollar gifts
- ❑ Staff increases
- ❑ Tuition increases get bigger

2000

- Web 2.0
- Mega gifts
- Mega campaigns
- Stock market highs
- New money
- Growth of non-profits
- Government cutbacks

THE NEXT 10 YEARS

- ❑ Chapters will disappear
- ❑ Alumni and development will work closer
- ❑ We will be international
- ❑ Video conferencing will be an everyday thing
- ❑ Magazines may be history
- ❑ Your data bank may be wearable
- ❑ Worry less about numbers more about who
- ❑ Alumni success more clearly defined by who we admit

THE NEXT 10 YEARS (continued)



- Web 2.0 becomes a new super tool
- Four ages of an alum
- Lifestyles researchers on your staff
- We will struggle economically
- We will go overseas more often
- We will be more international

In Closing

- Thanks for your time, have a great conference, and spend some time thinking about your future and your institutions future.
- Tomorrow will change daily in small ways, the secret is understanding what this means for you and what are the opportunities it presents and the challenges you will face.