

President's Message



By: Jason Boley

APRA-IN President & Assistant Vice President, Development Operations at Riley Children's Foundation

By all accounts the Advanced Skills Workshop held at the United Way this month was a great success. I would like to start by thanking all of you who organized and attended the event. And a special thanks to **Cathy Spieth** who was instrumental in the organization and hosting of the event.

As President of APRA-IN, this was a particularly rewarding event for me to see take place. Ironically, this is because I had virtually nothing to do with the event! I have been mired in a database migration at work for the last several months, and the Workshop took place the week we went live on the new system, so I knew quite early I would not be able to help plan or participate at all. As board president, it is tremendously rewarding to see an event grow organically from an idea, to having dedicated volunteers take ownership of the event, and to see that event carried through with success - a true testament to our dedicated membership.

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Researcher's Corner

Tips, tricks, and hints for researchers, by researchers

Unlocking Hidden Profiles in LinkedIn

By: Mollie B. Pennock

Most of us who are APRA-IN members are familiar with LinkedIn (<http://www.linkedin.com>). LinkedIn, which was launched in May 2003, is a social networking site for professionals. With more than 200 million users in more than 200 countries, LinkedIn is a first-line tool for prospect researchers.

This article presents tips on how to access profiles generally hidden from those with the free, basic account. Although a profile can be established in LinkedIn at no cost and some content is free, the site derives revenue from several sources, including subscription fees from users. Free content has become increasingly difficult to access; however, with tenacity a motivated researcher can generally locate a complete profile if it exists.

First, a few disclaimers:

- Your results will vary based on your LinkedIn connections.
- Changes to LinkedIn may result in changes to accessible data.
- Results varied *considerably* every time I ran an identical query.
- Results varied depending on the web browser used.
- The example used in this article is a public figure and has no known affiliation to Purdue University [my employer].

I selected the CEO of a well-known company, whom it seemed would likely have a LinkedIn profile: Gordon Walker, CEO/Chairman of the Board, Pekin Insurance. A basic query of his name did not yield results for Mr. Walker or yielded too many results to screen. I used the "advanced search" function, which can be accessed to the right of the search box on the home page, and entered the following criteria:

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Speaking from my perspective, this is probably the busiest year professionally I have ever experienced. I'm sure many of you are in the same boat. I know I find myself constantly getting caught up in work responsibilities and pushing other important things to the bottom of the priority list.

Unfortunately, one of those things is often professional development, of which APRA-IN is an important part. Every now and then I find myself having to consciously recommit myself to professional development. It is vital and benefits self, your employer, and your future career.

APRA-IN is not a large group, so membership involvement is critical. If you have an idea that you would like to run with, please contact one of our board members. We also have an ambitious schedule for the remainder of this year and will need many volunteers for the fall conference, the annual meeting, and Indiana Philanthropy Day. We would love to have your help!

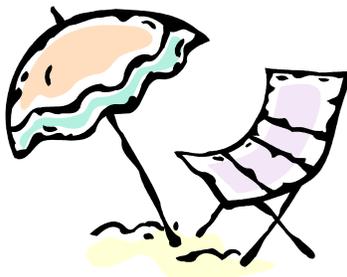
Also, don't forget the APRA International Conference being held in Baltimore in August. Indiana members usually find a way to congregate together at the conference and we will have more information on that as we get closer to the event. I hope to see many of you in Baltimore!

For more details on the Advanced Skills Workshop and the APRA International Conference, see page four.

Write Something!

Would you like to contribute something to *Profiles*? If you have a topic of interest or an opinion piece, please share with us. Or, if you have news you'd like to share in the newsletter, contact Kate Kiser at kkiser@iuhealth.org to submit your idea or for more information.

Editor's note: Special thanks to Mollie Pennock for her contribution to the June issue of *Profiles*.



- Select all relationship categories (1st, 2nd, Group, and 3rd +). In some browsers, you can select the categories under the heading "Advanced People Search" in the middle of your screen. In other browsers, you must select "Advanced" (immediately under "Search") on the left side of your screen to expand the menu.
- First Name = Gordon
- Last Name = Walker
- Company = Pekin Insurance, current
- School = Illinois College (obtained from corporate bio)
- Postal Code = 61558 (location of corporate headquarters)
- Within = 50 miles
- Results varied widely. Generally, I received the message, "Sorry, no results containing all your search terms were found." Occasionally, I retrieved Mr. Walker's truncated, or even complete, profile. By truncated profile, I am referring to a profile overview with the statement, "Full profiles for members outside your network are available only in LinkedIn Recruiter."

In another attempt, using the Advanced search function, I selected all relationship categories (1st, 2nd, Group, and 3rd +) and entered the following broad criteria: Company = Pekin Insurance, current. Results varied from a handful to more than 300, and Mr. Walker was not among the 100 results my basic account allowed me to screen. Within the first 100 results, I scanned "People Also Viewed" on the right side of the screen and selected a high-level executive: Todd Clark, Sr. Vice President and COO/Property/Casualty. After selecting Mr. Clark's profile, I again scanned "People Also Viewed" on the right. Gordon Walker CPCU appeared, and I was able to access his complete profile. Note: If "People Also Viewed" does not appear, click on any name in the results and it should appear.

If these steps are not successful, look for someone with whom you have a connection in the query results. Select their profile, and again scan "People Also Viewed." If you receive results providing only the first name and first initial of the last name, select someone in "People Also Viewed," and again scan "People Also Viewed" as the individual's complete name will often appear now. Finally, if you receive a truncated profile or an incomplete name, copy the position title exactly as it appears in LinkedIn and perform a Google search. The LinkedIn profile with complete name will generally appear in the Google search results. It may take several reiterations or slight modifications to these tips in order to access the LinkedIn profile of your elusive prospect, but frequently success is achieved with perseverance.

Mollie Pennock is an APRA-IN member and serves as a Research Associate at Purdue University. She joined the Development Research Services team in September 2007 and has 24 years of experience as a Purdue administrator.

Update Your Information

Have you recently changed jobs? Has your phone number or e-mail address changed?

You can fix it!

Update your information on the APRA-IN web site. Go to:
www.apra-in.org/member99/update.php

Click on "Update My Personal Information"

Password Reminder...

Visit <http://www.apra-in.org/> to stay involved in APRA-IN.

To access the members-only section:

User name: apra-in

Password: apra-in2468

CALLING Experienced Researchers...



Are you willing to share your prospect research knowledge? We would love to have you participate in or rejoin the **APRA-IN's Mentoring Program!**

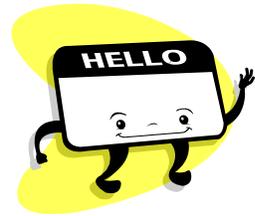
APRA-IN's Mentoring Program pairs new researchers with veteran research professionals on a one-to-one basis. The role of the mentor is to provide information on resources, provide professional advice/support, act as a sounding board for ideas, be a confidant, and allows mentees to job shadow, or does other training as negotiated between the mentor/mentee.

New members will have Mentors assigned to them as they join the APRA-IN chapter. If you are seeking a mentor, please let us know!

If becoming a mentor interests you or if you would like to learn more about the APRA-IN Mentoring Program, please contact: **Felisa Javier-Holt** via e-mail at felisa.javier-holt@rose-hulman.edu.

New Member Profile

Compiled by
Jeremy Sheiko
APRA-IN board member, Research
Associate at Purdue University



Meet Tina Landon...



Tina Landon is a Development Research Associate at Purdue University in West Lafayette. She began her position in March of this year. Prior to that, she worked for five years as a Data Analyst for University Development at Purdue, fulfilling ad hoc report requests as well helping to implement new reporting tools such as Cognos. Before joining Purdue she worked for several years as a programmer in the banking industry.

In Tina's current role, she is responsible for providing research support for the College of Veterinary Medicine, Foundation Relations, University Libraries, Purdue West Coast Partnership Center, Purdue University North Central regional campus, and Discovery Park. In addition, she provides coding and technical support for the University Development Office's data visualization software.

When asked what advantages her background as a Data Analyst provides her in her work as a researcher, Tina said, "Working as an analyst and being familiar with the back end of the database allows me to have a clear idea of the possibilities of what we can and cannot do with our data. When interacting with a fundraiser, this gives me the opportunity to work with them collaboratively and direct them towards the best data available to them for their needs."

Tina is a Purdue alumna with a BS in Information Technology. She is currently taking classes in Materials Engineering "as a hobby". In her free time, she tends a hardwood farm and enjoys knitting and fishing. She is working hard to develop a knitting pattern for a fish sweater; not a sweater with a fish on it, but a sweater *for* a fish.

Welcome, Tina!

Welcome New Member!

Jose Lusende
Director, Major Gifts
St. Mary's Child Center

Advanced Skills Workshop: Recap

The inaugural June 6th event for Researchers interested in learning about advanced topics was a smash hit. The full day event was held at the United Way of Central Indiana and included programming on advanced real estate searches, national donor trends, and prospect management. The round table discussions during lunch were well attended and by all accounts, very helpful. As always, there was great satisfaction in being able to exchange ideas with other researchers and enlist assistance with a variety of commonplace challenges.

With approximately 30 people in attendance, including friends from as far away as the Chicago Symphony, it was clear that a workshop of this nature was in demand. Initial feedback regarding the workshop was overwhelmingly positive with all categories receiving top scores. With your help, we look forward to continuing this program in the future. If interested in assisting with this workshop or other programming items, please contact **Sarah Johnson** at sarkjohn@indiana.edu.

*A very large THANK YOU goes to **Cathy Spieth**, who handled the development and execution of the ASW workshop with grace and style. Great job, Cathy!*

Wanted: Expertise

APRA-IN is looking for presenters (or co-presenters) to speak at future APRA-IN events, and in the general fundraising community. We have the technology and will help with all your coordination needs. We just need your time and kernels of wisdom!

This is an excellent opportunity to build your professional experience in a very encouraging and supportive environment.

Interested? Questions?

Please contact **Sarah Johnson** at sarkjohn@indiana.edu

Attend an APRA-IN Board Meeting!

APRA-IN board meetings are open meetings and all are welcome to attend. Please contact **Roberta Werman** at Roberta.werman@bethelcollege.edu if you would like to attend.

Save the Date! APRA's 26th Annual International Conference

*Prospect Development 2013:
Inspiring, Educating and Connecting*

When: August 7-10, 2013

Where: Baltimore, MD; [Baltimore Marriott Waterfront](#)

[Register today](#) for APRA's 26th Annual International Conference. You will access education tailored to professionals in prospect research, relationship management, prospect management, data analytics, advancement services and fundraising. And you will have several formal and informal networking opportunities at the opening reception and roundtable networking event, before and after sessions, and in the exhibit hall.

Conference highlights:

- ❖ 47 expert-led [education sessions](#)
- ❖ 12 [pre-conference workshops](#)
- ❖ [New Researchers](#) and [Data Analytics](#) symposia
- ❖ [Keynote speaker](#), Jon Duschinsky
- ❖ TED-style roundtable talks and networking event
- ❖ Vendor seminars
- ❖ Dedicated Exhibit Hall hours

Indiana Philanthropy Day 2013

IPD will be held on November 15 and like last year, APRA-IN is included in this one-day educational event. There are two sessions available to be dedicated to prospect research topics. But, the event organizers need our help with the programming. If you are interested in presenting on a basic topic or would like to assist the IPD programming committee in this area with recruitment, please contact Kate Kiser at kkiser@iuhealth.org.

Remember, other professions in the development world will be in attendance and we can't miss the chance to promote the value in what we do as researchers. Please volunteer your expertise and time if you can. Thank you!



Researcher Tools & Tips: Q&A - Analysis

By: Jeanette Shown

Q: *I am new to this field. I have a database that I use to enter in constituent data. I want to try some analysis, but I don't know what to do first. What would you suggest?*

Answer: Let's answer your question by using a few shaping questions. First, how large is your database? How many records does it contain? Second, what is striking about your data? For example, how many women, how many men? What are their ages? Can you separate them into age groups? Third, what are the giving patterns? For example break the data down into the Top 10, Top 25, Top 50, Top 75, Top 100, Top 250 and Top 500 in terms of amount given for a ten year period. Within each of the groups you can begin to look at average giving, the average age, who gives how much in terms of women and men. As you do this, you will begin to see patterns in your data. Perhaps Women from age 30 to 53 give the most money, which would lead you to investigate where this particular group's giving is focused. Perhaps they only like to give to the part of your program which benefits young, single mothers. All of this can be accomplished through the use of Microsoft Excel.

Allow yourself to ask questions about the data. If one question doesn't take you the way you expect then try another. Most traditional research works under the hierarchical thinking of a hypothesis and then trying to disprove the hypothesis. For example: "Is it true that women in the ages between 30 and 53 donate to single mother causes"? Look at your data to verify whether or not that is the case. That is a very restricted view of analysis. You could completely miss the "why they donate". It could be that those women who are affiliated with this type of donation were once or are now single mothers themselves or experienced a life with a single mother. If you knew that, then as a researcher you could begin to realize the very personal history of the donation and respond to it in a positive manner.

Within the non-profit community, I think we should adopt another form of analysis, Grounded Theory (See articles by Barney Glaser). Grounded theory is a method of data collection that can be qualitative and quantitative. An interview with a member of the women who donated to single mother causes will give you data that you wouldn't have seen through numerical analysis only. You can begin to code for those constituents who were single mothers or brought up by single mothers and then filter your analysis through that lens. Now you have a better idea of how to approach this group for donations and find causes within your organization to match the interests of these women.

Remember, if you find yourself stuck in a rut, then step back and ask a new question. Read some bios. Let the data tell you a story.

Jeanette Shown is an APRA-IN member and serves as the Research Manager at Culver Academies in Culver, IN. Questions about research data? Contact Jeanette at Jeanette.Shown@culver.org.

Attend the APRA Virtual Business Meeting

On July 18th from 2-3pm EST, APRA volunteer leaders will present a webcast on the achievements of the organization, financial information from the past year and address new initiatives to come. This is the best opportunity to learn about the future of the organization and how to maximize your APRA membership. To register, visit <http://www.aprahome.org/p/cm/ld/fid=398>.

If you're in southern Indiana and wish to view the webcast with a group, contact **Susan Fetscher** at sfetscher@usi.edu or at 812-461-5472. Susan is the APRA-IN board programming committee co-chair and the Grant/Research Coordinator for USI Foundation in Evansville, Indiana.

COMING SOON

APRA-IN Board Elections



Do you know someone with great ideas about how to grow our APRA chapter?

Are you looking for a way to become more involved and gain leadership experience?

If so, consider nominating yourself or someone you know for the APRA-IN Board!

The nomination process will officially begin this fall, so watch your inbox for detailed information.

If you have any questions about board service or the nomination process, please contact **Jason Boley** jboley@rileykids.org.

Missed a Newsletter?

To browse archived newsletters, visit the newsletter section in the members only area of www.apra-in.org.

Upcoming Programming/Events

WHAT	WHEN	WHERE
APRA Virtual Business Meeting	July 18, 2013 2-3pm EST	Webcast. Register here: http://www.aprahome.org/p/cm/ld/fid=398
APRA International's 26 th Annual Conference	August 7 - 10 2013	Baltimore, MD; Baltimore Marriott Waterfront
WEBINAR - What We Learned at the APRA Conference	September 2013	Your computer!
APRA-IN fall Conference (it's BACK!)	October 4, 2013	TBD
Indiana Philanthropy Day	November 15 2013	TBD
APRA-IN Annual Meeting: Holiday Cheer (2013 in Review - Looking ahead to 2014)	December 6, 2013	TBD

Registration information will be sent out closer to the events,
or check the APRA-IN website at www.apra-in.org.

Online registration is available for select events.

Profiles is a quarterly publication of the Indiana Chapter of the
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