

President's Message



By Jason Boley

APRA-IN President Director, Research Services, Technology and Analytics Riley Children's Foundation

It's hard to believe that we are already halfway through 2012. It seems like just yesterday the APRA-IN board was planning for the upcoming year, and now a good portion of the year is passed. When we were planning, the board agreed that we wanted to try some things differently. So far, I think we have begun to steer the boat in a different direction while remaining true to our destination.

Volunteers have been working very hard on the upcoming Basic Skills Workshop which will take place in Terre Haute on June 15th. We are trying something new by partnering with APRA Illinois this year, and I think that is exciting. We've had two brown-bag learning opportunities come and go this year already and the next opportunity for networking will be in Indianapolis on June 29th. November will bring our first participation in Indiana Philanthropy Day which will be closely followed by our annual luncheon.

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Researcher's Corner

Tips, tricks, and hints for researchers, by researchers

Beginning Data Analysis: Part I

By Jeanette Shown

The most pervasive reason why I believe that numbers are important came when I was six years old. My friends and I were playing "pirates." We ran through the empty field next to our homes, fighting imaginary foes. Toward the end of the play, where we were pretending to "split the booty," one of my friends came up with a bright idea. Running into his home, he brought out a huge jar of change. This became our "gold coins." He dumped the change on the ground. Being only around six years old and having no real concept of money, he set about creating a strategy to divide the booty. My friend just looked at the pile, spread it out in a round, shape and divided the rough circle like a pie. Each of us received a section. It was only after my father noticed I was playing with the coins at home, did I learn that I had over \$5.00 (I had most of the silver coins). Of course my dad promptly marched me over to my friend's home to return, what was his big sister's piggy bank money. Let's just say I didn't see my friend emerge from his home for about two weeks.

Now that I'm "grown-up" and working as a research manager for a non-profit, I "play" with numbers much of my time. The era of researching and writing profiles is changing. As the economy struggles toward daylight, we need to be more savvy and investigative in finding new donors. Extracting both quantitative (numerical) and qualitative (textual data) from our files and databases will go a long way toward saving costs and locating more constituents while devising better strategies to reach out and touch them.

I approach analysis through the lens of "grounded theory" (GT). GT can be used with any type of data, though GT's most frequent use is with qualitative (textual) data. Measuring validity in GT is judged through fit, relevance, workability and modifiability. Fit is determined by how close the concepts fit with the events they are representing; relevance is focused about the real concerns of the participants; workability simply means that the theory solves the problem with variation and modifiability.

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This year APRA International has been trying to do things differently as well. I have been part of two APRA chapter president symposiums this year. The first was face-to-face in Chicago in February, and we recently had a follow-up phone conference. Everyone recognizes that some things have to change between the parent organization and the state chapters. After many hours of facilitated conversations, I'm anxious to see the recommendations that the International APRA board will hear and try to implement.

If I had to pick a theme for the year, I think it would be **change**. And I have to commend our APRA-IN board for their hard work and willingness to try some things differently this year. It's not easy to try new things. Speaking as someone who has started a new job and moved to a new city in the past fourteen months, work is often the place I want to come to in order to escape change. But that never works. It's inevitable.

I can tell you that the APRA-IN board will continue to do its best this year. Some things will work and others will be learning experiences. If **you** have ideas, please let us know. Attend a board meeting. Host an event. Let us know how you want to volunteer and we will do our best to incorporate your ideas.

This means that new relevant data can be allowed to alter the theory when compared with existing data. Rather than trying to analyze the data to prove or disprove a hypothesis, GT allows for finding concepts to grow into a hypothesis.

For example in analyzing the giving patterns of graduates of the 1980s you might notice that some years give more than others. Investigating the specific years, you find that some classes have persons who give more and their classmates tend to give slightly more also, than compared to other classes whose top donors only gave half. What kind of questions does that conjure? For instance, did the economy have an impact? What is the relationship between the top donating members and the school and those in the middle groups?

Looking at the raw data can give us general trends. **Table 1** is a ten year period of total class donations (2000-2011). There is at least seven years out from graduation where donations begin to increase. The average age of the donor, in the class of 2002 is now 28 and they may have stable employment and are willing to donate. That inference may lead to other questions and solutions. Age 28 might be the time to begin cultivating prospects for larger donations in the future.

Table 1, jshown, courtesy CEF, 2012

2002	9609	3773	1578	1190	2310	1414	1723	2015	865	2725	100
2003	1396	5152	2475	2132	1190	2345	2079	2055	3099	2535	3705
2004	550	3301	2850	2132	1993	1140	855	3800	1980	3465	5430
2005	250	0	730	2688	1150	1470	610	820	2318	3215	685
2006	0	350	100	513	2420	995	325	455	760	1367	125
2007	0	25	0	25	748	1972	1720	800	155	465	1100
2008	0	0	0	105	300	800	11267	1040	11575	1830	300
2009	0	0	0	0	100	500	1000	1773	66	730	395
2010	0	0	0	0	0	200	825	1759	1809	2134	2184
2011	0	0	0	0	0	0	1000	0	697	1129	3580

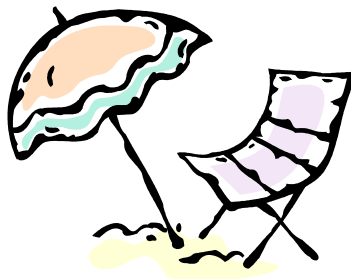
Write Something!

Would you like to contribute something to *Profiles*? If you have a topic of interest or an opinion piece, please share with us. Contact Kate Kiser at kkiser@iuhealth.org to submit your idea or for more information.

Editor's note: Thank you to Jeanette Shown for her contribution to *Profiles*.

Look for Beginning Data Analysis: Part 2, which will cover a real life example of running and interpreting descriptive statistics, in the September issue of *Profiles*.

Jeanette Shown is an APRA-IN member and serves as the Research Manager at Culver Academies in Culver, IN. Previously, she taught at the University of Washington in the Center for Social Science and Computation and the Institute of Technology. She is also a game designer and digital animator.



Welcome New Members!

Beverly Runnels

National FFA Foundation
Indianapolis, IN

Leslie Gonnella

Valparaiso University
Valparaiso, IN

Sabrina Stradtner

Valparaiso University
Valparaiso, IN

Kathy Wilson

Wilson Consulting
Francesville, IN



CALLING New (and experienced) Researchers...



Would you like the opportunity to work with an experienced researcher on a one-to-one basis? Are you willing to share your prospect research knowledge? Do you ever have research questions you'd like to send out to fellow researchers as your sounding board?

We would love to have you participate with or rejoin **APRA-IN's Mentoring Program!**

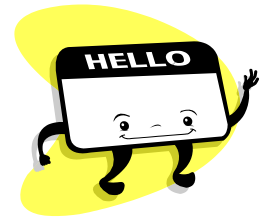
APRA-IN's Mentoring Program pairs new researchers with veteran research professionals in similar shops or geographic areas on a one-to-one basis. The role of the mentor is to provide information on resources, provide professional advice/support, act as a sounding board for ideas, be a confidant, and allow mentees to job shadow, or do other training as negotiated between the mentor/mentee. If your time and travel abilities are limited, let us know if you would prefer to serve as a mentor or mentee primarily via distance.

The program would also like to provide a way for researchers of all skill levels to connect and share ideas. For example, are you an experienced researcher but using a new database system? Would you appreciate the opportunity to work with someone skilled in that same system?

If this 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
Shanelle Burns
APRA-IN board member
Director of Research and Prospect
Management
Valparaiso University



Meet **Sabrina Stradtner**...



Sabrina is a Research Analyst at Valparaiso University, a position that includes identifying new prospects and reactive research for multiple programs on campus and partnering with field fundraisers nationwide. She is also responsible for collecting news about alumni and potential donors and distributing it in different formats to various divisions campus-wide.

Sabrina holds a B.A. in History with a minor in Humanities from Valparaiso University and a Master of Library Science degree from Indiana University – Indianapolis. She enjoys genealogy in her spare time and is an avid Chicago Blackhawks fan. She also enjoys gardening and boating on Lake Michigan. Sabrina's favorite part about her job is being able use her research experience to help further the mission of her Alma Mater.

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: in-apra

Announcing... A Brown Bag Event in Indianapolis

For those of you in the Indianapolis, IN area...please join us for a discussion on educating your fundraising staff on the services provided by prospect research staff plus some networking.

Details

When: Friday, June 29nd from 12 - 1 p.m.

Where: United Way of Central Indiana
3901 N. Meridian Street
Indianapolis, IN 46208

Parking: Free guest parking behind the building on first level of parking garage or the open lot beside the parking garage

Event Hosts:

Cathy Spieth, United Way of Central Indiana; **Kate Kiser**, Methodist Health Foundation; and **Abby Relue**, Butler University

RSVP to: Cathy.Spieth@uwci.org

APRA-IN HAPPENINGS

PROMOTION

From Amy Noah, Associate VP for Advancement at Purdue University:

Please join me in congratulating **Marcus Knotts** on his new appointment as the Senior Director of Planned Giving, effective April 16th. Marcus has been serving as the Director of Development for Planned Giving since July 2011. As you may recall, Marcus worked in UDO as a Research Associate from 2001-2004. Marcus left Purdue to pursue a law degree and spent a couple years working as a Litigation Associate and Attorney. Marcus also served as the Associate Director for Advancement Research at Butler University before returning to Purdue.

Marcus has been an invaluable part of the Planned Giving team during this past year. He has served as a resource to the various schools and units and drafted over 300 endowment agreements since July 1, 2011 to support the development needs across campus. Please join me in congratulating Marcus as he assumes this new role within the University Development Office.

If you have news you'd like to share in the newsletter, send your updates to Kate Kiser at kkiser@iuhealth.org.

25th Annual APRA International Conference

2012 APRA ANNUAL INTERNATIONAL CONFERENCE

When: August 1-4

Where: Hilton Minneapolis; Minneapolis, Minnesota

APRA will be celebrating its 25th anniversary of the conference in the city that hosted the first annual conference, Minneapolis, Minnesota. [Stay tuned](#) for more information regarding housing, registration and educational sessions at this year's conference.

Highlights of this year's conference:

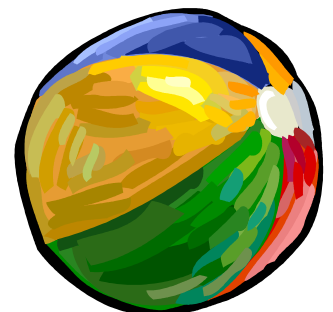
- 47 education sessions
- 12 pre-conference workshops
- Two symposia
- Top-rated keynote speaker
- Roundtable discussion and networking event
- Vendor seminars
- Dedicated exhibit hall hours

Attend an APRA-IN Board Meeting!

APRA-IN board meetings are open meetings and all are welcome to attend. Please contact **Jason Boley** at jboley@rileykids.org if you would like to attend.

Upcoming meetings:

- Friday, June 22, 2012 10a.m., Riley Hospital
- Wednesday, August 8, 2012 2p.m. (phone meeting)



Kathy K. Wilson Educational Scholarship

Would you like to attend an APRA-IN conference for free?
Then apply now for the Kathy K. Wilson Educational Scholarship!

The scholarship is awarded to an APRA-IN member and covers fees for a future all-day conference.
To be eligible you must be an APRA-IN member in good standing.

For your convenience, you can download the scholarship application from the APRA-IN web site
at <http://www.apra-in.org/scholarship.php>.

Send completed forms to Tina Messel-Tracy at tmessel-tracy@indyzoo.com

To be considered for the Kathy K. Wilson Educational Scholarship,
please submit your application by
October 1, 2012.

Web site Questions?



- Have a question about APRA-IN's Web site?
- Need to post a job on our job board?
- Forget the Members section password?
- Have suggestions for new content?

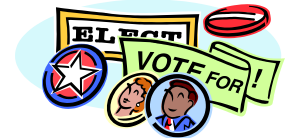
This is *your* Web site. Only *you* know for sure what will be most helpful to you as an APRA-IN member.

Contact Kate Kiser with your questions/suggestions at
kkiser@iuhealth.org



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-IN Basic Skills Workshop <i>Basic research techniques & overview</i>	June 15, 2012	Indiana State University
APRA-IN board meeting	June 22, 2012	Riley Hospital
APRA-IN Brown Bag & Networking Event	June 29, 2012	United Way of Central Indiana
25th Annual APRA International Conference	August 1 - 4, 2012	Hilton Minneapolis Minneapolis, MN
APRA-IN board meeting, phone	August 8, 2012	Conference call
IN Philanthropy Day	November 15, 2012	The Fountains Banquet & Conference Center Carmel, IN
APRA Virtual Webinars Stay tuned for announcements about how you can attend an APRA International webinar at a location near you!	TBD	Host Locations: TBD
Free Online Programming! Don't forget to check out the free online programs offered by APRA International to APRA International members.		For more details, visit APRA's website at: www.aprahome.org

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
Association of Professional Researchers for Advancement.

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