Volume 3, Issue 6

Andrew Caldie, Editor

SEPTEMBER 2013

The Research Report

President's Column

Sarah Bernstein has served as president of APRA-WI since 2010. She works as Director of Research at Marquette University, and holds a B.A. in Film Studies and an M.A. in Art History from the University of Wisconsin-Milwaukee.

SPOILER ALERT: I am getting up on my soapbox again.

As a Chapter, how should we measure our impact? One easy measurement might be to look at our membership numbers and conference attendance. And, as far as our Chapter goes, those numbers might be disappointing, since they remain pretty constant and unchanging. But what if our goal was to increase and improve the practice of prospect research, even in non-APRA organizations? Granted, that is a lot tougher to measure than attendance, but I think most of us will agree that this is already what we have been striving for. Ideally, we plan our conferences and communications around the topics, tactics and ideas we think people and organizations will benefit from most. And we do this not because it will increase APRA membership, but because prospect research/analytics/management/development are essential business practices for successful and sustainable nonprofits. So with relatively flat attendance and membership numbers, what else can any of us, as Chapter members, do?

Last fall, Donna Triplett, Director of Development at the Sixteenth Street Community Health Center (who, besides being an APRA-Wisconsin member, is also VP of Education for AFP of Southeastern Wisconsin), proposed that AFP partner with APRA-Wisconsin to present a small series of prospect research workshops. You've no doubt heard me talking about this, and I am happy to report that the workshops were held this spring; you can read about them in this edition of our newsletter. As a result of this new collaboration, 20 Milwaukee development professionals acquired practical prospect research skills and had hands-on practice. The workshops were led by Eve Carr, independent research consultant and APRA-Wisconsin member. Eve developed a curriculum which any of us

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Prospect Research: Tips, Tools, and Techniques for Fundraising Success

(A Collaboration between AFP Southeastern Wisconsin and APRA-Wisconsin)

APRA-Wisconsin member Eve Carr is an independent prospect research consultant in Milwaukee. She holds a Ph.D. in Public History and an M.A. in History from Arizona State University, and a B.A. in History and English from Oberlin College.

Last fall, when the opportunity to facilitate a training workshop for Milwaukee-area fundraisers presented itself, I found it intriguing. I have trained both development/executive assistants and individual fundraisers in the past, and have seen how basic research skills and confidence have added to their work experience, but a workshop for a diverse group of fundraisers was totally new to me. The idea, as it evolved, was to build a curriculum that we could use not only in Milwaukee, but throughout the state (with some regionally-appropriate tweaking) to serve fundraisers in small nonprofits. For the Milwaukee workshop, the idea was driven by Donna Triplett, Director of

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can use in similar circumstances, once we figure out how to leverage technology to make the curriculum accessible.

While collaborating with Donna and AFP on these workshops and through other presentations, we came to see that many nonprofits in Milwaukee are small organizations, with neither the budget or need for a full-time researcher. However, they still have the need for prospect research. Every nonprofit, regardless of its size, can afford to be a little more strategic in its fundraising, and the best fundraising strategies are grounded in research.

So how can we help? We can start by communicating the power and solid return on investment that an outsourced database screening can bring. Or by recommending they conduct their own internal or peer screening: scanning their honor rolls of donors for promising names and trends. Many fundraisers think the power of research comes when we uncover assets or evaluate a prospect's capacity (some might even think prospect research is about determining net worth). It is important to remind them that what we really do is find clues to capacity and philanthropy in publicly available resources. And I would like to emphasize *clues* and *publicly available resources* for several reasons: because there is a limit to what we can find (and, really, shouldn't that be reassuring?), these are resources *anyone* can access, and not everything valuable we find is about money. Prospect researchers in a large shop may have subscriptions and resources which speed up the process of capacity assessment. But even if we don't have a lot of subscriptions, we still do it a lot, so we've figured out effective and efficient search strategies and research methodologies. But most importantly, whatever the circumstances in which we do our research and even when we are at our best, we recognize that capacity assessment is never an exact science, it is rarely the prospect research endgame, and it is never the only language in which the story of a prospect can be told.

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As a recent column by Dr. Ben Gilad, President of the Fuld-Gilad-Herring Academy of Competitive Intelligence (published online in the May 2013 edition of scip.insight, and posted on Prospect-L by Sabine Schuller on June 12), points out, research is much more than becoming a search expert. Gilad proposes that the "main task of competitive intelligence [a profession very similar to Prospect Research] … is to develop an insight — a deeper understanding than most…." What we as professional prospect researchers bring to the table is that quality of insight, or perspective. What he calls "insight" is close to what we often think of as intuition, a "sixth sense" or "gut feeling." But we need to remember that we only have that "gut feeling" because we have spent years doing similar searches, and have sifted through similar kinds of information, and have developed a skill at recognizing patterns. On the other hand, insight and perspective are what guide us to highlight the information specific to a research need in very specific circumstances. It is a strategic skill, the ability to look at similar searches and similar search results, not for the patterns, but for the specific data points that will serve the question at hand. These data points may be found in the same patterns we've seen many times before, but they may also be outliers, which our insight and analysis enable us to identify. What sets prospect researchers apart professionally is the ability to spot and interpret relevant data, no matter where and how they are found.

And yet, this is something that I think we can effectively communicate as we introduce research skills. The large organizations for which many of us work have more data to sift through, and need dedicated people to do that analysis. Just as they need specialists in grant writing, marketing, and planned giving, large organizations need specialists in prospect research. Smaller organizations need the same kind of analysis, but simply do not have as much data to work with, or people to do the work. However, at a small organization, the people who could be doing research are usually very close to their organization's mission and program delivery; when it comes to perspective and insight, they may already be there. When teaching research skills, we should

> *Many of us have been told that "We are all Fundraisers." To that, I would like to add "We are all Philanthropists."*

also remind them to use the perspective they already have to find the specific information they need in order to turn their insight into strategy. We don't need to teach them to be analysts, but we can empower them.

But there is one more thing. As chapter members, many of us have come to rely on each other when we have a question, need reassurance, or need to vent. As we work to bring others to prospect research, we can also expand that network of support, beyond our chapter, our profession, and our individual organizations. I love my city, Milwaukee, and our state, Wisconsin, and, like all of you, I want to do what I can to make my community a better place. When Donna and I recently spoke about prospect research to a group of Wisconsin Lutheran development officers, one of them asked me why we were working together and willing to share what we know. My quick answer was that "a rising tide raises all boats." I realized as I said this, that I really believe that. By spreading the word about the value of prospect research, by sharing the tools of research, and by teaching ways to make philanthropy more strategic and sustainable, we can make a real and lasting difference in our communities. Many of us have been told that "We are all Fundraisers." To that, I would like to add "We are all Philanthropists."

I truly believe that one of the most important things each of us can do as an APRA member is to break down the barriers that often cloister prospect research in the largest organizations. And we can do that best by doing what we do best – sharing information and building relationships – to lift the curtain on the how, why, and who of prospect research.

Don't Miss Out—Register Now!

Taking Care of Business:
APRA-Wisconsin's Fall Conference and Meeting
Friday, September 27, 2013
Marquette University, Milwaukee, WI

Morning Session—Mark Egge: Making the Most of SEC Filings

Mark Egge is the Director of Prospect Research at Carleton College in Northfield, MN, a position he has held since 2008. In his spare time, he enjoys helping other nonprofits with various prospecting and fundraising analytics needs. He is a longtime APRA volunteer, currently serving as the President of APRA-MN and as a member of various other committees and task forces. He has presented on such topics as wealth and capacity ratings, predictive modeling and analytics, and social media in prospect research. Egge's educational background is in music (saxophone performance and music theory), which, surprisingly, has a lot in common with prospect research.

Afternoon Session—Professor Edward Fallone: Private Company Legal Classifications

Edward Fallone serves as Associate Professor of Law at Marquette University Law School. His areas of expertise include constitutional law, corporate law, securities regulation, white collar crime, and immigration law. He is proud to have been a leader in the growth of three nonprofit organizations serving the underprivileged in southeastern Wisconsin during the 1990s and early 2000s. Fallone is a graduate of Boston University, where he earned his B.A. in Spanish Language & Literature, as well as his J.D.

The registration form, link to a campus map, and hotel information can be found on our website at http://www.apra-wi.org/images/APRA-WI_2013_Fall_Meeting.pdf. Thanks to our sponsors, Target Analytics and LexisNexis, and our conference organizers, Julia Dimick of Marquette University and Luke Brown of Lawrence University.

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AFP/APRA-WI (from page 1)

Development at the Sixteenth Street Community Health Center, APRA-Wisconsin member, and AFP Southeastern Wisconsin Education Chair. Donna's vision for the workshop built on a prospect research presentation by APRA-Wisconsin members Sarah Bernstein and Shawn Perrin at a larger AFP Southeastern Wisconsin meeting in 2012. Our initial goal for the workshop was to build on the basics introduced at that meeting, and the result was a two-part workshop (three hours total) designed to have attendees leave with a greater understanding of prospect research, confidence in their research abilities, and practical tools to start using immediately (resources and templates).

Attendees – who represented a wide range of organizations in terms of scope of work, budget, databases, and experience – filled out an initial survey to gauge their experience, needs, and interests, and were asked to do a series of homework assignments between sessions. The homework was designed to fit with the curriculum and to have each attendee gain both some research experience and a template tailored to their organization. The curriculum itself was structured to provide an introduction to prospect research, a review of ethics, a discussion of databases and database screenings, the construction of a research template, and an exploration of as many resources as we had time for. Attendees did some small group work, asked great questions, and had their own areas of expertise that added to the conversations. Takeaways from the experience – in addition to the sense that there is a clear need for this kind of professional education – include that the workshop sessions need to be longer, that more discussion of capacity and data screenings as tools is beneficial to all, and that, when given the right tools and a bit of a nudge, the attendees were excited about the potential of research for their portfolios and organizations.

I recently met with Donna Triplett and Sarah Bernstein, and they agreed that AFP Southeastern Wisconsin and APRA-Wisconsin will host the series again in 2014!

EDITOR'S NOTE: The following two columns are a special feature that highlight the perspectives of two prospect researchers who are new to the field and to APRA-Wisconsin. Each writer shares how she applies her experience in a prior field to her everyday work.

Ruminations on Research

APRA-Wisconsin member Amanda Robillard is Director of Prospect Research and Database Management at Carthage College in Kenosha. She holds an M.S. in Library and Information Science from the University of Illinois at Urbana-Champaign, an M.A. in Humanities/Humanistic Studies from the University of Chicago, and a B.A. in Communication Arts and Journalism from the University of Wisconsin-Madison.

In a semi-former life, I was a librarian – a champion of the freedom of information for the masses; the right to privacy for the individual; and the need to "make it happen" as much as humanly possible for anyone who came to me for help with research or access.

The move to prospect research has been a relatively seamless one, though its comparison to my former role and its relationship to information have given me a lot to ponder this past year. Comparing and contrasting the fields is automatic to me, an innate reaction to each new aspect of prospect research that I encounter. This process of borrowing from a former life while building a foundation for a new one has been an interesting journey, and has allowed me to craft a new path that enhances skills useful to all of us.

1. Service-oriented Environments. As researchers and analysts, we manage requests and provide an information product to those in our organization. Sometimes requests come from our superiors, while others – particularly for those in smaller shops – are fielded from counterparts, subordinates, interns, or even student workers. No matter who makes the request, recognizing the exchange as a professional service and treating the requestor with courtesy and respect can be a value-add on both sides. Unlike other information service providers, we're lucky to be able to work with many of the same information seekers on a regular basis, allowing us to build a rapport and mutual respect that can be difficult to establish on the fly. Over time, this can lead to greater influence within our respective offices, as well as greater respect for our field and shared skills.

2. We're All In This Together. Whether you work in a team of researchers, or operate as the sole all-around advancement services professional for your organization, our role is to operate in tandem and in partnership with those we supply with research and data. Though the information flow is often seen as moving from us to direct-line fundraising staff, expanding the notion of partnership allows us to view the information flow as a cycle. This can enhance our access to details gleaned through personal visits, event attendance, conversations, and observation. Gaining access to this information through our partners and transforming it into data for analysis and metrics makes life easier for all of us, and better serves our respective institutions rather than limiting our role to data supplier.

3. It All Comes Down to Marketing. Being great at your job isn't enough anymore – we need to be able to sell not only our skills, but our collective relevance to the success of our larger departments, divisions, and institutions. It's up to us to ensure that the work we do is seen as a professional product rather than a support service. Part of this involves supplying reports, bios, analysis, and data that are germane, efficient, interesting, and well-organized. However, we must go beyond this to advocate for the importance of our role in the current and future success of our institutions in order to advance our profession. At the very least, always have your elevator speech ready – you never know when or where you'll use it!

4. Never Waste a Teachable Moment. It may be easier in the short term to do something for someone rather than show them how to do it themselves, but the old fishing adage is often touted for a reason: in the long term, it's beneficial (and even more efficient) to teach him/her how to do it. Not everyone will want to learn, but the offer can always be made if you feel the task is appropriate.

5. Sources Are Critical! Want to terrify an otherwise intelligent and confident person? Ask him/her to define a "primary source." People often respond to this question like a deer in headlights. As researchers, though, our ability to identify primary vs. secondary sources is just the tip of the iceberg. Identifying relevant and reliable sources for information that is verifiable (and then verifying it!) is central to our mission. As with all data quests conducted on the interwebs, prospect research can often reveal multiple sources for information that agree or conflict with each other. When they agree, we need to make sure we trace the source to ensure we aren't citing multiple instances tracing back to the same original source, and thereby missing an opportunity to verify the information obtained. When the sources disagree, we need to ensure we determine the actual fact, rather than default to the juicier – but unverified – rumor. While this is part and parcel to the day-to-day operations of prospect research, it bears repeating – particularly for those in small shops for whom major gift colleagues may take on a few research tasks of their own. Yes, we know the importance of sources and verification, but it never hurts to ensure that we're always cognizant of what we are doing as we do it.

6. Donors Have Rights, and We Have Ethics. No matter what we put in a donor's file, they always have the right to access it. The "file" they may access may be a bit nebulous these days, but I like to take the approach of assuming anything in the database, scanned/physical copies of documents, and the prospect profile are all up for review. We may not need to rally on Capitol Hill to ensure the rights of our patrons, as the American Library Association often does, but our prospects' rights are still important. As prospect researchers, we abide by the APRA "Statement of Ethics" and the "Privacy and Prospect Research" position paper. However, we also have the Freedom of Information, Act (FOIA), Gramm-Leach-Bliley Act (GLB), Family Education Rights and Privacy Act (FERPA), and Health Insurance Portability and Accountability Act (HIPAA) to abide by – and that's just in the US.

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Ruminations (from page 4)

Familiarizing ourselves with the codes of ethics for prospect research protects our institutions and our donors, but it also protects ourselves from unwittingly doing something we may feel would violate our ethics. If something is in the public domain because it was leaked online and subsequently disseminated through legitimate channels, are you okay with using it for your research? I'm not suggesting a right or wrong answer to that question, but rather that familiarity with the codes and legislations governing our actions allow us to make informed choices that we can reflect on with pride in a job well done.

7. Innovation vs. Reinvention. There are times when invention is necessary. Other times, we just need to identify how others are doing something, and figure out how to work that into our institutional operations. Why reinvent the wheel when we can just find out if someone else has invented it already? While a lot of the discovery process may have been limited to journal articles and conference attendance in the past, we now have unlimited opportunities to question and ponder in today's connected world. Emails, listservs, social networks, and local chapters (like APRA-WI!) are all available to help us push forward with everything from the minutiae of our daily tasks to expanding our profession as a whole. PRSPCT-L and its archives, as well as contacts made at conferences, have been a wealth of information for me as I begin to navigate the world of prospect research.

8. The Internet Is Awesome, But It Ain't Everything. I have a tendency to treat anything not available online as if it doesn't exist…but at least I know it's wrong, right? Sometimes we need to use the phone, visit another office, or take a field trip. The added effort is most often rewarding, and a beneficial outcome can encourage us to do so again in the future. One of my favorite places to turn is the library (you just fell off your chair, right?) Whether you opt for the local public or academic library, they often have access to many print and subscription database sources that may be prohibitively expensive for you to subscribe yourself. In addition, if your library doesn't have something you need, you can always request it via Interlibrary Loan from another institution, often with as little as a 24-hour turnaround. The added bonus of libraries for those in small communities: you are covered by the ALA Library Bill of Rights in that your right to privacy, including identifying any sources you requested or information you obtained, trumps your librarian's right to gossip. Regardless of where you turn, though, finding another path after a dead end online can be worth a few minutes of opportunity cost to make it happen.

Whether you are new to prospect research or a seasoned vet, the points above are worth review and discussion. Borrowing from proven methods in other industries, our former experiences, and even from our personal lives can help us push the prospect research field forward.

College Lessons in Prospect Research

APRA-Wisconsin member Hannah Rankin is Donor Research Coordinator at Children's Hospital of Wisconsin in Milwaukee. She holds a B.A. in Public Relations and Marketing from Marquette University.

I still get giddy when I walk through retail stores this time of year and see aisle upon aisle of school supplies. Yup, I'm that person. I love school supply shopping and love school. This year, however, marks the second new school year in which I won't be hitting the books. I'm in the 'real world' now, as they say. Although I don't feel I have enough credentials to offer advice to college seniors already nervous about landing a job upon graduation, I can say this: try offering a man or woman in a business suit a Dairy Queen Dilly Bar – it worked for me.

In May 2012, I graduated from Marquette University with a degree in public relations, moved to the East Side of Milwaukee, completed an events internship at Children's Hospital of Wisconsin, and began my first 'real-world' job as a research writer/analyst at a healthcare consulting firm. That job lasted 6 weeks.

On the last day of my internship at Children's Hospital, one of the many tasks I was charged with for the day was to distribute Dilly Bars to visitors who stopped by during a specific half-hour of the event. One of the individuals standing amongst the crowd was the Vice President of Major Gifts. For me, it was one of those awkward "I know who you are, but you don't know me" situations. I offered him a Dilly Bar, to which he promptly introduced himself and began asking more about me. This led to the fact that I was starting a new job as a research writer the following Monday. He then exclaimed, "I'm looking for a researcher! Are you familiar with prospect research?" The simple answer was no, but I did make myself sound slightly more put together than that. He charged me with the task of looking into the field of prospect research and then emailing him my thoughts the following week (the week I started my job at the consulting firm). I was hired six weeks later at Children's Hospital of Wisconsin as their one-woman research department.

After my first week on the job, I was beginning to think that my college education, at least in relation to prospect research, was for naught. However, over the course of the past year, I've discovered a few things that have proved invaluable during my first year in the field.

1. Public Relations – In some professions, such as engineering, you can make baseline assumptions as to the personalities of those with whom you'll be working and how they are likely to think or act based solely on how they process information. Fundraisers? Not so much. At least in my experience, fundraisers are very diverse in both personalities and the ways in which they conduct business on an everyday basis. Choosing public relations as my major in college has paid

(see Lessons on page 6)

Lessons (from page 5)

huge dividends in terms of building relationships and trust between me and the diverse fundraising staff with whom I work.

2. Group Projects – If your college experience was anything like mine, you had a minimum of one group project per course. Although group projects were often the ones I dreaded most, I can honestly say that I wouldn't be able to keep our systems afloat or achieve forward progress without buy-in and collaboration from our entire Foundation team. If group projects didn't teach me anything but patience, I think they were worth it.

3. Ask for Help – One of the declarations I remember hearing on the first day of every college course was, "Take advantage of your professor's office hours." This is one of those lessons that have definitely carried over to my professional life. As someone who is new to the field, I look to experienced prospect researchers as my 'professors' who are ready and willing sources of advice on what to do when I encounter x, y, or z.

4. Passion Takes You Far – Students at the top of their class are often doing something right beyond just being book smart; they have a passion for the field in which their studies are focused. I have discovered that although prospect research may be a niche field, it has some of the most passionate professionals I have ever encountered. Prospect research, like fundraising, is a mix between art and science, and prospect researchers take their jobs and responsibilities very seriously.

My freshman year as a prospect researcher has been enlightening, challenging, exciting, and full of both personal and professional growth. Hopefully you can relate, whether this may be your first year or twenty-first year. So let's all sharpen our fresh pencils and break out our shiny new notebooks in anticipation of the year ahead!

Chapter News and Conference Highlights

Annual Awards
Both the APRA-Wisconsin Scholarship and the President's Award were awarded during our Spring Conference at Ripon College on April 25, 2013.

The APRA-Wisconsin Scholarship provides funds each year for its recipient to attend the professional development opportunity of his or her choice. This year's recipient was Jenny Ziegler, Associate Director of Annual Giving at Lawrence University. Jenny decided to attend the APRA International Conference with her award, and will share some of her experiences at our Fall Conference. Please thank the Scholarship Committee for their hard work: Linda Gage of Blackhawk Technical College, Marianne Siess of UW Foundation, and Crissy Zitka of McDonald Schaefer Group.

The President's Award is given annually to a chapter member who "exhibits noteworthy leadership to the chapter during the previous year." This year, the winner was Andy Caldie, Prospect Researcher, St. Norbert College, and APRA-Wisconsin Vice President. In addition to serving as vice president, Andy has brought our newsletter back to life. The official title for his newsletter work may be "editor," but he does everything: soliciting content, editing and formatting, electronic publication, and managing distribution to our members. Andy has also managed our volunteer committees – Nominations, Award, and Scholarship – recruiting members and keeping them on task. One of the nominators wrote: "In addition to all this, Andy is a respected and trusted colleague…. He has always been thoughtful and strategic. Our chapter is very fortunate to have someone like Andy who is willing to serve in these ways." Andy has received a plaque in recognition, and our chapter has made a $100 donation in his honor to the charity of his choice, the Leukemia and Lymphoma Society. My thanks to the Award Committee: Luke Brown of Lawrence University, Julia Dimick of Marquette University, and Donna Triplett of Sixteenth Street Community Health Center.

2013 Election
Elected to the APRA-Wisconsin Board in 2013 are:
-Andy Caldie, St. Norbert College, Vice President
-Luke Brown, Lawrence University, Event Coordinator
-Kate Mason, Meriter Foundation, Membership Secretary
-Marsha Hammer, Marquette University, Board Member

This year we had competitive races for two of the seats – the first time that has happened in quite some time. The election communication sent to our members included candidate bios and vision statements. And, for the first time, we had an electronic ballot (replacing the paper ballots we had always relied on). It was exciting to log into the balloting website and watch the real-time election results! Amy Disch of the UW Foundation chaired the Nominating Committee and created our communications and electronic ballot. The committee also included Sarah Bernstein of Marquette University, Jeanne Daniels of UW Foundation, and Dehnel Petre of Marquette University.

With this election, Marianne Siess of UW Foundation concluded her board service. Marianne served as Membership Secretary since 2011, and spearheaded efforts to put our membership information into shareable Google Docs so that the problems of everyone keeping shadow lists were eliminated. Marianne was a dedicated member of our board, and remains a committed member of APRA-Wisconsin. I am grateful for her service and friendship.

Spring 2013 Conference Recap
The APRA-Wisconsin Spring Conference was held at Ripon College on April 26. Our speaker was Sara Root of Grinnell College in Iowa, and her topic was "Green Acres" – the total wealth picture of evaluating farmland and understanding farmers.

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Highlights (from page 6)

Sara (at left), whose husband is a farmer, really did present the total picture. The information she shared and the stories she told went way beyond tools for estimating capacity and refining our knowledge of property assessment, and really helped us understand farming life. She talked about what owning new versus used equipment might suggest, the best way to dress to visit a farming prospect, who to talk to, and what to say (and, more importantly, what not to say). We couldn't have asked for a more appropriate setting for this meeting than historic Ripon College – which became a four-year college 150 years ago.

For our afternoon program, we held roundtable discussions focused on career paths and getting to know each other. This may not sound like much, but the conversation was lively, and even though the table groups were small, people were still talking when we had to close out the program. My thanks go to Luke Brown for coordinating the roundtables and to Andy Caldie, Marsha Hammer, Marianne Siess, and Laura Worcester for serving as roundtable hosts. We'll have to do this again!

Our sponsors made this conference possible: Gold Sponsor Target Analytics and Green Sponsor LexisNexis. Please join me in thanking them. Please also join me in thanking Lisa Ellis, our host at Ripon College, for all of her hard work and organization, which made this conference a resounding success!

-Sarah Bernstein, Marquette University

Updates from APRA International

APRA International recently announced *Education Week* – a virtual conference to be held in late winter 2014. Each chapter is invited to contribute content – webinars, podcasts, articles and case studies. More specific information will follow as details are confirmed, and our Chapter will discuss what Wisconsin can contribute at our business meeting during our Fall Conference, and via email.

The APRA International Conference, *Prospect Development 2013*, was held in Baltimore, August 7–10. At least seven members of our Chapter attended (see photo), and I am looking forward to hearing from them at our fall business meeting. Conference tweets could be followed using the hashtag #APRAProspect13.

L to R: Kelsey Parman, Andy Caldie, Amanda Robillard, Lisa Ellis, Jenny Ziegler, Ryan Redemann, Lori Maassen.

The first ever APRA International *Virtual Business Meeting* was held on July 18; this live webinar meeting was open to all APRA members – those who belong to a chapter, or International, or both. Prior annual business meetings were held at the APRA International Conference, but that limited attendance to the International members who could attend the conference. Continuing APRA's renewed commitment to serve all members, the APRA International Board of Directors voted to move the meeting to the internet and to encourage members to gather locally to attend together. Through email, Facebook, and Twitter efforts to build enthusiasm for the meeting, APRA encouraged chapters to potluck, ran an online recipe challenge, and created a "Secret Lives of the APRA Board" online trivia game. I hope many of you were able to attend. During the Business Meeting, APRA reported on the Strategic Plan, membership, finances, conference updates, educational offerings, and a new career development roadmap launching in January 2014. You can find a full recap of the Virtual Business Meeting here.

Just as you do not need to be an APRA member to subscribe to Prospect-L, you do not need to be an APRA member to visit APRA International's Twitter page, to read their blog, to Like their Facebook page, or to join their LinkedIn group.

By now all Wisconsin Chapter members should have received the two issues of *Connections* which have been issued this year. I encourage you to take advantage of this new benefit to Chapter membership. As was reported in the Virtual Business Meeting, in its first two issues on the new platform, *Connections* has achieved a 40% open rate and a 50% click-through rate. The 975 unique readers read an average of 22.8 pages per visit, and spent an average of 8.6 minutes per page.

As you know, I am a member of the APRA Chapter Relations Committee, which has been meeting since last fall. The committee has identified two immediate overarching priorities, collaboration and resources, and established two subgroups to identify action items. Liz Rejman leads the collaboration subgroup (of which I am a member), which is focused on ways the chapters can work together and with International. Mark Egge leads the resources subgroup, which is looking for ways to leverage services, create efficiencies, and develop best practices through collective access.

Upcoming Conferences & Symposia

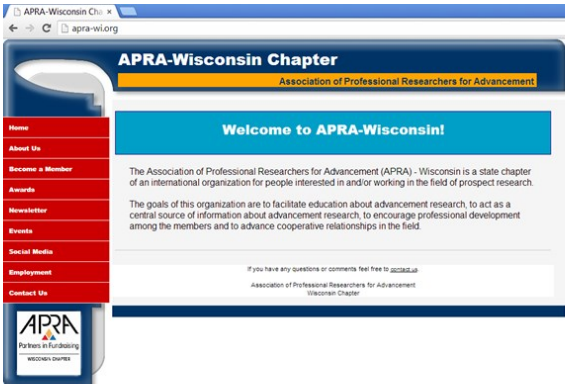
Management and Leadership Symposium, November 7-8, 2013
Dallas, TX
Hilton Dallas/Park Cities

27th Annual International Conference July 30 – August 2, 2014
Las Vegas, NV
Cosmopolitan Hotel

-Sarah Bernstein, Marquette University

Call for Submissions

Our members' thoughts, insights, and observations are always appreciated! If you especially enjoyed this issue of The Research Report, please consider contributing a column of your own. Send your ideas and topics of interest to APRA-Wisconsin's newsletter editor, Andy Caldie, at andrew.caldie@snc.edu. Feel free to provide feedback on the new layout as well!



Also, check out our website at apra-wi.org for chapter news and updates! Feel free to send questions, comments, and suggestions to our new volunteer web administrator, Linda Knight, at lknight@carrollu.edu.

2013-14 APRA-Wisconsin Board of Directors

APRA Partners in Fundraising WISCONSIN CHAPTER

President (through 4/14), Sarah Bernstein, Marquette University, (414) 288-8489, sarah.bernstein@marquette.edu

Vice President (through 4/15), Andrew Caldie, St. Norbert College, (920) 403-3377, andrew.caldie@snc.edu

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Membership Secretary (through 4/15), Kate Mason, Meriter Foundation, (608) 417-5303, kmason@meriter.com

Treasurer *pro tem* (through 4/14), Amy Disch, UW Foundation, (608) 262-9439, amy.disch@supportuw.org

Recording Secretary (through 4/14), Melanie Rayhorn, Marshfield Clinic, (715) 387-9190, rayhorn.melanie@marshfieldclinic.org

Board Member (through 4/15), Marsha Hammer, Marquette University, (414) 288-6580, marsha.hammer@marquette.edu

Board Member *pro tem* (through 4/14), Lisa Ellis, Ripon College, (920) 748-8349, ellisl@ripon.edu

Unofficial Archivist (ongoing) and Past Treasurer (2000-2002), Mary Kay Ohmer*, Marquette University, (414) 288-1512, mary.ohmer@marquette.edu

Past President (2001-2002, 1995-1996), Gail Anshus*, (414) 476-6117, ganshus@wi.rr.com

Past President (1997-2000, 1993-1995), Cynthia Bertsch*, retired, (920) 960-9223, cebertsch@charter.net

Past Recording Secretary (2008-2012), Past Secretary/Membership Secretary (1999-2005), Linda Gage*, Blackhawk Technical College, (608) 757-7739, lindagage1017@att.net

Board Member *Emerita