



**CASE Advancement Internship Program**  
**June 4-July 27, 2018**  
**Host Institution: University of Dayton**

The Council for Advancement and Support of Education (CASE) is a professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas. CASE helps its members build stronger relationships with their alumni and donors, raise fund for campus projects, produce recruitment materials, market their institutions to prospective students, diversify the profession, and foster public support of education.

The CASE Advancement Internship program seeks to **increase** and **diversify** the number of professionals in educational advancement. This eight week summer internship program runs from June 4-July 27, 2018 and is designed to attract students (undergraduate and graduate) who may not have previously considered a career in institutional advancement. More than 40 interns will participate in this hands-on learning experience at CASE member institutions throughout North America.

**The University of Dayton is pleased to participate in this initiative by hosting three students in the CASE Advancement Internship Program.** Interns receive on-the-job training and gain valuable skills in the professional areas of advancement--alumni relations, research and analytics, communications & marketing and development.

Internship opportunities:

**Successful transition from students to alums:** Through research of best practices at peer institutions and optimal opportunities surrounding current University of Dayton programming across all schools and departments, develop a year-long plan of meaningful touch points to support lifelong loyalty and engagement as graduating students transition into young alumni.

**Metric evaluation and process development:** Develop and evaluate processes for data input, analysis and reporting, and return on investments for alumni engagement activities and special events within Advancement Relations and Communications to ensure accuracy, ease, and functionality in reporting for strategic planning and budget analysis.

**Assist in the development of a newly initiated parent program:** Through benchmarking research and networking, recommend best practices for a successful parent and family program at the University of Dayton. Expected to provide recommendations on structure, communication strategies, goals, etc., and assist with data analysis for the development of prospect pool(s) and volunteer leadership roles.

CASE Advancement Interns receive:

- Eight weeks experience (35 hrs. per week) at a premier advancement program
- A \$5,000 stipend
- All-expense paid training in Washington, DC
- Complimentary CASE ASAP convention registration
- Participation in introductory CASE advancement webinars
- A book allowance from the CASE Bookstore
- CASE mentor from the Minority Advancement Institute

To be considered for this internship opportunity, interested UD students should apply by submitting pdf documents containing the following by email to Amy Hamilton, Associate Director of Alumni Engagement no later than March 4, 2018 at 11:59 p.m.:

- Resume
- Cover letter describing your interest in educational advancement, the specific internship position you are interested in and how the internship program would further your interest in a future career
- Two letters of recommendation

For additional information please contact Amy Hamilton at [ahamilton1@udayton.edu](mailto:ahamilton1@udayton.edu) or 937-229-2844.