Editorial

I consider it a great honor to have become the editor of the *International Journal of Educational Advancement*, and to continue the good work of Dr. Michael Worth. Moreover, I look forward to being part of a journal that will make a positive and meaningful difference in the world of education. We will continue to publish ideas that have made this Journal successful. In particular, we will continue to encourage submission of high quality research articles supplemented with practitioner perspectives to facilitate the marriage of scholarship and practice.

For nearly 20 years, at several different institutions, I have been involved with advancement efforts in higher education. During my career, I have often considered the mutual obligations of the advancement practitioner in both creating new knowledge and transferring it throughout the profession. The Council for the Advancement and Support of Education has done much in both arenas, yet I believe a compelling need still exists for a research journal to substantiate those principles we suspect to be true, yet that remain untested through qualitative or quantitative research. The work in such a journal would serve to solidify and institutionalize best practices in the world of advancement.

Two associate editors whose strengths complement my background will enhance my efforts. Dr. Robyn Poole and Dr. Timothy Caboni have agreed to assist in the transition of the Journal from the capable editorial hands of Dr. Mike Worth. Dr. Poole, a past contributor to the Journal, has raised significant money from both planned and outright gifts, and

consults on a wide range of issues, including strategic governance, quality, and operations. Dr. Caboni serves as Director of the Institutional Advancement program in the Department of Leadership Policy and Organizations at the Peabody College of Vanderbilt University, and publishes widely on the perceptions of college and university fund raisers as to what constitutes inappropriate fund-raising behaviors. Additionally, in 2001 he received the Grenzebach award for outstanding dissertation in the field of philanthropy in educational advancement. (The year before I was awarded that same award for my dissertation, as was Mike Worth with his book, *New Strategies for Educational Fund Raising*, which won for outstanding publication in advancement research.)

The Journal provides an outlet for researchers and professionals to disseminate newly created knowledge to those who may rely on it to further their good work in advancement. It is our hope that the Journal will serve as an incubator for new strategic ideas and as a resource for practical applications for day-to-day institutional operations. Further, the Journal strives to provide solid data derived through empirically tested propositions, to our boards, our administrative colleagues, and the academic communities we support, so they may understand the work we do more fully and rely upon it more deeply. We will continue to publish papers from across the globe, and indeed encourage this international perspective, as we believe this area of research is ripe for expansion.

The scope of content envisioned for the Journal includes the vital elements of marketing, management, and fund raising in education advancement practice. It also includes examinations of how these functions relate most closely to such issues as enrollment and institutional relationship management, operational budgeting, the role of athletics, and strategic planning.

The study of advancement draws upon multidisciplinary traditions and is still evolving at a rapid rate. We hope the Journal will continue to facilitate the integration of advancement activities into the strategic foci of educational institutions. We believe in the importance of advancement in shaping the mission branding and marketing of institutions with consideration of both the internal and external environments in which they operate. As an element of strategic planning we look forward to the

continued integration of advancement into the world of education.

My rich aspiration for the future of the *International Journal of Educational Advancement* is that academia will view the publication for the outstanding quality and rigor of its research standards, and that the advancement world will perceive its content as directly applicable to the betterment of our work.

I thank you, as readers and prospective contributors, for your support of the Journal, and for the many positive contributions you are making as you work to bring the benefits of rigorous academic research to current and future practice.

If you wish to submit a paper to the Journal, then please send it to Dr Timothy C. Caboni, one of the Associate Editors for the Journal, at IJEA@vanderbilt.edu.

Vince Maniaci