Editorial

International Journal of Educational Advancement (2006) 6, 181.
doi:10.1057/palgrave.ijea.2150031

In this issue of the *International Journal of Educational Advancement*, two articles examine the relationship between university presidents and their development offices and advancement vice presidents. The context in which university presidents operate demand significant personal and institutional success in generating voluntary support for their campuses. The Rhonde Sturgis piece explores the congruence of leadership styles between presidents and advancement vice presidents and discusses the implications for effective fund-raising efforts. Juxtaposed with this perspective, Becky Nesbit and her co-authors examine presidential perceptions of advancement expertise and success. Together, these two articles address an often neglected topic in the advancement and higher education literatures.

Next, the messages used by colleges in 30 advertisements appearing during televised sporting events are examined

by Barbara Tobolowsky and John Wesley Lowery. They find a remarkable rhetorical and visual similarity across institutions. Rodney Cohen then investigates annual giving strategies used by historically black colleges and universities (HBCUs). This adds to the stream of inquiry focused on fund raising in HBCUs. Finally, this issue concludes with a description of higher education policy in South Africa as it relates to the consolidation of institutions and its implications for the system of higher education and historically disadvantaged institutions. This is particularly compelling when read in relation to the Cohen article.

I hope you find this issue both engaging and useful.

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