Editorial

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This issue of the *International Journal of Educational Advancement* contains papers analyzing university fund raising from an institutional perspective, a macroeconomic perspective, and from an individual perspective.

Michael Gottfried and Erica Johnson examine a set of panel data using an econometric model to determine the effect of solicitation effort on alumni giving. Their work adds to the literature on those institutional variables that may have an effect on alumni giving.

Larry Ryan explores the behavioral characteristics reported by a sample of university fundraisers. His results support the notion that those engaged in attracting voluntary support for colleges and universities shift between

a number of styles, depending upon the context in which they are operating.

The paper written by Noah Drezner details the relationship between the strength of the economy of the United States and philanthropic giving. Also included in his piece is an examination of the impact federal tax policy has on giving.

Finally, Chris Chapleo investigates the perception of public relations by opinion leaders in educational institutions in the United Kingdom. Specifically, he tests whether PR is perceived as a strategic or technical activity.

I hope you enjoy this issue.

Timothy C. Caboni
Editor