

**APRA
FLORIDA
BOARD
MEMBERS**

President
Debbie Menoher

President-Elect
Mark Noll

Chief Financial
Officer
Erin Hoyle

Chief Information
Officer
**Mary Jamieson
Dee**

Immediate Past
President
Steve Knight

Director of
Professional
Development
Brenda Knight

Director of
Membership and
Marketing
Debbi Mirra

Technology
Director
Audrey Geoffroy

President's Corner

While Florida is experiencing the budget blues, we hope it will not dampen your APRA Florida enthusiasm. As APRA President Elizabeth Crabtree declared in the Spring 2009 *Connections*, it's time for a change, and change can strengthen the organization.

I hope you've noticed our new look. APRA Florida adopted the APRA International branding, including a new chapter logo. Audrey Geoffroy overhauled the chapter website with a crisp new look to match our parent organization.

We held a successful Meet N Greet at Flagler College on February 6 attended by 16 members where we joined the APRA International Virtual Seminar, Essential Components of Relationship Tracking Systems, presented by Cara Anderson Rosas and Audrey Geoffroy of the University of Florida. Brenda Knight and her Flagler team were great hosts. We were treated to a superb lunch in the magnificent Ponce de Leon Dining Hall and took a tour of the historic Flagler campus.

The upcoming Research in Challenging Times 2009 Spring conference at the Orlando Health Foundation is shaping up with nationally recognized speakers that have much to offer right in our own home state. We have a great program for everyone with budget conscience options to attend one or both days April 30 - May 1. Don't forget to apply for a scholarship! We appreciate the support of our many wonderful sponsors this year: Grenzebach Glier & Associates; WorkingPhilanthropy.com; Advizor Solutions; Target Analytics, a Blackbaud Company; and Legacy Leaders. Attend and win valuable prizes!

As we near the end of another fiscal year, we again seek new chapter leaders. Three positions are up for election: President Executive position (3 year position), Director of Professional Development and Director of Membership & Marketing. Elections begin in May, and the Elections Committee will send announcements soon. Please consider running for office or nominate someone you know. Get involved!

We also want to recognize those leaving the board at the end of June: Steve Knight, Immediate Past President; Brenda Knight, Director of Professional Development; and Debbi Mirra, Director of Membership & Marketing. We appreciate their many contributions over the past years. I will be stepping down to Immediate Past President, and Mark Noll will be the next President. Erin Hoyle, Mary Jamieson Dee and Audrey Geoffroy continue in their positions.

Time flies when you are doing something as important as working with our colleagues in APRA Florida. Thanks for a fabulous year!

Best regards,

Debbie Menoher

Join Us at APRA Florida's 2009 Spring Conference

Please join us for APRA-FL's 2009 two-day Spring Conference, which will be held on Thursday, April 30th and Friday, May 1, 2009 at Orlando Health Foundation.

The theme of this year's conference is Research in Challenging Times, and engaging speakers include:

Steve Knight, WealthEngine, *Hangin' Tough: Bare Knuckle Research for a Bare Bones Economy*

Jennifer Filla, Aspire Research Group, LLC, *Matching Resources to Mission: Timely Prospect Research*

Lawrence Henze, Target Analytics, a Blackbaud Company, *Successful Strategies for Fundraising in a Down Economy*

Karen Greene, Vice President of Operations & Services, Arizona State University Foundation – *Performance Benchmarking*

Additionally, there will be a panel discussion — *15 Habits of Highly Successful Research Shops* — moderated by Mark Noll, Assistant VP of Research & Advancement Services, University of Central Florida Foundation

The cost is as follows:

Two Day

APRA Florida Member	\$75
Non APRA Florida Member Registration	\$100 (includes membership)

Friday Only

APRA Florida Member	\$60
Non APRA Florida Member Registration	\$85 (includes membership)

This year's conference sponsors include GG&A, our core sponsor; Target Analytics, a Blackbaud company; WorkingPhilanthropy.com; PRO iWave; and Advizor Solutions. Additionally, WorkingPhilanthropy.com is giving every registrant a \$25 coupon towards the purchase of any one course. This year's door prize includes a one year subscription to WorkingPhilanthropy's 15th & Lawson publication. Bring your business cards for the drawing, and be sure to attend this year's conference and support your professional association's programs!

Registration deadline: Friday, April 17th, 2009. For additional details, visit <http://www.aprafl.org/programs.htm>. We look forward to seeing you there!

APRA Florida's 2009 Conference Scholarships Available!

Several scholarships are available for the APRA Florida conference. The APRA Florida Chapter Scholarship covers the cost of registration (current APRA Florida member price) **and** up to \$100 in travel expenses for the APRA Florida conference. In support of APRA Florida's goal to promote professional growth, APRA Florida ensures accessibility to educational programming by awarding scholarships to advancement researchers based on both merit and organizational financial need. **The deadline to apply is Wednesday, April 15, 2009.**

Please Come to Boston for the 2009 APRA International Conference...

The 22nd Annual APRA International Conference will take place in Boston, Massachusetts from July 29-Aug. 1, 2009 at the Boston Marriot Copley Hotel. This year's theme is Inspiring Excellence, and the keynote address, The Changing Landscape of Wealth: 2009 World Wealth Report Highlights, will be given by Ileana van der Linde, Principal, Capgemini.

This year, the international conference offers an array of sessions for newcomers as well as intermediate and advanced researchers.

Register before April 30th to get the best registration prices! For additional information, go to <http://www.aprahome.org/Education/22ndAnnualInternationalConference/tabid/802/Default.aspx>

APRA Florida Thanks Our Conference Sponsors

Target Analytics™
a Blackbaud Company

 **ADVIZOR
SOLUTIONS, INC.**

PRO Prospect
Research
ONLINE
WWW.IWAVE.COM

Consultants in Philanthropic Management

GG+A
Grenzebach
Giler and
Associates

 **WORKINGPHILANTHROPY.COM**

 **Legacy
Leaders**
Expect the Most

Ethics and Social Networking by Judy Myers Anderson

"Has 'online privacy' become an oxymoron, or are we bound to develop a 'new privacy' concept that prioritizes nuanced control of personal information?" begins an on-line notice about a conference on *The Ethics of Social Networking* sponsored by the Center for Internet and Society and the Stanford Center for Ethics.

The APRA code of ethics says members should support and further the individual's fundamental right to privacy. But, the basic – and as yet unanswered – question is: Do social networkers have a right to privacy? David Weisbrot, president of the Australia Law Reform Commission, said, "Laws designed to protect privacy in the outside world struggle to cope with the issues raised by online communities."

So, is it ethical to use information from social networking sites for research on constituents when it's not clear whether networkers have or expect a right of privacy for the information posted?

Don Tapscott, in his book Grown Up Digital, notes that a social networking site is a "place to share and connect, a kind of cyber community center." While Net Gen users (born between 1977 and 1997) and certainly other constituents have been making what Tapscott calls a big mistake in giving up their entire identities without significant thought about future consequences, he adds that because of this transparency, the definition of privacy may be changing from a totally open/totally hidden dichotomy to the more nuanced control mentioned above. As a result, networkers could have greater control of who sees what; sites like FaceBook and LinkedIn already have some privacy options to control access to information.

Another ethics consideration arises from the credibility of social network information. APRA's code of ethics says: "Advancement researchers should be experts on the reliability of sources (print, electronic, and otherwise), as well as the sources utilized by third parties to gather information on their behalf." Yet, the code further states: "Advancement researchers shall present information in an objective and factual manner; note attribution, and clearly identify information which is conjecture or analysis. Where there is conflicting information, advancement researchers should objectively present the multiple versions and state any reason for preferring one version over another."

With Web 2.0 and the Net Gen principle that on-line presence can and should be adapted to personal needs, the accuracy of many on-line sources is called into question. Unlike the Encyclopedia Britannica, Wikipedia entries can be edited, and LinkedIn and FaceBook bios can be as fictional as the social networker chooses. These often informative, but not necessarily factual, resources offer challenges to research professionals. Corroboration of information from other sources is essential; discretion in including this personal information in reports is critical.

Stephen M. Knight from WealthEngine.com and a member of APRA's Ethics Committee, wrote in a Connections article last summer, "View everything you find on a social network site with skepticism. Allowing people to construct personas online makes for great liberties with the truth." He also added recently, "I think it would be hopeless to suggest that development staff completely stay away from such sites for research purposes... I've always maintained that everything you do must be done to enhance the relationship between the donor/prospect and the institution."

Researchers should be willing to discuss this resource and to provide the network information, but should also be proactive in advising development staff about the possible flaws in the data and about its inappropriate use. Again, discretion is key in sharing the information. However, in the foreseeable future, no rock-solid resolution of the ethical question is anticipated.

"The Ethics Committee is in the process of rewriting/updated the APRA Code of Ethics," Knight explains. "I do not know if we will issue any formal statements on the use of social networks...precisely because the technology changes so quickly."

* * *

Judy Myers Anderson is Director of Advancement Services at Florida Atlantic University. She has been employed in University Advancement areas since 1979, working in Alumni Relations, Media, and Development. She has a bachelor's degree from Marquette University and an MBA from Indiana University. Originally from the Midwest, she has lived in Boca Raton for just over 20 years.