

Spring Newsletter

A Note from the President

by *David Desplaces*

As our next CASE/EAM conference approaches I am delighted to report that CASE is buzzing with activities. Many changes and opportunities ahead for everyone who wants to get involved (please see election/nomination section if interested in a position).

I am delighted to report that Gina Vega has accepted the editorship of the CASE Journal starting May 1. I want to give a special thanks to Peggy Naumes for landing her expertise and passion by which she elevated the journal to new heights. We are excited by what the future brings for our journal and our new editor.

Hartford Here We Come

Notes from our VP Programs by *Herbert Sherman*

I would first like to take this opportunity to thank you for participating in our 2009 conference in Hartford in May. If you are a new member to CASE, welcome! If you are an old friend, welcome back! For the new folks, we are a developmental organization whose main purpose is to assist our colleagues in researching, writing, and teaching using the case method of instruction. To that end, please note that we use a roundtable format rather than the typical presentation conference mode. Why? Because we see these sessions as “working sessions” where you, the authors, not only are given the opportunity to get feedback on your cases (completed, in process, or embryo) from expert case writers, reviewers, and editors who are facilitating the sessions but also that you are given an opportunity to assist you fellow writers in that same endeavor. We therefore ask that in all sessions that you engage your colleagues with constructive criticism; help them to help themselves.

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**CASE/EAM Registration
Deadline is near**

Election/Nomination Time

The Following Positions are up for election:

- VP-Programs
- VP-Membership
- Secretary
- Director of Mentoring
- Other possible positions:
 - Local Arrangement coordinator
 - Track chairs

Contact David Desplaces if you are interested or recommend anyone
(desplacesd@cofc.edu)

For Membership information

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CASE Membership Events in Hartford—Please join us for

Membership Breakfast - Warm Buffet Breakfast (Fri. May 15 - 7:30-8:30am in Mark Twain room)

Membership Networking - Enjoy a drink with fellow case writers, teachers and scholars (Frid. May 15 - 5:30-6:30pm in the hotel bar Element 315- one free drink per CASE member)

Case Mentoring by *Gina Vega*

We now have 10 mentors, generous colleagues who have offered their time and expertise to upcoming case writers and authors new to the process of writing teaching cases and instructional manuals. As a result, every single request for a mentor that I received

tise to upcoming case writers and authors new to the process of writing teaching cases and instructors' manuals. As a result, every single request for a mentor that I received this year has been filled, and several people have joined CASE just in order to take advantage of this excellent benefit. I thank the mentors most sincerely for their willingness to fit one more task into their busy lives and to live out the CASE approach and developmental philosophy.

As you will have read in David's message, I will shortly undertake the responsibilities of editor of *The CASE Journal* and will, as a result, have to relinquish the job of Director of Mentoring. I hope that one of our experienced mentors will be interested in taking over this post. If you are, please contact David or me before our conference in May...I will gladly provide all the information, lists, and assistance you may need. Leading the mentoring initiative has been an extraordinarily rewarding activity; you won't be sorry if you volunteer.

The CASE Journal Editor's LONG Notes by Margaret Naumes



It is hard to believe that it has been three years since I agreed to become editor of *The CASE Journal*! Has it been “Time flies when you’re having fun” or “May you live in interesting times”? The Journal was only two years old, but already had published four issues (two volumes) under its founder and first editor, Herb Sherman. Thank goodness for the pipeline of cases! Most of my first two issues was made up of cases that Herb had accepted.

By the way, cases published in *The CASE Journal* are available through Primis and ecch. Support CASE by purchasing published cases for your courses.

However, since May 2006 the flow of new submissions has been steady. The Journal’s reviewers have reviewed more than 90 cases. Many of the cases have been revised and re-submitted, some more than once – a tribute to the reviewers’ ability to provide helpful feedback. Fifteen of these cases already appeared in *The CASE Journal*, with another seven or even eight in the upcoming Spring 2009 issue (vol. 5:2). One more appeared as an “Integrative Case-Based Exercise,” in keeping with the Journal’s policy of welcoming case-based pedagogy. There have also been three installments of the “Professor Moore” series of articles about case writing and case teaching, with another due to appear in Fall 2009. Volume 3:2 (Spring 2007) also included an invited article on 21st Century Learning, based on a very popular industry/academic joint symposium held at the 2006 EAM/ CASE Association meeting. Currently, there are a dozen cases undergoing review – some of which will undoubtedly appear in Volumes 6 and onward.

Just as I became editor, the CASE Association signed its first agreement with a case distributor. Cases published in *The CASE Journal* are now available through both Primis and ecch. This change has created good news and bad news. The “bad” news: it has meant that the eyes of the world are potentially reading our published cases – which means that I, as editor, have to be both developmental and rigorous at the same time. My fantastic reviewers have risen to the challenge of considering both improvement and ultimate publishability, making my dual focus easier. There are also two pieces of “good news”: the cases on which our authors have worked so hard are now available to a much wider audience, and there is the possibility of earning royalties from the Primis and ecch sales. Case writing still won’t make you rich, however.

My most valuable resource has been my reviewers, as should already be obvious. A complete list of reviewers will appear in Volume 5:2. It’s only a very small “Thank You” to you dedicated people who found time to read and reread and think about someone else’s work, in addition to their own teaching/ writing/ grading, etc. My special thanks to the individuals who make up the Journal’s Editorial Review Board: Chad Carson, Jim Carroll, Alan Eisner, Tom Leach, Rebecca Morris, Bill Naumes, Ram Subramanian, and Stefanie Tate, who have repeatedly offered their time and their expertise in a wide variety of disciplines. Thank you all!

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As you may have guessed from the retrospective tone of my first paragraph (or you may already have read in Our President's column), I am turning the editor's position to Gina Vega. Gina is an extremely experienced case writer and reviewer, and is one of the most developmental people I know. She has written her own manual for student case writers, and co-authored all three of the Professor Moore articles that have appeared in my volumes. Gina will take the Journal to new levels of operating efficiency, but more important will share her vision of what a good case should be. She will also come up with her own ideas for new types of submissions that will enhance case writing, case teaching, and case research.

Best regards to all – and keep writing those cases!

Peggy Naumes

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