

Oration for Joanna Motion
Monday 19th December 2011

Chancellor, Honoured Guests, Colleagues, Ladies and Gentlemen,
Graduands

In the year 2000 the Council for Advancement and Support of Education, known as CASE, appointed Joanna Motion as Executive Director of CASE Europe and then, in 2003, as inaugural Vice President for International Operations.

In little more than a decade Joanna became a hugely significant figure, playing a leading part in a transformation that would propel University advancement to a mainstream role in the future of Higher Education.

Joanna's early career prepared her particularly well for the demands of the pivotal leadership role she was to fulfil at CASE, where she would need to address every element of University advancement spanning marketing, communications, fundraising and alumni relations.

Graduating in 1973 from Lady Margaret Hall, Oxford with a degree in English Language and Literature, Joanna worked at Oxfam before beginning her career in Higher Education. Appointments at the Universities of Hull and East Anglia were followed by a challenging and stretching appointment in first alumni relations and then also fundraising at the University of Melbourne. In 1994 Joanna joined the University of Kent where her responsibilities would expand to cover the full advancement spectrum.

And then came the CASE years.

At CASE, Joanna has helped to fundamentally change the way advancement in general, and fundraising and alumni relations in particular, are perceived. Philanthropy has become a significant source of income for Universities in the UK, worth more than 500 million pounds each year.

CASE provides a wide range of training and development opportunities for the professionals who are leading this step-change. Joanna's constant

mission at CASE has been to grow capacity for the future, by developing young and inspirational leaders with the courage and confidence to succeed in the demanding roles of University advancement.

For its success CASE depends heavily on volunteers who provide leadership and present its programmes. Their input is of the highest standard, as it comes direct from experienced practitioners. Recruiting, developing, supporting, managing and, especially, thanking this volunteer army is a huge task, and one at which Joanna excels.

One of Joanna's greatest successes was to help secure Government funding for a 200 million pound match funding scheme, where donations to Universities would be matched. This is another way in which Joanna has made a direct and tangible contribution to more than 150 Universities and colleges in the UK, including Loughborough itself.

Joanna is always quick to recognise the contributions made by others. Asked about the one thing that most affected her, she highlighted a major gift to the University of Kent distinguished, she says, by the total and complete altruism of the donor.

Joanna Motion has made a tremendous contribution to the advancement of Higher Education in the UK, in Europe and across the world. The impact of her work will continue to grow as the numerous professionals developed during her time at CASE assume senior leadership roles.

All this has been achieved with wonderful style and panache, good grace and a great sense of fun making Joanna a much loved figure among advancement professionals across the world.

Chancellor, it is a great personal pleasure and honour to present to you, and to the whole University, the inspirational Joanna Motion for the Degree of Doctor of the University, *honoris causa*.