

July 9, 2007

TO: Mark Higgins, President of ATA

FROM: Raquel Alexander  
Chair, ATA Teaching Innovations Committee

**Winner will be announced on August 6, 2007.**

Our committee has selected the winner of the 2007 ATA/Deloitte Teaching Innovation Award. We received many outstanding submissions and selected Mary Margaret Frank's submission "How to Put More Strategy in Your 'Taxes and Business Strategy' Course: A Case Method Approach."

**Public Relations Efforts**

Our committee has worked closely with Deloitte to increase the recognition of the winner. This year, Deloitte will issue a press release to coincide with the AAA meeting. Deloitte will make a presentation to Prof. Frank at University of Virginia. Deloitte will send letters to the University of Virginia and Darden School administration regarding Prof. Frank's outstanding achievement.

**Material Dissemination**

Our committee was concerned that few ATA members were availing themselves of prior teaching innovation award materials. Therefore, our committee worked closely with Prof. Frank and Darden publishing to create a secure website to host the winning submission. ATA members will no longer be required to contact the winner for teaching solutions and teaching notes. The course syllabus, class notes, cases, and teaching notes will be available online for one year, commencing August 6, 2007. ATA members will receive an email providing access and log-in information. We hope our *innovation* will increase ATA members use of these excellent materials.

**THANKS to my committee**

I am very appreciative of the contributions of my committee members: Robert Gardner, Sharon Lassar, Bobbie Martindale, Rod Monger, Sarah Nutter, Kent Royalty, and Kathleen Sinning. It was a great pleasure working with these dedicated and energetic ATA'ers this year!