THE

UNIVERSITY OF CHICAGO

UNIVERSITY - ALUMNI RELATIONS
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A SURVEY
and
A SUGGESTED PLAN

Prepared and Sketched
by
A Special Committee Created by
The Alumni Council
FOREWORD

With the passing of a third of a century the University has entered upon a new era. Not the least significant of newly developed conditions is the strength and interest of the Alumni. They have been aroused and enthused and have given evidence of their support.

The Alumni have now become a factor in the life of the University. The University may well continue to be a factor in the life of the Alumnus.

The experience of the past year emphasizes as never before the value of close and sustained communication between the University and its Alumni.

The Alumni Council, consequently, is prompted to voice a desire and suggest a way to cement this relationship.
PART ONE

A SURVEY

An estimate in outline of what has been and can be done to create, increase and maintain Relations between the University and its Alumni.
Premise

A University fulfills a needed public function.
The University of Chicago is such an institution.
It is now a great University.
It is still to grow and extend its service.
To best accomplish its development all units
must cooperate.

I

THE UNIVERSITY BODY

The University is composed of:

1. Trustees
2. The President and Faculties
3. Students
4. Alumni

Of these, contacts with Alumni are least developed.

Alumni Records

After 33 years the University, on March 1, 1926,
has on its Alumni address records:

A. 1. College Graduates 11,996
   2. Graduates from Graduate Schools (Ph.D. and A.M.) 4,933
   3. Professional School Graduates (Rush, Law, Divinity) 5,348

Total of Graduates 22,271
B. Former students (non-graduates)  
(most addresses recently obtained)  7,121

C. Grand Total on Alumni Records 29,392

Graduates are increasing at the rate of over 1500 a year.  
Former student records are increasing materially each year.

Approximately 32 per cent of the Alumni are in Chicago and vicinity. The others are in all parts of the country, with a considerable number in foreign lands.

The Alumni are to be recognized as a part of the University body. They comprise a group to be cultivated and a new force to be properly directed toward strengthening and advancing the University.
II

ALUMNI CHARACTERISTICS

In published contributions on the subject of alumni generally it has been variously observed and stated that:

"There is too great confinement of interest among the Alumni to the college of their undergraduate days . . . Many a man feels his loyalty solely upon sentimental reverence for the past."

"The graduate never comes back to visit a classroom, but he does come back to be a boy again."

"The dominant preoccupations of the body of the Alumni are not of an intellectual order. They love profoundly their university, they interest themselves in its prosperity and sustain it materially with a mighty generosity, but in the memories of youth which attach them to it, the intellectual side plays but a minor part."

"It is the joyous sporting and worldly side of college life whose traditions the Alumni are anxious to maintain."
"The influence on athleticism and exaggerated fraternity life is not usually deliberate, but is due to the fact that these are the easiest things to talk about . . . but when their minds are prepared, they show great interest in academic matters."

"The Alumni have little knowledge of educational movements or college responsibilities on which to base any interest they might be disposed to give to the evolution of college thought."

"Any college which could have the really intelligent interest and cooperation of a large part of its Alumni body in working out its destiny to major usefulness would become of such striking serviceability as to be beyond comparison."

"In the tradition and the fact of Alumni loyalty colleges have an engine of terrific power."
REASONS FOR ALUMNI CONTACTS

Some reasons for developing contacts with Alumni are:

1. From the viewpoint of the University -

   (a) Alumni are the human product of the University.

   (b) Alumni are becoming influential factors in their respective communities, professions and vocations, as reflecting their University training.

   (c) Alumni are increasingly reliable sources of financial assistance to the University
       (1) Directly, from themselves;
       (2) Indirectly, from contact with prospective citizen donors.

   (d) Alumni are a far flung line of representatives in upholding the good name of the University and in extending its influence.

   (e) The University can profit at times from Alumni opinions and suggestions as to education and allied subjects, but the Alumni must know the problems of today and what the University is trying to do.

   (f) A cordial and loyal relation between any university and its alumni is always of general and increasing advantage to the institution.

2. From the Alumni point of view -

   (a) University contact affords continued intellectual and cultural inspiration.

   (b) Alumni appreciate the honor and privilege of recognized kinship with a great and growing educational institution.

   (c) Alumni are kept in touch with one another to their personal, social, professional and business advantage.

   (d) A large and growing number of Alumni are glad for the opportunity to cooperate with the University financially and otherwise.

   (e) Such contacts strengthen educational and other ideals fostered and taught by the University.

   (f) Alumni desire recognition of their cherished sentiments and efforts for the University.
IV

PAST RELATIONS WITH ALUMNI

Up to this time the relations between the University of Chicago and its Alumni have been through the following phases and channels -

1. The Alumni organization, as hereinafter outlined, has been until 1925 almost the only medium of communication with Alumni, and it alone has been responsible for Alumni meetings, reunions, interests, and activities.

2. The recent Development Campaign witnessed the first deliberate and forceful effort on the part of the University to directly reach and interest its Alumni.

3. The election of worthy Alumni to the Board of Trustees has given the general Body of Alumni representation and a voice in the councils of the University.
BRIEF HISTORICAL SKETCH OF ALUMNI ORGANIZATION

It has long been characteristic of alumni of American colleges and universities to organize on behalf of their institutions. Many millions of dollars for higher education have resulted. American alumni seem to appreciate and cherish their institutions instinctively. Old University of Chicago Alumni, for instance, maintained some organization even after the institution disappeared; they assisted in the creation of the new University; and they assisted in the Development Campaign. When Rush was merged with the University, the Rush Alumni had to be reassured that their attachments to "Rush" could continue. This same spirit, so characteristic of American alumni everywhere, has been expressed by Alumni of the new University of Chicago from the beginning.

Soon after the first class was graduated in 1892 they organized an informal Alumni Association. For a while it functioned mainly as a College Alumni Association. Then, in turn, Divinity, Doctors of Philosophy, and Law associations were formed.

In 1907, while our Alumni were small in numbers and quite young, an Alumni Magazine was started, with assistance from the University. For several years, later, it was combined with the University Record. In 1914 this arrangement was abandoned; the Alumni organization took complete charge of the Magazine, and has sustained it ever since. In 1907, also, the University employed an Alumni Secretary and assisted in establishing and financing an Alumni Office.

In 1909, to obtain closer cooperation between the several associations, the Alumni Council was organized, with proportionate delegates from the College, Divinity, Doctors of Philosophy, and Law associations, and delegates from the Chicago Alumni and Alumnae clubs. In recent years School of Education, Commerce and Administration, and Rush Medical alumni associations have joined the Council.

The Quarter Centennial Celebration in 1916 revealed most effectively the developed attention of the Alumni through proper stimulation. The first great and representative gathering of Alumni, on this occasion, indicated their possibilities for organized interest on behalf of the University. This interest increased, to the extent that, since 1920 the Alumni Council, for all general purposes, has been largely self-supporting. There are now over 5800 active members in our Alumni organization.
In 1919 the Alumni Fund, after a brief campaign, was established. As a result there are now over 900 Life Members of our Association; almost $115,000 has been subscribed to this special Fund, with over $101,000 paid in and invested. Besides putting Alumni activities on a firmer basis, the raising of this Fund revealed the possibilities of our Alumni for financial assistance to the University itself. In a sense, it prepared the way for the large Campaign recently conducted—just as that Campaign has well prepared the way for a still larger Alumni effort later.

In recent years, also, minor campaigns—for memberships, Manuscripts, portraits—have been conducted, either by the Council or by the separate Associations, with considerable success.

In 1924, through the cooperation of the Council, the Alumni Clubs, and the University, the lecture tour of Professor Edgar J. Goodspeed, lecturing on his American Translation of the New Testament, was conducted, bringing Alumni and the public throughout the country in much closer touch with intellectual activities at the University and gaining wide publicity for the institution.

Aside from such special activities, the Alumni organization, as represented in the Alumni Council, has carried on its general and regular purposes. Its contribution to the recent Campaign, directly and indirectly, is later briefly outlined. It employs the Alumni Secretary, publishes the Alumni Magazine, finances the Alumni Office, with some special assistance from the University for Alumni records, fosters Alumni Club and Class activities, conducts reunions, and carries on the general activities of the Alumni.

The Alumni organization of the University of Chicago has in many ways justified its creation and existence. As the years have passed, though its history is still comparatively brief and its means limited, it has obtained high rank among the larger alumni associations of the country; and its activities, growing slowly but steadily in number, importance and significance, have added materially to the general welfare and progress of the University it is purposed to serve.
VI

ALUMNI ORGANIZATION AND ACTIVITIES

(A) Organization:

The general organization of our Alumni is somewhat complicated and enlists annually several hundred Alumni in active work of varying degrees of importance. In the main, the organization is as follows:

(1) Alumni Council
(2) Alumni Associations
(3) Alumni Clubs
(4) Classes
(5) Special Groups

(1) The Alumni Council

The Alumni Council is the central governing body. It guides and maintains all activities that relate to Alumni in general, regardless of special interests. As outlined in the historical sketch, the Council is composed of a proportionate number of delegates from the associations and the Chicago clubs, a certain percentage of whom are elected each year.

(2) Alumni Associations

There are at present 7 Alumni associations, as listed below. These associations carry on matters of special interest to their own Alumni and provide channels of special contact. Although separate organizations -- electing their own officers, their Council delegates, and maintaining their own organization -- they are created and function under the By-laws of the Alumni Council, which By-laws delegate to the Council all general Alumni matters, such as publication of the Magazine, general reunions, etc. The present associations are:

College Alumni Association
Divinity Alumni Association
Doctors of Philosophy Association
Law School Association
School of Education Association
Commerce and Administration Association
Rush Medical College Association
(3) Alumni Clubs

There are now 72 clubs, located in all parts of the country, and several in foreign countries. About 50 of these clubs give promise of continued organization and reasonable activity. The general aim is to have them hold at least one annual meeting and another meeting during the year. They elect their own officers and, so far as possible, conduct and finance their own meetings and affairs. A number of our clubs, particularly those in several of the larger cities, are now very well organized and conduct a series of meetings during the year with considerable success. These clubs form helpful units in maintaining close relations between Alumni and the University in club localities.

(4) Classes

Class organization at the University of Chicago has never been as successful as obtains at most Eastern universities where class organization has long been the basis of Alumni activity. However, class interest is not, by any means, entirely dormant among Chicago Alumni. It has been sufficient in a number of cases to maintain a fairly creditable form of class organization and to bring about class meetings and activities to a considerable extent, particularly at reunions and general Alumni gatherings. The class unit, as a part of the general machinery, serves best for some purposes, especially among the College Alumni.

(5) Special Groups

In addition to the units above outlined, there are special groups of Alumni, such as "C" Men, honor societies, fraternities, women's clubs, and other organizations which at times form the basis for some valuable Alumni contact. In the main, these take care of themselves, but there is room for special activity in connection with them.
Alumni Officers

Number enlisted:

Alumni Council
The seven Associations, with an average of four officers each 45
Some 72 Alumni Clubs, with an average of three officers each 28
About 25 classes, for Reunion, etc., with an average of two officers each 216
Several special committees, about 50

This totals 12

351

It can be conservatively said that, in any normal year, our Alumni organizations and activities enlist the services of around 300 Alumni, as active officers and assistants.

Attached hereto is the list of the main officers of the Alumni Council, the associations, the Alumni Clubs and the Classes, as taken from the current issues of the Alumni Magazine. This indicates, in a personnel way, our present Alumni organization as outlined previously.
THE ALUMNI COUNCIL OF THE UNIVERSITY OF CHICAGO

Chairman, Earl D. Hostetter, '07, J.D., '09
Secretary-Treasurer, Adolph G. Pierrot, '07

The Council for 1925–26 is composed of the following delegates:

FROM THE COLLEGE ALUMNI ASSOCIATION, Term expires 1926: Elizabeth Faulkner, '83; Herbert L. Markham, '06; Helen Norris, '07; Raymond J. Daly, '12; Mrs. Charles F. Grimes, '17; Robert M. Cole, '22; Term expires 1927; Herbert P. Zimmermann, '01; Frank McNair, '03; Leo F. Wormser, '04; Earl D. Hostetter, '07; Arthur A. Goes, '08; Lillian Richards, '19; Term expires 1928; John P. Menzner, '98; Clarence W. Sills, ex-'05; Hugo M. Friend, '06; J. D., '08; Harold H. Swift, '07; Mrs. Phyllis Faye Herton, '15; Barbara Miller, '18.

FROM THE ASSOCIATION OF DOCTORS OF PHILOSOPHY, Herbert E. Slaught, Ph.D., '98; W. L. Lewis, Ph.D., '09; C. A. Shull, '05, Ph.D., '09.


FROM THE SCHOOL OF EDUCATION ALUMNI ASSOCIATION, Mrs. Scott V. Eaton, '09, A. M., '13; Butler Laughlin, Ex., '22; William C. Reeves, A. M., '11.

FROM THE COMMERCE AND ADMINISTRATION ALUMNI ASSOCIATION, Frank E. Weakly, '14; Donald P. Bean, '17; John A. Logan, '21.

FROM THE RUSH MEDICAL COLLEGE ALUMNI ASSOCIATION, Ralph C. Brown, '07, M. D., '09; George H. Coleman, '11, M. D., '13; Dallas B. Phemister, '17, M. D., '04.

FROM THE CHICAGO ALUMNAE CLUB, William H. Lyman, '24; Sam A. Rothermel, '17; Roderick MacPherson, ex-'16.


Alumni Associations Represented in the Alumni Council

THE COLLEGE ALUMNI ASSOCIATION; President, Earl D. Hostetter, '07, The Rockefeller Club; Secretary, Adolph G. Pierrot, '07, University of Chicago.

ASSOCIATION OF DOCTORS OF PHILOSOPHY: President, W. L. Lewis, Ph.D., '09, 509 S. Wabash Ave., Chicago; Secretary, Herbert E. Slaught, Ph.D., '98, University of Chicago.

DIVINITY ALUMNI ASSOCIATION: President, Elijah Hanley, ex, First Baptist Church, Berkeley, Calif.; Secretary, Bruce E. Jackson, D.D., '10, 223 Wilson Ave., Salt Lake City.


SCHOOL OF EDUCATION ALUMNI ASSOCIATION: President, Carolyn Hoefner, A.M., '18, 848 No. Dearborn St., Chicago; Secretary, Lillian Stevenson, '21, University of Chicago.

COMMERCE AND ADMINISTRATION ALUMNI ASSOCIATION: President, John A. Logan, '21, 235 So. La Salle St., Chicago; Secretary, Miss Charity Budinger, '30, 6031 Kimbark Ave., Chicago.

RUSH MEDICAL COLLEGE ALUMNI ASSOCIATION: President, Ralph W. Webster, '95, Ph.D., '02, M.D., '98, 27 E. Washington St., Chicago; Secretary, Charles A. Parker, M.D., '91, 7 W. Madison St., Chicago.

All communications should be sent to the Secretary of the proper Association or to the Alumni Council, Faculty Exchange, University of Chicago. The dues for membership in either one of the Associations named above, including subscription to The University of Chicago Magazine, are $2.00 per year. A holder of two or more degrees from the University of Chicago may be a member of more than one Association. In such instances the dues are divided and shared equally by the Associations involved.
OFFICERS OF THE UNIVERSITY OF CHICAGO ALUMNI CLUBS


ATLANTA, and DECATUR, GA. (Georgia Club). Robert P. McLarty, Healy Building.

AUSTIN, TEXAS. Pres., J. M. Kuehne, University of Texas.

BALTIMORE. Md. Sec., Lois Whitney, Goucher College.

BOISE VALLEY, IDAHO. Sec., Mrs. J. P. Pope, 702 Brumback St., Boise.

BOSTON (Massachusetts Club). Sec., Pearl McCoy, 70 Chase St., Newton Center, Mass.

BOWLING GREEN, KY. Pres., Ella Jeffries, West Ky. State Teachers College.

CEDAR FALLS and WATERLOO (IOWA). Sec., Mrs. E. Grace Rait, Iowa State Teachers College, Cedar Falls, Ia.

CEDAR RAPIDS, IOWA. Sec., L. R. Abbott, 113 First Ave. West.

CHARLESTON, ILL. Sec., Miss Blanche Thomas, Eastern Illinois State Teachers College.

CHICAGO Alumni Club. Sec., Mrs. H. B. Horton, 1222 E. 56th St.

CHICAGO Alumni Club. Sec., Roderick MacPherson, 100 S. La Salle St.

CINCINNATI, 0. Sec., E. L. Talbert, University of Cincinnati.

COLUMBUS, 0. Sec., Erna B. Hahn, 925 East 10th St.

COLUMBUS, Ohio. Sec., Ward G. Reeder, Ohio State University.

DALLAS, TX. Sec., Rachel Foor, 725 Exposition Ave.

DAYTON, OHIO. Sec., Ada Rosenthal, 1034 Grand Ave.

DENVER (Colorado Club). Sec., Beatrice Gilbert, 825 Washington St.


DETOIT, Mich. Sec., Mrs. Emma N. Seaton, 12162 Cherrywood Ave.

EMPORIA, KAN. Pres., Pelagius Williams, State Normal School.

GRAND FORKS, N. D. Pres., Dr. John M. Gillette, University of North Dakota.

GRAND RAPIDS, Mich. Sec., Mrs. Floyd McNaughton, 150 Mayfield Ave, N. E.

HUNTINGTON, W. VA. Sec., Charles E. Hedrick, Marshall College.


INDIANAPOLIS, IND. Sec., Mary E. McPheters, 52 N. Audubon Rd.

IOWA CITY, Ia. Sec., E. W. Hills, State University of Iowa.


KANSAS CITY, Mo. Sec., Mary S. Wheeler, 5351 Olive Street.

KNOXVILLE, TENN. Sec., Arthur E. Mitchell, 415 Castle St.


LAWRENCE, KAN. Sec., Earl U. Manchester, University of Kansas.

LEXINGTON, KY. Sec., Mrs. Charles A. Norton, Transylvania College.

LONG BEACH, CAL. Pres., Herbert F. Ahlswede, 2606 E. Second St.


LOUISVILLE, KY. G. T. Ragdale, 1485 So. 4th St.

MANHATTAN, KAS. Sec., Mrs. E. M. C. Lynch, Kansas State Agr. College.

MEMPHIS, TENN. Sec., Miss Elizabeth Williford, 1917 Central Ave.

MILWAUKEE, Wis. Sec., Harold C. Walker, 407 E. Water St.


MONTANA. Sec., Dr. L. G. Dunlap, Anaconda.


NEW ORLEANS, LA. Sec., Mrs. Erna Schneider, 4312 South Tonti St.


NEW YORK Alumni Club. Sec., Ruth Reticker, 126 Claremont Ave., N. Y. C.

OMAHA (Nebraska Club). Sec., Juliette Griffin, Central High School.

PHILADELPHIA, Pa. Sec., Renslow P. Sherer, 20 So. 15th St.

PITTSBURG, KANSAS. Sec., Dr. F. Harold Rush.
Officers of The University of Chicago Alumni Clubs—Continued

PORTLAND, ORE. Sec., Jessie M. Short, Reed College.
Rapid City, S. D. Sec., Della M. Haft, 928 Kansas City St.
St. Louis, Mo. Sec., L. R. Felker, 5793 Westminster Place.
Salt Lake City, Utah. Sec., Hugo B. Anderson, 1021 Kearns Bldg.
San Antonio, Tex. Sec., Dr. Eldridge Adams, Moore Building.
San Francisco, Cal. (Northern California Club). Sec., L. W. Allen, 714 Hobart Bldg.
South Dakota. Sec., Lida Williams, Aberdeen, S. D.
Springfield, Ill. Sec., Miss Lucy C. Williams, 714 First Nat'l Bank Bldg.
Terre Haute, Ind. Sec., Prof. Edwin M. Bruce, Indiana State Normal School.
Toledo, Ohio. Sec., Miss Myra H. Hanson, Belvidere Apts.

TOPEKA, KAN. Sec., Anna M. Hulse, Topeka High School.
Urbana, Ill. Sec., Gail F. Moulton, State Geological Survey.
Washington, D. C. Sec., Mrs. Jessie Nelson Barber, The Kenesaw, 16th & Irving St., N. W.
West Suburban Alumnae (Branch of Chicago Alumnae Club). Clarissa Schuyler, Oak Park High School.
Manila, P. I. C. Benitez, Philippine Herald.
Shanghai, China. Sec., Mrs. Eleanor Whipple Peter, 50 Route de Say Zoning.
Tokyo, Japan. E. W. Clement, First High School.

CLASS SECRETARIES

'93. Herman von Hobt, 72 W. Adams St.
'95. Charlotte Foye, 5602 Kenwood Ave.
'96. Harry W. Stone, 10 S. La Salle St.
'97. Stacy Mosser, 29 S. La Salle St.
'00. Mrs. David Harper Eaton, 5744 Kimbark Ave.
'01. Marian Fairman, 4744 Kenwood Ave.
'02. Mrs. Ethel Remick McDowell, 1440 E. 56th Pl.
'03. Agnes J. Kaufman, Lewis Institute.
'04. Mrs. Ida C. Merriam, 1364 E. 54th Pl.
'05. Clara H. Taylor, 5925 Indiana Ave.
'06. Herbert I. Markham, N. Y. Life Bldg.
'07. Helen Norris, 75 W. Adams St.
'08. Wellington D. Jones, University of Chicago.

'09. Mary E. Courtenay, 1338 E. Marquette Rd.
'10. Bradford Gill, 208 S. La Salle St.
'12. Elizabeth A. Keenan, 739 W. 54th Place.
'15. Mrs. Phyllis Fay Horton, 1229 E. 56th St. Ave.
'16. Mrs. Dorothy D. Cummings, 7214 Yates Ave.
'17. Lyndon H. Lesch, 230 S. Clark St.
'18. Barbara Miller, 5520 Woodlawn Ave.
'20. Roland Holloway, University of Chicago.
'21. Elizabeth Williford, Memphis, Tenn.
'22. Mina Morrison, 5600 Dorchester Ave.
'23. Egil Krogh (Treas.), 5512 Ellis Ave.
'25. Mrs. Ruth Suggs, Laun, 8159 Cornell Ave.
(B) Activities:

The activities of the Alumni Council alone, aside from the activities of the other organizations in the whole Alumni machinery, cannot be presented in minute detail. They have already been suggested. The following outline, however, gives a fairly full indication of the type of work done in the Alumni Council office as a centering agency for general Alumni affairs.

1. Conducting Alumni Office
2. Maintaining Alumni Records
3. Publishing Alumni Magazine
   (a) Editing
   (b) Advertising
   (c) Records and distribution
4. Developing Alumni Clubs
5. Assisting in Development Campaign
6. Compiling, publishing and distributing General Alumni Directory
7. Compiling and distributing minor directories, e.g., Ph.D. Register
8. Conducting June Reunion
9. Conducting Fall Homecoming
10. Sending out Alumni literature
11. Reception of visiting Alumni
12. Alumni and related correspondence
13. Occasional special campaigns - Membership, Alumni Fund, Manuscripts, Paintings, etc.
14. Handling Alumni organization finances
15. Obtaining memberships and subscriptions
16. Regular and special meetings
17. General and special reports
18. Mailing occasional University literature
19. Encouraging Class Organization
20. Relations with Alumni Offices of other institutions
21. General and special Alumni lists and information.
(C) Office Personnel:

Alumni Secretary. General executive in charge of Alumni matters under direction of the Alumni Council. Serves also as Editor and Business Manager of the Magazine.

Part-time Advertising Assistant
Association Records Assistant
Stenographer
Files Manager
Addressograph Operator
Two clerical-files assistants
Incidental help, as required for special heavy mailing.

(D) Finances: (Starting year, October 1, 1925)

Income -
(1) 6000 members @ $2.00 a year $12,000
(2) Surplus available from annual Alumni Fund income 2,500
(3) Allowance from University for Records 4,100
(4) Advertising, average 2,000
(5) University Reunion allowance 500
(6) Incidental 400
Total $31,500

Expenditures -
(1) Secretary and office force $12,600
(2) Manufacturing and distribution of Magazine 6,000
(3) Reunion, etc. 1,000
(4) Associations, special 700
(5) General Expense 1,200
Total $21,500

The Alumni organization has been and is functioning about as well as the limited means permit. Office, Magazine, supplies, mailing, and incidental expenses, as against somewhat fixed and limited income, do not permit desirable extensions and activities. Deficits have been avoided, and a slight surplus maintained. The above general statement indicates how, thus far, average income just about meets average expenses for the necessary and fundamental functions.

With increased resources or financial assistance, the organization activities might well be developed to include many of the suggestions hereinafter set forth.
ALUMNI PARTICIPATION IN DEVELOPMENT CAMPAIGN

At the 1924 June Reunion, President Burton announced that plans for greatly increasing the buildings and resources of the University were being formulated and that the Alumni would soon be called upon to assist in the task of their realization.

In the fall of 1924 the Development Committee of the Trustees caused to be organized an Alumni Campaign as the first step in its endeavors. An Alumni Executive Committee, under the leadership of Herbert P. Zimmermann, '01, was formed to head this Alumni Campaign. The work was carried on in Campaign Headquarters established in the Lytton Building, Chicago.

Practically all of the Campaign leaders, and many of the workers, have been or are officers in the Alumni organizations. Most all of the present Alumni organization officers took some part in the Campaign, and in various ways the Alumni machinery and personnel already in existence cooperated to an important extent. In addition the Alumni organizations had provided considerable groundwork on which the structure of the Campaign was erected.

The major portion of direct work on the Campaign was carried on by those in charge of the special office created for that purpose and with funds provided by the University.

Many printed pamphlets and communications were addressed to Alumni in rapid succession. Numerous meetings of Alumni were held at strategic points all over the country; speaking tours were arranged; and thousands of personal calls were made.

The sudden and startling attention bestowed upon Alumni was unprecedented, and in marked contrast to any evident interest theretofore displayed by the University in its Alumni.

This Campaign was successfully conducted. New methods of contact with Alumni were employed, Alumni interest was aroused and wide-spread enthusiasm was created.

As a result, far-reaching financial relationships and Alumni support for the University have been inaugurated. Over 11,000 Alumni subscriptions were secured and the Alumni quota of $2,000,000, for endowment, will probably soon be completed, or at least practically obtained.

With a financial interest in the affairs of the University there will come an increasing personal interest on the part of thousands of Alumni -- and thus, in some ways, a more valuable result than the funds contributed.
VIII

FUTURE RELATIONS WITH ALUMNI

If it is desired to continue and develop regular contacts with the Alumni, some possible methods are listed hereinafter.

The University could accomplish the purpose -

(a) Through a separately organized agency, as was adopted for the Development Campaign;

or

(b) Transfer such special work to, and as a function of, the present Alumni organization.

The following are submitted as possible methods of contact. Any of them might be adopted as a beginning, and as funds become available, more of them may be employed and eventually worked into one large comprehensive plan.

Established Methods

Materially furthering the present methods developed and now employed by the Alumni Council;

(1) Improving the Alumni Magazine and securing the widest possible Alumni circulation. It is to be here noted that the Alumni Magazine reaches only about 20% of the Alumni, and by not having universal distribution much of its value is lost.

(2) Making the June Reunions attractive and impressive and securing a larger attendance. Active participation by the University in Reunion affairs, such as:

(a) Special dinner to Shanty group, by the University;

(b) Special receptions by Faculty members;

(c) Faculty attendance at general Reunion events.
(3) Likewise, making the Fall Homecoming notably successful.

(4) Cooperation in development of Alumni Clubs, which in turn may be of service by exerting a local influence in favor of the University, by providing and recommending scholarships, and by the recruiting and discriminating selection of entrants.

(5) Developing the records department and extending list of known addresses of Alumni.

(6) More frequent publication of an Alumni Directory.

(7) Establishing better methods for the reception and entertainment of visiting Alumni, and extending opportunities for visiting classes, new buildings, and meeting faculty members.

(8) Developing Alumni Council efforts as they may relate to some of the subsequent suggestions.

University Communications

A plan whereby every graduate and former student on the records will receive at least one communication from the University each year. For this purpose, the following kinds of communications are suggested:

(1) A brief annual report on the University signed by the President.

(2) A letter from the President, summarizing the year just past, outlining the more immediate University needs and aims, and announcing gifts.

(3) An invitation from the President to attend Homecoming or to attend June Reunion, or both.

(4) A small illustrated booklet on the University (somewhat on the order of the Summer Quarter circular).
(5) A special edition of the Alumni Magazine, financed by the University, sent to all Alumni.

(6) A special illustrated booklet on the annual progress of buildings at the University.

(7) Annual report on progress of Alumni and other campaign endeavors, from the Committee on Development.

(8) Special bulletins announcing important research discoveries at the University and their significance.

(9) A letter from some well known dean or other Faculty leader.

(10) A Christmas and New Year greeting.

(11) Special letters, perhaps:

   (a) To Alumni from some man Dean.

   (b) To Alumnae, from some woman Faculty member.

(12) A questionnaire, asking Alumni opinions on value of their education, or of particular courses, etc., inviting suggestions.

(13) Special school and departmental news -- to Alumni of Law School, Rush, Education, Doctors and others.

(14) Mailing of applications for football tickets with a cordial assurance that Alumni orders will be filled.

(15) Airplane view of University -- for office or home framing.

(16) A double letter -- from President of the University and Chairman of the Alumni Council.

(17) A photograph of the President for framing.

Alumni Field Secretary

A special employee engaged to organize, develop, and carry out direct contacts with and through the Alumni. Some possible functions of such an officer are:

(1) Visit and assist at Alumni Club meetings.
(2) Meet Club officers, assisting in building up their local clubs and local club influence.
(3) Develop inter-club district relationships where clubs are close together.
(4) Perhaps develop a National Association of Chicago Alumni Clubs.
(5) Assist in meetings of district and national Club groups and associations.
(6) Bring all Clubs in closer contact with the Alumni Council.
(7) Meet prominent and influential Alumni in all sections of the country, keeping them interested and developing their constant cooperation.
(8) Developing contacts, through Alumni, for increased local University and Club publicity; assisting the University's Publicity Bureau.
(9) Collect first-hand information about Alumni, for Alumni Office records and for special University purposes.
(10) Collect special Alumni material for the Magazine.
(11) Develop "returning" spirit for Homecoming and for the June Reunion, as well as individual visits during the year.
(12) Attend educational and other meetings, state and national, where Alumni may be present in some numbers, and assist in holding some special Chicago affair at such times.
(13) Distributing University literature, views, etc., in cooperation with local Clubs, to libraries, high schools, etc.,
(14) Routing through and presenting annual motion pictures of the University, for Clubs and local communities, as arrange.
(15) Interviewing and giving information to prospective students as introduced and recommended by Alumni.

(16) Obtaining opinions and suggestions from Alumni.

(17) Obtaining funds for the University, from time to time, from Alumni groups and individuals.

(18) Interesting local prominent citizens in the University, particularly in the Middle-West, as introduced by Alumni; possibly obtaining financial assistance or "leads" for the University.

(19) Some possible organization work with class officers.

(20) Getting Alumni to join the Alumni Association.

(21) Assisting in any other special contact purposes in the field.
Faculty Representatives

Many of the faculty are strangers to the Alumni of former years. The cultivation of a mutual acquaintance should be encouraged and opportunities for such acquaintance created when Alumni visit the University, and when faculty members are invited to Alumni gatherings. Faculty members might well

(1) Attend and address Alumni Club meetings.

(2) Meet prominent local Alumni and, through them leading local citizens, when possible.

(3) Address semi-public or public gatherings, as arranged by local Alumni or Clubs.

(4) Obtain from Alumni opinions and views on the University and on departments.

As to meeting and addressing local Alumni Clubs and groups, some plan might be worked out so as to assure each Alumni Club at least one speaker from the Faculty every year, preferably for the Club's Annual Meeting.

Lecture, Study and Reading Courses

(1) Offer special outline courses to individual Alumni on selected subjects in Business, Literature, Science, etc.

(2) Special reading outlines on latest books in certain fields:

(a) To Alumni in general;

(b) To Alumni of departments, as offered by the department.

(3) Reading and discussion courses to groups of Alumni, organized by themselves for that purpose.

(4) Reading and discussion courses for Alumni Clubs.

(5) Some special printed lecture of general interest and outstanding importance - (like one of the Orchestra Hall lectures).
Annual list of books published by the Faculty.

Departmental or School list of books published by members of the department or school during the year, to Alumni of the department or school.

Annual list of books printed by the University Press.

Provide what may be virtually a University Extension among Alumni.

Lecture Tours

Conduct an annual lecture tour, for Alumni and under auspices of Alumni, like recent Goodspeed Lecture.

A Speakers' Bureau might be provided and a complete register maintained of the speaking engagements of the faculty.

Arrangements might be made, through Alumni club members, for addresses before leading local clubs and organizations, the local organization paying the expenses of the speaker, and a meeting with the Alumni Club being held incidentally.

Conferences

Provide for meetings of Alumni, particularly those of a school or department, for a discussion of public, academic and educational questions.

(1) Addresses by the President and faculty members to acquaint Alumni with the progress of educational thought and the development of the department.

(2) Addresses by Alumni who are leaders in their field and an interchange of ideas.

Symposiums

These meetings to place emphasis on educational aspects rather than on the social and entertainment features usually provided at Alumni Reunions.
Alumni Visiting Committees

Establish Alumni visiting committees composed of qualified and selected Alumni and grouped by schools and departments, the function of which might be to visit the University, examine into its work and condition, and prepare and submit findings and helpful recommendations and reports to the President, faculties and Alumni Council. In line with this suggestion was the move about five years ago for the establishment of fourteen "University Commissions" at the University of Chicago.

Alumni Trustees

In the absence of direct Alumni elective representation on the Board of Trustees, a continuation of the past and present policy of occasionally selecting for vacancies suitable Alumni when available will maintain a cordial relationship and receive the commendation of the Alumni body.

The Publicity Department

The Publicity Department may be utilized in many self-evident ways to attract the attention of Alumni to the University.

It might well undertake in proper cases to create publicity for individual Alumni who have accomplished some note-worthy achievement.

Publicity in towns and cities about students from the "home town" who have won some distinction at the University would assist the local Alumni Clubs of those towns and cities.
Radio Programs

(1) Continue present policy of broadcasting educational talks of general interest.

(2) Provide an occasional program especially arranged for Alumni, and particularly near Homecoming and Reunion occasions.
   (a) "Hello Talks" by the President, well-known faculty members, and popular Alumni or Alumni officers.
   (b) Glee Club, Band, Blackfriars, etc.
   (c) Football games.

(3) Mail to Alumni special notices of the monthly radio program.

(4) Encourage organization of "Alumni Radio Clubs".

Motion Picture Exhibits

(1) Build and preserve a film library for historical, educational and entertainment purposes.
   (a) Secure pictures of all special events at the University.
   (b) Secure pictures of the President, faculty, and students, depicting daily life and activities.
   (c) Secure pictures of each Senior class, of athletic teams in action, of women's activities, of groups of graduate students, or visiting Alumni at Reunions and other times.
   (d) Secure pictures of laboratory experiments and of matters of educational value.

(2) Make the films available for exhibition to Alumni clubs and other groups, and to Alumni teachers or specialists interested in certain phases of education.
Student Relations

Students are the future Alumni, and some preparation of students in the way of developing their future Alumni consciousness would be helpful. Such preparation might be accomplished in part through -

(1) The fraternity organizations.

The Alumni can be helpful in establishing scholarship and student aid funds, and in directing University as well as fraternity loyalty.

(2) The women's Clubs.

(3) The Bureau of Recommendations

(4) The Employment Office

(5) The Housing Bureau

(6) Student publications

(7) Student organizations

Alumni might be invited to address the students in charge of publications and organizations on experiences in college days and since, thus tying up past student experiences and aims with each present generation. Vocational guidance talks by Alumni and citizens.

(8) Student activities

(9) Senior Class, and other classes

(a) Foster class spirit

(b) Secure subscriptions to the Alumni Magazine

(c) Secure pledges of future financial contributions to the University.

(10) Graduate schools

(a) Provide social contacts and ways of interesting the graduate students in the University as a whole. Provide a general graduate club with facilities for social contact.

(b) Provide through the publicity department for write-ups of exceptional students in their home town papers.

(c) Devise other means of evidencing the interest of the University in its leading graduate students as related to their future work.
GENERAL FINANCIAL CONSIDERATIONS

The present budget of the Alumni Council appears earlier in the report.

Possible sources of income for Alumni work and activities are

(1) Dues from members of Alumni associations.

We now have 5800 members at $2.00. This includes Life Members who subscribed to the Alumni Fund.

The number should be increased.

(2) Alumni Magazine Advertising.

This could be increased. However, an occasional objection is made to the policy of carrying any advertising at all.

(3) Income from the Alumni Fund.

The fund is now $101,000, paid in and invested, and yields an annual income of approximately $4600; after deducting some $1800 for annual dues chargeable against some 900 memberships, an annual income of about $2800 is available for Alumni and other purposes.

(4) Appropriations from the University.

Any important extension of the work of the Alumni Council on behalf of the University, or the adoption of any new methods of maintaining contact with the Alumni, whether accomplished through the machinery of the Council or otherwise, will necessarily require additional or special funds for such purposes.

It will require some increase in personnel as well as some additional equipment, supplies, and contact-material.

At a number of the larger universities, notably Yale, Harvard, Princeton, Cornell, Michigan, some such work has been carried on with success. At those universities assistant secretaries are employed, usually under the direction of the general or executive secretary, enabling them to follow through the work in the field, handle the publications and publicity, and attend to the business of the office with worth-while results.
Until some larger contact-plan is adopted, no sound estimate of its cost can be made. The actual expense, however, should not be unreasonably large, while it would really be quite small as commensurate with the advantages and concrete returns received by the University.

The appropriation by the University for Alumni development purposes of perhaps one-half of one per cent of the income derived from paid up Alumni contributions to the Endowment Fund would probably make possible the performance of a large part of the program above outlined. Such an expenditure could well be justified as a development basis for further returns for endowment and other University needs.
CONCLUSION

In the foregoing sections an attempt has been made to show

(1) What has heretofore been done to maintain University-Alumni relations.

(2) What additional methods might be employed for the development of relations. The design was to make the suggestions inclusive rather than to select at this place the means most appropriate for the purposes of the University of Chicago. Any means adopted should be based on special conditions as they obtain at the University and among its Alumni.

It would seem that the whole matter of University-Alumni Relations ought to be considered as a definite branch of University administration. It involves mutual service and support.
PART TWO

A SUGGESTED PLAN
BASIC STATEMENT OF POLICY

First
Accept as axiomatic the desirability of developing relations with the Alumni.

Then
Adopt a permanent plan or program for maintaining such relations.
Make the Alumni Office the headquarters and main medium for such work and provide the necessary funds.

FORMULATION AND EXECUTION OF A PLAN

A plan can be formulated and carried out by
1. The President of the University and a committee of trustees acting with
2. A committee of the Alumni Council
ORGANIZATION

Alumni Relations Executive Committee

The responsibility for the direction of Alumni work may well be assumed in part by the University in conjunction with the Alumni Council as now organized.

A special committee of the Trustees, or a representative of the President, acting with a small group of the Council, might compose an Executive committee which would have administrative control of activities.

The structure of the Alumni Associations and of the Alumni Council need not be changed, but consideration should be given to the machinery and personnel for the carrying on of the work.

Headquarters

1. It is regarded as desirable that the Alumni Office be the centralized headquarters for all effort to establish relations with Alumni rather than some separate or special agency.

2. The Alumni Office should be given a more conspicuous and accessible location, preferably on the first floor of some prominent building on the campus.
3. The office should be equipped with all the facilities of an up-to-date business office.

4. Alumni records and address lists should be kept up to date, and designed to fit various needs as nearly as possible.

Personnel

1. The Alumni Secretary should be the general executive and director of the Alumni Office and work, as well as the editor of all alumni publications. He should be engaged by and act in accordance with the authority given him by the Executive Committee, or by the Alumni Council with the approval of the Trustees.

2. Assistant Secretaries should be employed as required.

   The services of an Assistant Editor are necessary.

   The services of an Advertising or Business Manager are necessary.

   The services of a Field or Traveling Secretary are highly desirable.

3. General Office Assistants -

   Records, files and mailing manager, clerical help, stenographers and operators.
Coordination of Departments and Schools

The coordination of the work of various University Departments and Schools, in so far as it may relate to the Alumni, should be accomplished. This is largely a matter of administrative detail.

Particularly for Alumni of the Graduate Schools, departmental contacts and service should be developed. This could be done either by adopting some special method best fitted for its own purposes, yet in harmony with the general University plan and objectives.

Conferences between department heads or representatives, discussing and co-relating methods on such special Alumni contacts, could be held from time to time.

Graduate School Alumni, while considerably interested in the University as a whole, are primarily attached to the departments in which they studied and from which they obtained their degrees. They can usually best be reached, and their interest and cooperation stimulated, through departmental affairs, communications, and relations.

Their interest in the University as a whole could, of course, be developed in addition, as opportunity afforded.

In a somewhat wider field, the same specialized relationships should be cultivated, along similar lines, with professional school Alumni by the professional schools of the University.
While the policy or general plan to be adopted may be definite, the program must of necessity be elastic, and of the many suggestions offered in Section VIII of Part One, it cannot here be said that the enumerated methods, in whole or in part, would at all times be appropriate or desirable.

What ways and means are to be employed for Alumni contacts in any particular year, will be subject to financial and other considerations and may best be left to the judgment of the officials or committee in charge of such matters.

It may be recommended here, however, that the following recognized means of stimulating Alumni interest be adopted and developed:

A. General Alumni Body

1. Send to all Alumni, at least once a year, a communication of general interest from the President of the University.

2. Offer lecture, study and reading courses in form designed for Alumni in general.

3. Enlarge the Alumni Magazine and increase its circulation.


5. Provide for reception of casual Alumni visitors at the campus.

6. Make adequate provision for seating Alumni at athletic games.

7. Give special radio programs for Alumni.
8. Assist in the work of Alumni Clubs and groups:
   (a) Visitation by faculty members.
   (b) Visitation by a Field Secretary or Alumni officers.
   (c) Furnish motion picture films.

B. **College (Undergraduate) Alumni** —
   1. An occasional special communication of college interest.
   2. Promote and improve the June Reunion.
   3. Promote and improve the Fall Homecoming.
   4. Add a special Class file to Alumni Records.

C. **Graduate and Professional School Alumni** —
   1. Send to Alumni of departments or schools, at least once a year, special news or departmental letters.
   2. Offer lecture, study and reading courses in form specially designed for Alumni of particular schools, or departments.
   3. Promote educational conferences for Alumni of schools or departments.
   4. Provide motion pictures on leading University experiments, discoveries, and achievements.
   5. Cultivate some interest in Reunion, Homecoming, and general University affairs.

D. **Student Body** —
   1. Deliberate cultivation of students for their continued interest later as Alumni:
      (a) Undergraduates;
      (b) Graduates.
   2. Cooperation of publicity department.
III

FINANCIAL OUTLINE

A financial outline of Alumni work, with estimates for the future, and as related to development of University-Alumni relations.

The future estimate is based upon (1) rather rapid increase in Association members; (2) steady and large increase in records; (3) attendant increase in clerical forces, for best results; (4) marked improvement in the Magazine; (5) a presumed policy of enlarged advertising program in the Magazine; and (6) continued service of clerical and other assistants, with pay increase, as based on increased experience and ability, to an arbitrary limit.

The outlined "desired assistance", for development of University-Alumni relations (G), is presented on a somewhat graduated basis.

The indicated growth in Association affairs depends much upon the cooperative University-Alumni relations assistance. While the prime purpose of this special activity is to develop and stimulate, with both tangible and intangible results, the relations between the University and its Alumni, one natural reaction should be more rapid growth in the Alumni Association. And, on the other hand, the more numerous and stronger the organized Alumni are, the more effective will be the results achieved for the University. The two, therefore, are closely connected in growth and results.

It should be borne in mind, of course, that most of the figures in the starting and future years are estimates. Alumni Association growth, for example, may turn out to be either less rapid or far more rapid than anticipated. In either case, a number of estimates along the line are directly affected. There may, too, be distinct variations in costs of operation, in salaries, in Magazine costs, upward or downward. Reunion attendance may be far larger, etc.

The outlined "desired Assistance" (G), here suggested, might be adopted either in part, as a tentative experiment, or at once, in toto. The general results, of course, will be directly related to the extent of the program adopted. And variations may appear, for instance, in the extent of any Faculty Tours attempted, or in the type and number of communications to Alumni, etc. A general, average plan is here outlined and estimated.
The future estimate does not imply a vague, too distant future, but years rather close upon us, though no exact time can be set with certainty. What the far future holds forth is, naturally, merely a matter of guess -- yet, with the development carried forward along the lines suggested, a truly powerful and constantly helpful organization, with many thousands of members and a very large income, usable in various ways for the University, should undoubtedly be the eventual result.
## Financial Outline - Alumni Work

### Present (1925-26)

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<tr>
<th>Income</th>
<th>Starting Years</th>
<th>Future Estimate</th>
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<tr>
<td>Dues - 5800 @ $2.00</td>
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<td>Alumni Fund Surplus</td>
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<td>Advertising</td>
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<tr>
<td>Reunions (Tickets - $2.00)</td>
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<td>1,500</td>
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<tr>
<td>U. of C. (Reunion, B. &amp; G.)</td>
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<tr>
<td>U. of C. (Records)</td>
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<tr>
<td>Incidental</td>
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<td>100</td>
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<td><strong>$29,900</strong></td>
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### Expenditures

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<th>Future Estimate</th>
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</thead>
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<tr>
<td>Mfg. &amp; Distr. Magazine</td>
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<td>$7,500</td>
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<td>General Expense</td>
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<td>Reunion, etc.</td>
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<tr>
<td>Associations (special)</td>
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<td>Incidental items</td>
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<tr>
<td>Secretary-Editor</td>
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<td>Bus. Ass’t. (Adv., etc.)</td>
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<td>Addressograph Operator</td>
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<td>2 Records Clerks</td>
<td>2,000</td>
<td>2,200</td>
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<tr>
<td>Incidental help</td>
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<td><strong>Total</strong></td>
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<td><strong>$29,000</strong></td>
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Estimated Surplus - $150 Estimated Surplus - $900 Estimated Surplus - $5000

### University-Alumni Relations

#### (a) Year concluded as per Budget
- Ass’t. (Field) Sec. $3,500
- Traveling Expenses 1,000
- Assistant Editor (Part time) 900
- Special Reunion Allowance 500
- **Total** $7,400

#### (b) Extra - Campaign Expended (Development Committee)
- Annual Communication to Alumni (one) 1,500
- x2nd Ass’t. (woman) 2,500
- Annual Communication 2,000
- Faculty Tours 500
- Assistant Editor 1,500
- Reunion (Special) 1,000
- **Total** $14,000

Estimated Surplus 900
Estimated Total Required $6,500

### Desired Assistance

- Ass’n. Sec’y (Field) Sec. $4,500
- xTraveling Expenses 2,000
- Assistant Editor 1,500
- Reunion (Special) 1,000
- **Total** $9,000

**Note:** If staff and activities are not augmented, as above, the Estimated Association Surplus would pay most additional needs required of the University set forth in the "starting years".
CONCLUSION

Last year the University announced that in addition to its then present resources the money needed for development by 1940 was about sixty-two million dollars.

In 1941 we will celebrate The Golden Anniversary of the University. That time is fixed as the goal for the fulfilment of present and anticipated needs.

With the passing of the next fifteen years, the Alumni body will have grown in numbers, wealth and influence. There will then be living generations of Alumni comparable with those of any other university of hundreds of years of history.

A systematic sowing of the seed will yield an impressive harvest when the time comes. The devotion of the coming years to the cultivation of Alumni, therefore, would seem to be advisable and is strongly recommended.
Joint Meeting on University-Alumni Relations

An informal joint meeting of the Committee on University-Alumni Relations, composed of a committee of the Trustees and a committee of the Alumni Council, was held in the Alumni Office, 403 Cobb Hall, on Wednesday, May 26, 1926. Earl D. Hostetter, who was requested to preside, called the meeting to order at 8 P. M.

Present: For the Trustees, Albert W. Sherer. Mr. Sherer explained that Mr. Charles W. Gilkey was called to Washington, and that Mr. Charles F. Axelson was ill, which accounted for the absence of these members of his Trustees committee at this meeting. For the Alumni Council, Earl D. Hostetter, Chairman, Grace A. Coulter, Raymond J. Daly, Paul H. Davis, Frank McNair, John F. Moulds, Herbert E. Slaught, Mrs. James W. Thompson, Herbert P. Zimmermann, and A. G. Pierrot, Secretary.

Brief Review: Chairman Hostetter briefly reviewed the history of University-Alumni relations in general, and outlined the manner in which the subject of this relationship had been brought to the special consideration of the Alumni Council, with the result that the Council committee had been created and had now reached the stage of working out a tentative report. It was the intention, he stated, to work out a somewhat final report, but this joint meeting had been called, upon request from the Trustees group, to discuss, with the material already at hand for reference, some plan of action that might be adopted in the very near future.

University-Alumni Relations in General: Upon inquiry by the Chairman, it was the unanimous opinion of all present that close and mutually helpful relations with Alumni should be developed by the University as a fundamental and continuing policy.

Trustees' Attitude: Mr. Sherer stated that, especially
in the last two years, the Board of Trustees had become conscious of the deep interest, the power and effectiveness of the Alumni for advancing the welfare of the University, and that the Board was eager for advice from this Council group on the best way, financial limitations considered, for cultivating the relations and cooperation between the University and its Alumni. For that reason, he pointed out, this special Trustees committee had been appointed, and it was his desire now to obtain information and advice on some methods of procedure which his committee might recommend to the Board. The Trustees, he emphasized, would welcome any suggestions or opinions along this line.

Mr. Sherer then requested discussion and suggestions on the three following points:

1. The policy of having a paid University official, as an assistant to the President, who would devote his time to developing relations with Alumni.

2. University communications to Alumni.

3. Cooperation with Alumni Clubs, particularly in the matter of sending representatives and speakers from the University.

**University Official for Alumni Relations**: It was the unanimous opinion of those present that such a special officer of the University as an assistant to the President, would be highly desirable. In discussion, it was pointed out that while all primary functions relating to Alumni organization growth and activities should be retained and centralized in the Alumni Office and Executive, such a special officer of the University, working in cooperation with the *name* President of the University on one side and with the Alumni Executive on the other, could create a specialized field of activity and service of great benefit to both the University and the Alumni.
In response to Mr. Sherer’s request, suggestions were given as to the type of man best suited for such a position. The prevalent idea for such a man seemed to include: (a) Mature - neither too old nor too young; (b) an academic background, preferably from the University faculty; (c) effective in public appearance; (d) considerable organizing capacity; (e) preferably not an Alumnus; (f) a man of real understanding and vision, who fully comprehends the nature and purpose of the work.

Several names were suggested of men who met the requirements to a considerable degree, but the personnel phase was left with the Trustees committee as their particular problem.

Communications to Alumni: There was discussion as to the number and kind of communications that might be sent to Alumni from time to time. Suggestions varied from quarterly communications to at least one a year. Communications of different kinds were mentioned. It was felt that, if possible, one communication, possibly Professor Breasted’s Lecture at Reunion, might be sent out to all Alumni before July 1st, this year. It was urged that some special communication be sent to all Alumni who subscribed to the Development Fund. As to a single communication a year, it was suggested that a brief report on University yearly progress and more immediate aims would be of major interest to most Alumni.

Speakers for Alumni Clubs: It was generally felt that in the matter of developing relations with Alumni there should be cooperation with Alumni clubs throughout the country. The main plan for such cooperation considered was that of having University representatives and speakers visit the clubs. For the distant clubs, it was suggested, at least one assured visit a year from a University speaker would be highly desirable; for the nearby clubs, two such
visits a year, one in the fall and one in the spring, would be effective. Some rather definite schedule for such visits should be worked out. Cooperation by traveling faculty members could also be worked out more systematically in this connection.

It was also pointed out that, since many of our club members are teachers, much effective cooperation should be developed between the University and the teacher groups through the Bureau of Recommendations.

Later Meeting: Mr. Sherer stated that he would draw up a report, based on the results of this meeting, for consideration by the members of his Trustees committee. At his request, it was arranged that another meeting of this joint committee be held, for consideration of the report of his committee before it is finally submitted, probably within the next month, to the Board of Trustees. This meeting would be called whenever the Trustees committee had its report drawn up.

After some further general discussion on Alumni affairs, the meeting adjourned at 10:20 P. M.

Respectfully submitted,

A. G. Pierrot,
Secretary.
January 25, 1924

Memorandum from the informal conference on Alumni Relations, held in Mr. Goodspeed's Office, Thursday afternoon, January 24th, 1924:

1. **Discussion of the Amherst Plan for directing alumni reading and study:**

   It transpired in the discussion that to a considerable extent certain departments of the University are in communication with our graduates for the purpose of keeping them informed as to what is going on in these departments. It was agreed that it would be a good plan for someone to ascertain precisely how much of this sort of activity is at present in operation. It is proposed to prepare a questionnaire to be sent to each of the departments for the purpose of obtaining information upon this point.

2. **The Big-Ten University Clubs:**

   It was agreed that in view of our very slight information as to this movement, and the fact that the project presents somewhat the appearance of a more or less private enterprise to develop a magazine, inquiry should be made from the offices of some of the institutions included in the Big-Ten group, in order to ascertain whether it is advisable for us to be represented at the approaching meeting in Cleveland for the forming of a national association. (See copy of the Big-Ten Magazine and two letters of the editor, Arman L. Merriam in the files.)

**Note:** Wrote to President Kinley of the University of Illinois for information, January 25, 1924
It is necessary in the interests of the Commonwealth and the Commonwealth Department of the University and in the Commonwealth Department of the University to ensure that the necessary information is obtained from the Commonwealth Department of the University as to the extent to which the Commonwealth Department of the University is making a full plan for some other Commonwealth Department. It may be a fact that it is necessary to have a Commonwealth Department in its present form to secure the necessary information from the Commonwealth Department. It is necessary to prepare a Commonwealth Department for some other Department of the Commonwealth Department for the purpose of obtaining information from the present Department.

In the event that the Commonwealth Department of the University is in the Commonwealth Department of the University to develop a major research project or to provide a major research project in the Commonwealth Department of the University, it may be necessary to make some of the information available in the Commonwealth Department of the University for purposes of research and development. It is necessary to make use of the Commonwealth Department of the University for the purposes of the Commonwealth Department of the University in the Commonwealth Department of the University for the purposes of the Commonwealth Department of the University.

Mr. Cooper in the House.
November 6, 1923

President Ernest D. Burton,
The University of Chicago,
Chicago, Illinois.

Dear President Burton:

Answering your question as to the attached material for (a) Alumni Magazine, or (b) Mailing to Alumni, or both. I have gone through it hastily and made penciled suggestions as to text.

On the whole, I don't like the article for mailing to Alumni because it gives the impression of being hastily done. I should prefer to submit something even more sketchy for the Alumni Magazine,—in effect greetings and assurance that things are going so fast that there hasn't been time to get out a detailed statement for the first issue of the Magazine, and a promise of a fuller statement to be sent by mail before the end of the Quarter.

Then as to the promised statement: I believe that at least once a year we ought to make a complete and comprehensive review of what is going on at the University, taking up each School, College, and Department in detail if there is anything new to tell. Would give a whole division to the College Department and Mr. Wilkins; another division to Laing's return, how glad we are to see him, his hopes and plans for his School; then a similar division for the Ogden School of Science, how it is strengthening its own departments and how it will be hooked up with the Medical program, etc.; etc., etc.

And then our plans for the future,— if we only had the money. Oh, Boy!

Thus, after your statement has been put into the hands of interested alumni and friends, if they don't know what is going
Transferred from T. E. S. I.

Irish Nationalist Association

This was a matter of considerable concern to the leadership of the INLA. The organization was facing significant challenges, including internal divisions and external pressures.

In the meantime, I have taken steps to address the situation.

Yours sincerely,

[Signature]

[Date]
on, it will be their fault, and not ours.

Who is Quincy Wright? Who is this man Compton and what's this talk about his knowing more about X-ray than any man living? Are we to have a Department of Applied Mathematics? Why? Who is Dickson anyway? What has the Press done to justify its existence? After they read your report they will know all these things - if they want to.

Yours cordially,

[Signature]

Maybe the report will take form of pamphlet - having your picture, and photo - of every dean at head of school or college —!
Important events in the life of the University have followed one another so rapidly in recent months that it seems desirable that the alumni be informed of them.

In October an important forward step was taken in the concluding of a new contract with Rush Medical College, which guarantees more effectually than had previously been done, the successful amalgamation of the two institutions. For months the University has been seeking a Professor of Medicine to take part, with Dr. Dean Dewitt Lewis, the Professor-elect of Surgery, and representatives of the already established departments in the planning of the necessary medical buildings and the organization of the Medical Schools of the University, which are contemplated in this agreement. In October, Dr. Franklin Chambers McLean, a Bachelor, Master of Science, and Doctor of Philosophy of the University of Chicago, and an M.D. of Rush Medical College, was appointed to this important post, and accepted it. Dr. McLean has had the remarkable experience of organizing and developing the great Peking Union Medical College, of which he was the first Director, and brings to his work at Chicago an unusual combination of qualities and experience. He has already taken up his work at the University. With his coming, the University is now ready to proceed with the development of the great medical program outlined in 1915-17 without further delay.

Mention has been made in earlier communications to the alumni of the fact that the Reynolds Club has seemed of late to be serving the needs of a relatively small number of men of the University and failing to reach the men who needed it most. Some months ago the Council of the Club
Important events in the life of the University

have followed one another so rapidly and in recent months that it
seems necessary that the student be informed of them.

In October an important feature was added to the
University through the conference with Rush Medical College,
which guarantees more of faculty and graduate work.

For years the University had been seeking a Professor of
Medicine to take part with Dr. Dean in giving lectures, and
Professor, Albert O. Parker, of the Department of Surgery and
Representative of the Medical School, is a member of the
Executive Committee and a member of the Board of
Comprehension of the University, which is the counterpart of
the University of Chicago, and as M.D. at Rush Medical College,
was appointed to the important post of Secretary and success of
Dr. Moore, and the necessary experience of astronomy and
geography. The best men of the University College of Chicago
were the first to see it, and a plan to work out of Chicago an
unusual combination of duties and experience. He was
author of the work at the University. With a common
allergy, the University now began to proceed with the development
of the great medical program continuing in 1867.

Mention has been made in earlier communications
of the importance of the fact that the University
has been able to enhance the needs of the medical school.

Some students have been able to receive a

...
itself took up the matter with the officers of the University, and recommended a plan which should open the privileges of the Clubhouse to all men students of the University. As a result of the negotiations that followed, the Clubhouse is now open without charge to all men students, with Professor Bertram G. Nelson as Director. A great increase in the usefulness of the Clubhouse has already resulted and the plan promises to be a great success.

A new feature of the year in the work of the Colleges is the increase in the number of deans from five to ten, and the provision that each dean shall devote to his deanship twice the time formerly given to it. This plan has already shown gratifying results. The dean's office undertakes not only to stimulate lagging students, but to give recognition and encouragement to proficient ones.

Important changes have also been made in the chapel exercises. First-year students, both men and women, now meet together on Mondays; Second-year students on Tuesdays, and so on, instead of the old arrangement under which Junior college men met on Monday and Junior college women on Tuesday. A new chapel choir of men and women has been organized and has added much to the service. In all these developments Dean Ernest Hatch Wilkins has taken a leading part.

The Committee on Selective Admissions and Retentions has just made its first report to the Faculties, and this has been adopted. The report aims not at reducing the number of college students or at increasing the obstacles to their admission to college, but at putting in advance into
The Committee on Selection of Admissions and

Recommendations have been made to the Board of Trustees and to the President of the Board of Trustees in accordance with the number of college students at the time of the report and in accordance with the number of college students at the time of the report. A recommendation has been made to the Board of Trustees in accordance with the number of college students at the time of the report.
the hands of the dean with whom a new student is to register, a statement from his preparatory school not simply of his credits, but of his background, tastes, and situation in life, so that the dean may at once have some knowledge of him not simply as a number, but as a person. This plan was tentatively followed in the recent autumn registration with results that were altogether gratifying. The whole intent of it is to make the process of registration more human and intelligent and less mechanical.

The University continues to throw great emphasis upon research. The Seymour Coman bequest recently received provides a fund of $200,000 for research in preventive medicine. Especially interesting work is now being done at the University in research relating to industrial life. A striking instance of this is the plan for an Institute of Meat Packing under the joint auspices of the University and the Institute of American Meat Packers. The purpose of the Institute will be to train men who intend to enter the Meat Packing Industry, and to conduct research in order to improve the practice and increase the efficiency of the industry. Through the generosity of Mr. Arthur J. Lowenstein, a research fellowship has been established in connection with the Institute. While evening classes and correspondence courses will begin this year, the residence work on the quadrangles of the University will begin in October 1924. It is hoped that other contacts with industry may be established.

For two years the University has carried on with the aid of a representative of the United States Public Health Service and with an annual grant of $10,000 provided by the National Canners Association, investigations of a most practical
The Necessity for Basic Research in Science, Medicine, and Technology

The aim of the new, B.A. in Physics, is to prepare students for positions in industry, government, and academic institutions. The program, which is designed to meet the needs of the growing number of physicists in industry, offers a flexible curriculum that allows students to specialize in areas of interest. The program includes courses in classical and modern physics, as well as courses in mathematics and computer science. The program is also designed to prepare students for careers in government and academia, with courses in government and research policy.

The B.A. in Physics is designed to provide a strong foundation in the physical sciences, as well as a broad range of courses in computer science and mathematics. The program also includes courses in the social sciences, including economics, politics, and sociology, to provide students with a well-rounded education. The program is open to students with a strong interest in science and a desire to pursue a career in physics or related fields.

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character into the causes and prevention of food poisoning in the United States. These researches have had important results which have been welcomed by the Association and by the Press of the country.

Investigations now being conducted at the University into plant pathology also have important economic aspects.

While commercial and industrial organizations are more and more turning to the University for investigations looking toward public health and safety, it will, as befits its character as a University, continue to place its chief emphasis upon fundamental problems. Professor Michelson, for example, is just undertaking an experiment to test the Einstein theory, by the use of a tube a mile in length.

The University once more offers to its alumni its cordial greetings, and asks their aid in the development of its varied operations.
Investigations have been conducted at the University into plant pathology also have important economic aspects. While commercial and industrial agriculture are important, they are not the only aspects of agriculture. The University should continue to be a center for research and training in agriculture. The need for undergraduate training to prepare the student for a career in agriculture is evident. The University has a role to play in this area. The need for graduate and professional education is also evident. The University must continue to be a leader in this area.
Mr. Harold H. Swift,
Union Stock Yards,
Chicago, Illinois.

My dear Mr. Swift:

Knowing your interest in the alumni of the University
I am going to send you a complaint which has come to me several times, and what I think may possibly counteract this impression which is detrimental to the welfare of the institution we both care for.

Several times in asking alumni to do things for the University or to return to a reunion, I have been met by the statement, "The University cares nothing for the alumni, why should we do anything for her. She does nothing for us on Alumni Day."

The more I think of this, the more convinced I am that there is ground for this complaint and seeming lack of loyalty to their Alma Mater. I have had occasion to investigate what other institutions do or contribute to the annual celebration. In many places the college provides either a luncheon or dinner to those who return. Last June I attended the Commencement exercises of Mr. Thompson's Alma Mater when he was presented with an honorary degree, and it was very interesting to see the enthusiasm over the college. The oldest living graduate returned from California to celebrate his 70th anniversary. Many of the men were to meet in New York and always the letters to Mr. Thompson emphasized his being present at the Alumni luncheon. This was provided to all members who were members of the Alumni Association and the tickets were mailed to them. I thought at the time it was an extremely good incentive to make


Washington, D.C.

Dear Mr. Swift:

I am writing to bring you a complete and accurate summary of the University, which is composed of several parts. I have been sent by the President of the University to make this summary for you.

The University has a long history, and it is composed of several parts. I have been sent by the President of the University to make this summary for you.

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graduates join the Alumni Association, and it certainly was inspiring to see the enthusiasm displayed by all, from the 70th class to the class of '22.

If the University could provide some form of buffet supper on Alumni Day for those who are members of the Alumni Association (the general association) not extending the invitation to any but active members and not including wives or husbands unless they are graduates, I think in the long run it would be to the interest of the University for the more members the Alumni Association has the more they can do for the University. At present I believe the only organization entertained by the University at this time is the Doctors Association. In talking this over with several of our graduates I have found that it met with their support and so I am sending it on to you as a means by which we may possibly arouse more enthusiasm among our Alumni. I think no institution can be very strong without the backing of her graduates, not the childish shouting enthusiasm over football games, but the sincere desire to help the University hold a first place among institutions of learning in this country. We have all seen how splendidly Harvard has come forward with her $14,000,000 for endowment, and although Chicago has not the advantage of age, she had the advantage of a larger endowment at the start and I think she should step to the front at this time and the alumni should be ready to help the Trustees in all ways. We cannot have their assistance without their enthusiasm, so I send this as a suggestion.

Hoping you will understand the motive in which I send this and know that it is not the personal desire for a banquet, or free lunch,

Most sincerely,

MARTHA LANDERS THOMPSON
(Mrs. J.W.)
Expressions for the Alumni Association, and it certainly was important to see the enthusiasm displayed by all from the 40th class to the other.

On 12th.

The University could provide some form of partial support for Alumni Day for those who are members of the Alumni Association.

General Association (not including the invitation to语文部分 feeding.

members and not including those who are members of the University.

I think it is important to the University as the Alumni Association has the more, the more can do for the University.

At present I believe the only organization at

at the University at the time is the Doctoral Association.

I think this over with several of our graduates I have come to feel that it needs to be strong and we are saying it needs to be strong. We need to do some assistance here.

No institution can go far on the backing of our graduates.

not the additional assurance of the Doctoral Association and that more can be done.

and it seems a good time to help the University for a larger piece of money.

I think this over with several of our graduates I have come to feel that it needs to be strong and we are saying it needs to be strong. We need to do some assistance here.

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I think this over with several of our graduates, I have come to feel that it needs to be strong and we are saying it needs to be strong. We need to do some assistance here.

I hope you will understand the motive in which I send this.

Most sincerely,

Martha L. Adams

(W.T.)
March 10, 1923

Dear Mrs. Thompson:

Thank you for your pleasant letter of March 4 on the very interesting subject of the University's relation to alumni. I have been a little under the weather, which delayed acknowledgment. Without indicating the least lack of cordiality, I want to point out some of the difficulties involved in the interest of clear thinking in the long run.

1. The question might very well be raised as to when the University shall stop spending money on its students, ex-students, and alumni. Of course, you know it costs the University about three times as much expense per student as is received in tuition fees. Thus, by the time of graduation there is a balance due the University, and it is time for the then alumni to begin to pay up. I think this is the real answer to the person who says the University does nothing for the alumni. Isn't it the alumnus' turn? However, I recognize that if a few more dollars well spent will bring more than equal return, it is well to do it.

Moreover, I am not forgetting the incident of a prominent Yale man in Chicago who, upon being written by the secretary of Yale on above lines and asked if he didn't feel there was a balance due against him, replied, "No, after thorough consideration of the kind of instruction I received, I am convinced that I overpaid," - his point being that he, as an undergraduate, got none of the great men of Yale, only the second-raters.

2. Also, we have physical difficulties in that we have no large meeting place. Presumably, we could serve a buffet supper to a greater number of people, but we are not able to seat as many as 400 in any building in the University, while there are over 3,000 members of the different alumni associations. We already have been very much criticised at times for taking care of individuals and ignoring husbands and wives and children. I believe we must necessarily expect some criticism no matter what we do, but the answer probably is to do the thing that will bring us the least criticism. I have at times heard a good many alumni say they would rather go to the nearby hotels and get a good meal than the buffet luncheon which the University served. (Of course, the University could not attempt an elaborate one.) I think the situation is made the more difficult because there
I have been interested in the work of the University of California in recent years and would appreciate any information you might have on the progress of the project.

In your letter of January 10, 1969, you mentioned that the University of California was planning to build a new campus in Los Angeles. I understand that the construction is on schedule and will be completed in the next few years. I would be interested in learning more about the plans for the new campus and the facilities that will be available.

I would like to know if there are any opportunities for students to participate in the planning and construction of the new campus. I have been involved in similar projects in the past and would be interested in contributing my knowledge and experience.

Please let me know if there is any way I can be of assistance in this project. I would be happy to provide any information or support that might be helpful.

Thank you for your time and consideration.

Sincerely,

[Signature]
2. continued.

are opportunities for good meals in the vicinity of the University, while in a small town for example there is no such possibility and the college or university must accept the responsibility.

In any event, I agree we should do things which will produce a better spirit of cooperation and I much appreciate your suggestions.

Yours cordially,

HAROLD H. SWIFT

Mrs. J. W. Thompson,
5427 Greenwood Avenue,
Chicago, Illinois.

cc E. D. Burton
    C. W. Gilkey
    W. S. Bond
    A. W. Sherer
The opportunity for good service in the activity of the
University, while a small group of example there is no
scope for the college or university more general
The University
is not the best place
In any event, I agree to ensure no further work with
produce a better spirit of cooperation and I expect whatever your
success.
Yours faithfully,

HAROLD H. SWIFT

W.F. TEMPLETON
6854 Greenwood Avenue
Office: Illinois
C.W. GILL
N.G. BROWN
A.W. SPEAR
The committee appointed by your Chairman for the purpose stated above wishes to submit the following report.

(1) Card Files and Records

1. Master Files
   a. U. of C. Alumni Card File
   b. Rush Alumni Card File
   c. U of C. Ex-Student Card File

   Total 31,860

   The cards in this file contain the basic personal and professional information needed. The information recorded is as brief as it is safe to make it.

2. Geographical Files.
   a. U. of C. Alumni Geographical File.
   b. Rush Alumni Geographical File.
   c. U. of C. Ex-Student Geographical File.

   The purpose of this file is to check against the addressograph card file; to facilitate mailing to any particular section, New York alumni, Pacific Coast alumni etc., and is of particular service to local alumni clubs.

   This is a simple file composed of cards made on the addressograph and takes only the time necessary to make an extra card on the machine and file it. It also serves as an emergency check on the other files.

3. Addressograph Geographical File.
   a. U. of C. Alumni Addressograph File.
   b. Rush Alumni Addressograph File.
   c. U. of C. Ex-Student Addressograph File.

   This is the mailing list indexed by geographical location. The cards are flagged to permit mailing to anyone of twelve classifications.

   The equipment for use of addressograph methods is first-class, the files well organized and designed to permit maximum use at minimum expense.


   This is, in effect, an Alumni letter and correspondence file in which are filed also personal items concerning the more prominent alumni, usually local residents. The practice of making out a file folder for each new card has been discontinued, and folders are now made out only as needed.

5. U. of C. Magazine Geographical Card Files.
REPORT OF THE COMMITTEE APPOINTED TO STUDY THE CLERICAL
AND PILLING SYSTEMS OF THE MINISTRY OFFICE

The committee appointed by your Office for the purpose stated above
wishes to submit the following report:

1. Card Files and Records
   Number
   5,980
   9,120
   10,000
   27,800
   Total
   53,900

The purpose of these files is to keep the personnel and the information recorded to ease to make it
available as to the nearest possible to the address.

The purpose of this file is to keep the information of any particular section.

New York Ministry, Boston, Chicago, etc., and is of particular
service to office staff.

The purpose of these files is to keep the personnel of each office.

The purpose of these files is to keep the information of the personnel.

The purpose of these files is to keep the information of the personnel.

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The purpose of these files is to keep the information of the personnel.
a. Subscription Card File.
b. Addressograph Card File.

These are the usual and necessary files used in circulation of periodicals.

b. Masters Alphabetical Card File by Depts.

These are small files useful to the particular associations. The Master's file is new and has been secured through the co-operation of the University Recorders office with very little expense to the Alumni Council, and by the regular staff.


This is the file of subscribers to the Alumni Fund and, of course, a very valuable part of the records of the office.

(11) Findings Re Records and Files.
1. This committee finds, that on the whole, the records and card files are in very good shape, up-to-date, handled by modern methods, including the addressograph, and represent the minimum time, expense and effort desirable.

One proof of the efficiency of the office is the fact that all group mailings, including football ticket notices, are handled by this office, and by the further fact that the greater share of the expense of clerical help, etc., is borne by the University.

2. That the incomplete Rush Alumni file is being added to as time permits, and in time, will be practically 100% correct. The Rush Alumni files are said to have been somewhat incomplete and the present staff is improving the condition of these files.

3. That the Alumni office has no record of Alumni and ex-student subscribers to the Development Fund and hence is unable to be of maximum use to the Development Committee office in sending notices of changes in address, deaths, etc. As the system works at present, the Development Committee office must wait until a subscriber is "lost" before calling on the Alumni office for help in locating the missing person. If the Alumni office knew which alumni are subscribers it could notify the Development Committee office immediately of any change in address of a subscriber.

The committee believes also that a record of names of subscribers ought to be part of Alumni office information.

4. That the Alumni office is probably as efficient in keeping correct addresses of graduates and ex-students as can be expected. Approximately 1% of all graduates are "lost." An analysis of two recent lists (attached) is considered fairly representative.
There are the usual and necessary little need in anticipation of participation.

3. Annual Fund Cards File

There are small fillers meant to the particular association.

The Annual Fund Card File has been formed in the cooperation of the University Recognized Office with very little experience to the Alumni Council and of the regular staff.

1. Alumni Fund Cards File

The file is the file of supports to the Alumni Fund and of concern a very verifiable part of the resources of the office.

(II) Pledges: Receiving and File

The committee, that in the whole, the records and cards files are in very good shape, in good, handling, maintaining the sabbaticals and representative.

The minimum file's content and alumni representatives.

S. That the incompleteness fund alumni file is being achieved to as the benefits and in time will be practiced 1940 contact.

The fund alumni file is to have been somewhat incomplete and the consistent and the pressure start to improving the condition of these files.

3. That the Alumni Office has to record of Alumni and ex-staff.

Not substantial to the development fund and hence to enable to pay of maximum use to the development committee office to the Alumnae Warden of Records, the Development Committee Office must at least a substantial in keeping the momentum.

Alumni office to get in possessing the material person. If the Alumni office known which alumni are the superset of any national Development Committee Office immediately of any change in charge of a successor.

The committee for certain to be part of Alumni office information.

The Alumni office is practicing as efficient in keeping contact addresses of members and ex-staff as can be.

"Conveniently, a subscription of any of the remaining are "lost" conveniently, the subscription to two recent files (stalwart) is considered".
(iii) New Files and Records.

1. Addressograph Class File.

At the present time there is no separate addressograph class file. There is some need of one, since 1/5 of all classes hold reunions each year plus the first reunion of the preceding class.

The cost of establishing such a file is estimated at about $300.00. Additions would cost $50.00, and it would probably cost $200.00 yearly to run it. The total cost of labor and investment would approach $300.00. It is doubtful whether the present practice of hand addressing costs that much.

(iv) Recommendations.

1. That the Secretary be instructed to study the question of class files, submit estimates of cost and operation, and present the question of such installation to the Council at an early date.

2. That the proper representative of the Alumni Council meet with the Development Fund authorities to work out a system of exchange of information, changes in address, etc., of Development Fund subscribers and to secure for Alumni records the names (not the amounts) of alumni and ex-student subscribers.

3. That the Biographical File, while interesting and valuable in the cases of a few, is not of sufficient worth to merit much time and effort, and that it be allowed to accumulate as it now is, with whatever attention the staff can give it along with their other work.

4. That it is the belief of this committee that each member of the Council ought to be at least as familiar with the Alumni Office routine as the committee now is. To end, the committee recommends that this report be copied and sent to each member together with samples of the different forms, card files, etc., in use, and that the discussion of this subject be made an order of possible business at the Spring quarter meeting.

Respectfully submitted,

Dr. Herbert E. Slaughter,
Mr. Scott V. Eaton,
Mr. Logan Anderson, Chairman.
III. New Name and Logo

I address you from the doorstep of a life at the beginning of another, since it is my life that will be at the center of this new era. With all its imperfections and challenges, it is my duty to lead our community towards a brighter future.

In recognition of this new chapter, I propose that we adopt a new name and logo for our organization. The current name, "Our Community," is too vague and fails to capture the essence of our mission. A new name, such as "Our Future Together," would better reflect our goal of building a better tomorrow.

The current logo, featuring a silhouette of the city, is too generic and lacks the impact needed to inspire our members. A new logo, perhaps featuring a stylized image of a rising sun or a growing tree, would serve as a visual representation of our growth and progress.

I urge you to consider these proposals and vote for them at our next meeting. Together, we can make our organization a beacon of hope and progress in our community.

Respectfully submitted,

[Signature]

[Member Name]
Analysis of the 76 names submitted to us by the Committee on Development as not being on their list: (Penn game)

Got notice at resident or business address when Committee on Development has vice versa. ........................................... 26

Not Alumni and should not have been addressed. .................. 3

Got notice at different address, which is good to us. ............. 10

No record of parties in Bureau of Records. ......................... 6
(4 women probably change of name the cause)

We have different address which is not in zone to be addressed. ................................................................. 12

Was addressed at address Committee on Development gives. ... 4

We have later address than where they were addressed. ........... 4

Plate under maiden name at same address. ......................... 1

Plate under married name at same address. ......................... 1

Requested us to use different address. ................................ 1

Received Committee on Development address after envelopes were addressed. ..................................................... 2

Mail returned from Committee on Development address. ........ 3

Error - our plate should have been changed. ....................... 1

Our address changed to Chicago by Football Office employee... 1

Deceased. ........................................................................ 1

76
Several Law School Alumni met during the campaign to work on law lists. Twenty-two names were recalled which did not appear on Committee on Development lists. Mrs. Martha Landers Thompson gave the attached list to the Alumni Office. After comparing the list with the records an analysis was made as follows:

- Never matriculated.......................... 2
- Woman - our record under maiden name....... 1
- Deceased..................................... 4
- No good addresses............................ 7
- Correct on our list............................ 3

\[ \text{Total: 22} \]
Several Law School Alumnae met during the campaign to work on Law Alumnae. Twenty-two names were received, which all met separately on Committee of Development. Miss Martha Landers Thompson save the attached list to the Alumnae Office. After comparing the list with the records as supplied, was made as follows:

5. ...........................................
6. ...........................................
7. ...........................................
8. ...........................................
Mr. Harold G. Moulton  
Institute of Economics  
26 Jackson Place  
Washington, D. C.

Dear Mr. Moulton:

I am pleased to greet once more through you the alumni group of Washington, and to inform you and them of a number of university activities, emphasizing subjects having to do with the campaign of development.

The past weeks have brought us much encouragement. We feel that progress is being made in establishing a new cordiality in the relationship of the university and the Chicago community. Meantime the news of our effort is arousing interest and receiving commendation in other parts of the country.

Trustees' gift. -- At a dinner given to the faculties of the university by the trustees Dec. 11 in Hutchinson Commons, announcement was made that the trustees had pledged $1,670,800 toward the $17,500,000 to be raised during 1925. This gift expresses the unanimous sentiment of the trustees that their contributions should be made early in the campaign. The announcement was received with enthusiasm by the more than 300 guests, as were also the addresses of the evening explaining the plans and recounting the progress of the program of development. Simultaneously, it was made known that Professor Frank R. Lillie and Mrs. Lillie had made a gift of $60,000 for the erection of a building for development of the study of bionomics. Mention was also made of the gift by Charles F. Grey, father of Trustee Howard G. Grey, of real estate in West South Water street valued at more than $200,000.
New Trustee Chosen. -- John Stuart, president of the Quaker Oats Company, has been elected a member of the Board of Trustees to take the place made vacant by the death of Charles L. Hutchinson. Mr. Stuart is a graduate of Princeton University, of which for a number of years he was alumni trustee. His election is regarded as adding new strength to a board already very strong.

Public Lectures. -- As one means of better informing the public concerning the work of the university, a series of public lectures, to which many prominent Chicagoans receive special invitations, is being given in Orchestra Hall, in the downtown district of the city. The first of these was a lecture Dec. 15 by Professor James H. Breasted, who traced the human career from the earliest days, and illustrated his talk by stereopticon views. The lecture was well attended, and held its audience at close attention. The second lecture is that of Professor Albert A. Michelson, who explains Jan. 8 his experiments concerned with the nature and velocity of light. At least two other well known members of the faculty will speak on dates to be arranged later.

Luncheon at Chicago Club. -- On Dec. 30 Robert P. Lamont, chairman of the committee on development, and Harold H. Swift, president of the Board of Trustees, tendered a luncheon at the Chicago Club to about fifty men of distinction in the civic and business activities of Chicago. To this influential group the president of the University spoke of the value of scientific research, the great contributions of universities to this research as well as to the building of character in young people, and outlined the aims and hopes of the University of Chicago. Mr. George E. Vincent, president of the Rockefeller Foundation, spoke briefly, referring earnestly to the unique
New Trustee, Choosing -- John Sturtevant, President of the

Chautauqua Opera Company, has been elected a member of the Board of

Trustees to take the place made vacant by the death of Charles

H. Houghenson. Mr. Sturtevant has a business at Princeton University.

He also

of which he is a member of the Board of Municipal Affairs. His name

is no longer as widely known as it was a few years ago, although

recent developments in the field of public service have made him a

notable figure.

Public Lectures -- a successful series of public lectures on the work of the universities as the symbol of the universities' service to the community.

The first lecture was a lecture on the history of the city.

The second lecture was given by Professor James H. Peabody, who traced the history of the city from the earliest days.

The lectures were well attended, and the audience enjoyed the program.

The third lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The lectures were well attended, and the audience enjoyed the program.

The fourth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The fifth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The sixth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The seventh lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The eighth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The ninth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The tenth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The eleventh lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The twelfth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The thirteenth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The fourteenth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The fifteenth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The sixteenth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The seventeenth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The eighteenth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The nineteenth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The twentieth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The twenty-first lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The twenty-second lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The twenty-third lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

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The twenty-fifth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The twenty-sixth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The twenty-seventh lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The twenty-eighth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The twenty-ninth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The thirtieth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The thirty-first lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The thirty-second lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

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The thirty-seventh lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The thirty-eighth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The thirty-ninth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The fortieth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The forty-first lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The forty-second lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The forty-third lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

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The forty-sixth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The forty-seventh lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The forty-eighth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The forty-ninth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.

The fiftieth lecture was given by Professor Albert A. Michelson, who explained the theory of relativity and its application to science.
opportunity for service which destiny has accorded to this university.

**Alumni Organization.** -- Organization of alumni for the campaign has advanced rapidly during recent weeks. Seventeen district chairmen have been appointed to direct the work in as many areas, some of them covering special states. These chairmen have formed organizations in the cities and towns under their supervision. The number of alumni already engaged in field work is estimated at more than 300; by March 1, it is believed, the organization will number 1,000 active alumni workers. The number of volunteers increases daily. A questionnaire recently sent to district chairmen brought replies indicating enthusiasm and confidence of the success of the campaign. One district chairman has adopted the slogan, "One hundred per cent subscription."

**Radio Studio.** -- There has been established in Mitchell Tower a studio for broadcasting lectures through Station W M A Q, one of the most powerful of Chicago broadcasting stations. From this studio twice a week are sent out lectures on educational subjects and a very wide audience is being reached by this means. It would be valuable if alumni who hear any of these talks would send to our university publicity office any comments regarding either the educational value of the experiment or the mechanical success in broadcasting.

**Vacation meetings.** -- Meetings of the American Archeological Institute, jointly with the American Philological Association and the College Art Association, held at the university, brought to the quadrangles several hundred noted men and women in these fields. At the same time members of the university took a prominent part in the meetings such as the American Sociological Society and the Con-
opportunity for service which especially has occurred to give

University

Institute

the company has executed rapidly during recent weeks. Secondly,

affiliated corporations have been applying to develop the work in an

acquaintance. The number of alumni members aged in the fold work

has been increased from more than 300 in March to 545 in July. The

number of affiliated corporations with member 1,000 active alumni members. The number

of affiliated increase over the previous year. A distinctive feature is the

growth of the success of the company, due to the effective operation

"shopper's store". One hundred per cent satisfaction.

Radio Studio -- These have been established in Manhattan.

Today a studio for professors' lectures, Chicago Broadcasting Station. From one of the most powerful of Chicago broadcasting stations, this station twice a week the seats of lectures on subjects and

questions will be made available to public service by the medium,

If money be expensed it is sure to be heard and enjoyed. It means much for community

as well as for the students' benefit. The number of the employees at the metropolitan

success in broadcasting.

Association Meetings -- Meetings of the American Association

has led to the American Psychological Association

and the College Art Association. Here at the Minuet, during several months and now at the latest,

the dramatics company has gathered forces and now in these latest

at the same time members of the Minuet have taken prominent part in

the meteors which are the American Sociological Society and the Con-

the meteors which are the American Sociological Society and the Con-
ference on Juvenile Welfare. Prof. Robert E. Park was elected president of the former society. At the same time, in Washington, Prof. Charles E. Merriam was elected president of the American Political Science Association.

Professor Thomas Crowder Chamberlin. -- Those who may have read dispatches concerning the accident to Professor Chamberlin will be glad to be assured that his injury -- sustained by slipping on the ice at Ithaca, New York -- is not as serious as at first reported. He has been brought to the Illinois Central Hospital in Chicago. There examination has proved that he suffered no compound fracture of the leg, and it is believed that his recovery within a few weeks is certain.

Sincerely yours