

OPERATIONS REPORT

ALUMNI PROGRAM

"Tauy Talk"

New format of the winter issue well received - economical
Spring issue - to be mailed in mid-June - will follow the
same format

Mailing list now updated with complete computer capacity

Annual Reunion, May 26-28, 1978

Completed general information mailing

Class letters for '3 and '8 years

Distinguished Service Award recipients selected

Banquet Committee working - Roger Fredrikson to
be Master of Ceremonies

Mini-courses arranged

Activity-reunions arranged

Alumni/Area Meetings

Lawrence - February 21 - JRR, ERB

So. California - March 4 - JRR

Phoenix - March 7 - JRR

Kansas City - April 14 - JRR, Ron Averyt

Peoria, Illinois - April 15 - Dr. Froyd

Nebraska/N. Central Kansas - April 15 - ERB, WDB

St. Louis - April 16 - Paul Ditlevson

Colorado Springs/Pueblo - April 17 - JRR

Denver - April 18 - JRR

Tulsa - April 18 - ERB, WDB

Bartlesville - April 29 - ERB, WDB

Topeka - May 10 - JRR

Others anticipated this spring

Southeast Kansas

Salina

Wichita

Lawrence

Alumni Association

Election of Directors and Officers under way

Senior Class/Pre-Alumni

Mini-diplomas ordered for graduates

Gift-committee working

Questionnaires mailed to members for permanent records

Director being elected for Alumni Association (new position)

Computer coordination - capability is now providing desired results in
both lists and financial records. Financial records
complete through June, 1977.

DEVELOPMENT

Current fund totals: (SEE ENCLOSED ATTACHMENTS)

There are over 600 new donors in this year's Annual Fund program; by far the largest number of new donors in the last decade.

Annual Fund Mailing Calendar

May 6	4th Annual Fund mailing, including Mabee Pledge reminders and Telefund reminders
May 15	Last Class Agent appeal
May 27	LYBUNT letter
June 1	Final mailing
June 15	Deferred Gift mailing to 1000 oldest alumni

Class Agent Program

Eighteen class agents, triple last year, are actively soliciting their classmates - this is a tremendously increased program and beginning to yield.

Significant jumps in the number of donors in the '73 and '63 classes.

Parents' Committee

Successfully completed Parents' Weekend, March 10-12, the first such event since 1973.

Parents' Fund continuing to grow.

Telefund

Student/alumni efforts completed in Kansas City and Ottawa: 597 calls attempted, 268 pledges yielded \$6,395

Student participation the key to success.

Ottawa Campaign

Largest effort ever undertaken in business and professional community.

Outstanding leadership given by Bob Pence and Bob Shields, which has realized over \$61,000 to date on a \$40,000 goal.

Extensive publicity effort contribution to Campaign momentum.

CHURCH RELATIONS

Extensive time commitment spent in material preparation and team/church assignment for OU Sunday.

Arrangements completed for Summer Mission Team, oriented toward ABC senior high camps in our ISP regions.

Seven major meetings completed with pastors discussing our role as an ABC/KBC church-related institution and our future mission.

PUBLIC RELATIONS

Continued news release processing, certainly not at a level that is conducive to our total need.

Strong local advertising.

Weak in media relations in major urban areas.

Extensive development of materials for church publications in our ISP area.

Weak in publication development.

SPORTS INFORMATION

Extensive statistical development.

Continued regular and improved news release processing.

Successful coordination with total Department/Director of Athletics.

Excellent exposure of total athletic program.

Intensive effort to assist in recruitment.

OTTAWA UNIVERSITY
Ottawa, Kansas 66067

Office of University Development

Operations Report Outline
January 26, 1980

Personnel

1. Donald Scott Smith employed as Director of Communications
2. Rev. Richard Hanson employed as consultant under SDIP grant for period of seven months ending June 30, 1980.
3. Development staff now consists of the Executive Director, Assistant Director, Director of Communications and one full-time and one half-time secretary.

New Equipment

1. The new NBI 3000 Word Processor has been installed and is completely operational. While it will take some time to program for maximum use, it is already proving to be an effective tool for development activities. The Admissions Office is expected to make extensive use of the equipment. Policy administration and scheduling is being done by Dean Shumway's Office.
2. Trustee Brunson Motley has donated audio/visual aid equipment to the University valued at more than \$3800. Four complete slide projectors equipped for sound/auxiliary sound, a tape converter, two headsets for listening within a controlled environment and a tape synchronizing unit have been donated. A projector has been shared with each of the CWC Centers and with the Admissions Office.

Foundation Proposals

1. See separate report

Foundation Handbook

1. See copy

Management by Objectives

1. Separate document

"Shopping List" being compiled

1. Faculty and staff, along with student organizations, have been invited to assist in the compiling of an "OU Shopping List" of needs as perceived by individuals within their area of responsibility. The list will be published and made available to Trustees, key alumni, administrators, etc..

Solicitation Kit nearing completion

1. To be used by volunteer solicitors in calling upon major gift prospects.
2. Persons involved will include faculty/staff/Trustees/alumni/friends

Area Meetings Planned

1. A series of 25-30 area meetings are being planned for alumni, parents, friends throughout the country for the next year and a half. Some of the meetings will be held in conjunction with the Choir Tour scheduled for March 1-9.
2. The purpose of the meetings will be primarily informational in nature with personal solicitation follow-up where appropriate. Attention will be given to the organization of new chapters and clubs in strategic areas.

Community Campaign

1. A two-week concentrated fund-raising effort will be held in the Ottawa Area during the Spring with a minimum goal of \$50,000.
2. Bob Nauman will coordinate the effort using a steering committee of key community leaders.

Class Agent Program

1. March and April will highlight Class Agent appeals to members of their respective classes.

Telefund

1. The feasibility of a telephone campaign in the Spring is under study. Records indicate that last year's effort raised slightly more than \$3400 through the effort. Programs conducted by other institutions are being considered by OU. Given the logistics and the time factors, such an effort must be considered carefully.

SDIP Consultant

1. Rev. Richard Hanson is serving as consultant in deferred giving under the provisions of the SDIP grant. Dick will be conducting a public relations audit as a part of that effort.

See accompanying questionnaire.

Communications

1. Marketing strategies being developed in the new Communications office.
2. A pastor's newsletter and parent's newsletter soon to appear.
3. News Release flow to increase greatly.
4. Comprehensive communication program planned.

5. Next Issue of Taui Talk to highlight educational program, including CWC programs and respond to national publicity generated by California extension course.
6. Materials are being considered for distribution through churches: e.g., bulletin inserts, placemats, newsletter, UPS folders, etc.

Church Relations

1. Work is being done with the Admissions Office, Office of Dean of Students, and the Chaplains Office in planning strategies and programs for increased contact with churches.
2. Study is being given to a national plan being submitted by the Commission on Institutional Funding for funding American Baptist Institutions.

Parents' Association

1. Guidelines are being developed for strengthening the work and programs of the OU Parents' Association.
2. The Parents' Association has adopted a goal of \$97,000 for 1979-80. A total of \$70,000 has been projected for the Annual Fund and \$27,000 will be directed toward dormitory projects and the Union Ramp for handi-capped persons.
3. The Parents' Association activities will be coordinated by Scott Smith. It is envisioned that the work of each of the six standing committees of the Association will be coordinated by an appropriate staff member.

Gift Highlights

1. The Sybil Martin Trust is nearing final clearance as a pure trust (for tax purposes) and is expected to total - more than \$200,000.
2. A bequest in the amount of \$5,000 has been received from the estate of the late A.E. Stevenson and is designated for science/physics equipment.
3. An alumnus, Ron Miller, of California is donating up to \$5,000 worth of chemicals for the Chemistry Department.
4. President Shaw recently received word regarding the establishment of a \$10,000 scholarship program in psychology.
5. The University is expected to receive a house in Florida and one in Oregon as gifts.
6. A bequest in the amount of \$1,000 was received from the Atcheson estate.
7. The Estate of the late Charles E. Davis is expected to provide a gift to OU of not less than \$100,000 and possibly as much as \$150,000 according to the Attorney.
8. William and Ruth Martin are establishing a scholarship program with an initial gift of \$2500: additional gifts will be made over the next several years with a provision in the will for adding substantially to the Fund.

9. Notice has been given that OU will share in the residual of the estate of the late Dr. and Mrs. Lloyd Alquist.

10. The Lyman Morgan Memorial Scholarship Fund now totals \$_____.

"Decade for Endowment" program"

1. There is an immediate need to strategize for the "Decade For Endowment" program to be launched toward the end of this year.

Long-Range Planning

1. With the completion of the public relations survey, it is expected that the data produced will be helpful in developing long-range plans for the University in a number of areas. The Resources Committee should give careful consideration to its involvement in the planning process.

Development Council

1. In consultation with President Shaw, your Director would propose the establishment of a Development Council composed of faculty, staff and student representatives comparable in purpose to that of the Academic Affairs Council, the Admissions Council. etc. The Resources Committee may want to respond to the concept.