

RECEIVED

SEP 5 1977

DEVELOPMENT OFFICE

Russ

<u>Month</u>	<u>Piece</u>	<u>Copy Date</u>	<u>Print Date</u>	<u>Mail Date</u>	<u>Arrival Date</u>
Sept.	First Annual Fund (Matchbook)	9- 5	9- 6	9-16	10-15
	First Parents Mailing	9- 6	9- 7	9-16	10-15
	Deferred Mailing			9-30	10-30
Oct.	ABC College Day	10-14	10-17	10-25	10-28
	Telefund	10- 3	10- 4	10- 4	11- 7-18
	1 First Parents Meeting, Annual Fund Meeting				
	First Associates Letter	11- 1	11- 2	11-10	11-15
Nov.	Telefund continued				11- 7-18
	First O'Club	10- 3	10- 4	10-15	11-15
	Yule Feaste	10-28	10-31	11-10	11-15
Dec.	Second Annual Fund Letter	10-25	10-26	11- 5	12- 5
	Second Parents Letter	10-25	10-26	11- 5	12- 5
	(Assoc) Christmas Letter	11-23	11-28	12- 1	12- 6
Jan.	Ottawa Campaign	1- 5	1- 6		1-23
	Telefund	12- 6	12- 9		12-20 (1-23)
	28 Parents Meeting				
	Deferred Mailing			1- 2	2- 2
Feb.	General Annual Fund Letter	1- 4	1- 5	1-15	2-15
	Third Parents Letter	1- 5	1- 6	1-16	2-15
	4 Annual Fund Meeting				
Mar.	O'Club	2- 3	2- 6	2-15	3-15
	Second Associates Letter	3-15	3-17	3-27	4- 1
	Deferred Mailing			3-15	4-15

<u>Month</u>	<u>Piece</u>	<u>Copy Date</u>	<u>Print Date</u>	<u>Mail Date</u>	<u>Arrival Date</u>
Apr.	Telefund continued	12- 6	12- 9		4- 1/4-15
	Fourth Annual Fund Letter	3-20	3-21	3-31	5- 1
	Fourth Parents Letter	3-20	3-21	3-31	5- 1
May	LYBUNT	5-17	5-20	5-27	6- 1
27	Annual Fund meeting				
June	Deferred Mailing			6-30	7-30

Annual Fund, Deferred, Venture Mailings/Materials

<u>Mailing</u>	<u>Materials</u>		<u>Labor</u>	<u>Postage</u>
35,300	\$ 498.39	Envelopes		
35,300	676.15	Return Envelopes		
	587.50	Paper		
	364.00	Plate		
		Set up	\$ 197.00	
		Art Work	70.00	
		Presstime	380.00	
		Folding	282.25	
		Labeling	219.50	
		Metering	125.00	
		Stuffing	168.75	
		Bundling	55.50	
		Miscellaneous	157.50	
TOTAL	\$2,126.04		\$1,655.00	\$2,150.00
				2,322.50

GRAND TOTAL \$5,931.04 - \$6,103.54

MANAGEMENT OBJECTIVES

1977 - 1978

RE: Admissions, Alumni, Church Relations, Development and Local Public Relations

UNIVERSITY ADVANCEMENT

1. To create an atmosphere which is favorable for the recruiting of students and the soliciting of funds from our constituency.
2. To develop an environment that is conducive to staff stability and provides opportunities for individual growth.
3. To encourage and unite the staff in a sense of "team" creating effective performance.

ADMISSIONS

1. To recruit 250 new students for Fall, 1978; 10% from ethnic minority groups.
2. To develop a recruitment strategy responsive to recent marketing research enhancing relations with church constituency, alumni and high school juniors.
3. To focus recruitment activities primarily in Kansas and home state region.
4. To continue development of a fully integrated and effective volunteer/professional recruitment network.
5. To continue development of promotional materials enhancing recruitment cycle and further emphasizing career preparation.

ALUMNI

1. To continue development and utilization of trained and informed alumni volunteers in the activities of the Alumni Association and the University.
2. To service and strengthen existing chapters; and, to develop additional chapters in alumni concentration and/or importance to the University.
3. To actively support the alumni annual giving activities, encouraging 25% or more participation.

4. To revitalize and strengthen alumni communication, including intensified efforts with Tauy Talk, public relations and institutional marketing strategy.
5. To enhance and promote educational and social opportunities for both alumni and friends of the University.
6. To give students opportunities to learn about the purposes and activities of the Alumni Association by generating interest and participation in alumni programs; and, to include both campus and CWC graduates into the Association's activities.

CHURCH RELATIONS

1. To maintain active involvement in and support of regional/state ISP programs and events to increase income.
2. To strengthen existing and to develop new channels for effectively communicating institutional mission and service.
3. To intensify University visibility in the local church.
4. To develop further opportunities for lay/professional interaction in support of institutional mission.

DEVELOPMENT

1. To generate current gift income in the amount of \$586,620 which will balance the 1977-78 operating budget.
2. To continue the development of a comprehensive fund raising program, increasing the base of alumni participation to 25%.
3. To raise capital funds sufficient to cover the safety/fire improvement requirements.
4. To continue the recruitment and training of volunteers to assist in fund raising.
5. To complete Venture Campaign solicitation; maintaining and improving existing pledge payment efforts for maximum realization of outstanding funds.

LOCAL PUBLIC RELATIONS

1. To effectively interpret the purposes and programs of the University to the local community, improving the climate of opinion.
2. To obtain effective publicity; and, increase quantity.

3. To provide leadership in improving morale with internal "publics."
4. To work actively in local media relations; and, with the Chamber of Commerce.
5. To assist in the University's sports information program.

JRR:II
8-2-77