

Ten Years to Grow On

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Compared to its counterparts at some other schools the Alumni Development is a mere baby. There are schools that would be mortally embarrassed if their annual campaign yielded less than several million dollars.

At OU the ADF nonetheless is a respected and valued source of funds for the University. It is not a hardsell, individual proposal kind of program. It is a massive campaign conducted each year in a combination of direct mail and personal solicitation. Many people contribute only a dollar or so; a fair number contribute a hundred or so, and a very few contribute huge chunks of money.

The operation of the ADF is really pretty simple. It doesn't involve a clutch of professional fund raisers. Instead it depends on the good will of the alumni to do the work. Within the alumni office the alumni director, Ronald T. McDaniel, serves as executive director of the ADF. With him are William C. Hammond, executive ADF secretary, David Dollarhide, assistant executive secretary, and Carolyn Thompson, bookkeeper and general friendly hand.

In addition there is a board composed largely of alumni. Its chairman is J. O. Lynn with W. Bryan Arnn serving as vice chairman. Treasurer is the University's internal auditor William Jordan.

Other board members are Jerry Simmons, Dave Cody, J. R. Spear, Tom Baker, D. Vernon Camp, Howard McGee, Lou Sharpe Jr., Don Fitzgerald, John F. Y. Stambaugh, Dr. Jim Snider, Jack Black, and William Chapman, all alumni; Dr. Carl Riggs, dean of the Graduate College; Dr. J. R. Morris, dean of University College; Joe Hobbs, director of the School of Art, and the University president.

Clearly it is an alumni board, and it is the board that decides who gets the money the alumni and friends contribute. Those decisions are not easy ones to make. Last year there were 71 requests for ADF grants. Not one of them was idly presented. They were all solid projects involving research, books, scholarships, equipment that would serve the University, its faculty and its students well. Yet only a fraction of these requests could be granted, and of those that were granted not all could receive the total allocation requested.

The process works this way. Each fall the ADF mounts its annual campaign. The Honor Roll edition of the Sooner magazine is printed as an annual report of the ADF. It goes to every living alumnus of the University for whom an address is available—those who are paid members and those who are not.

Hard on the heels of the Honor Roll come the letters from the national chairman of the campaign, who this year is Phillips Petroleum executive John Houchin, and letters from others in the ADF structure. In key cities there are personal campaigns. Everyone gets an envelope in which to mail his ADF contribution.

This year for the first time there will be pledge cards for those who wish to contribute more but don't want to do it in one awesome chunk.

And so the money begins coming in. Donors may earmark their money for a specific cause or they may give it unrestricted. They may credit it to one graduating class or several. Couples may divide their contribution among classes and causes.

While the campaign is going on, the various units of the University are preparing their proposals for the

ADF board. Some are elaborately documented and charted. Others are simply stated. All are given equal consideration by the alumni and faculty members on the board.

Last year, for example, requests included proposals for various kinds of scholarships and intern programs, for improved graduate training in plant taxonomy and plant systematics, establishment of a lab for time lapse photography, for construction of a complex microspectrophotometer, establishment of a lecture fund, research on a variety of topics, purchase of slides and rare books, purchase of audio-visual devices, to publish a teaching aid, participate in international symposia.

Amounts of money requested varied from more than \$28,000 to as little as \$150, but dollar value is not the deciding factor. While use of other private funds is decided administratively, the alumni money is dispensed by alumni, and their general judgment is to give the money where it will benefit the most people.

Last year was the tenth year of the ADF, a year when it raised in excess of \$140,000 from nearly 6,000 donors. More than half of the donations were restricted, meaning that the alumni board had no choice in allocating that money. If the money was earmarked for a certain department, the department got the money whether a proposal had been submitted or not. Only about \$57,000 was unrestricted, and foreseeing this the ADF board and administrators had not encouraged departments to make requests for large sums of money. It simply was not feasible to give one area a large grant and thereby cut off all the others. As in years past it was the relatively small grant, the seed money, the small equipment purchase that stood the best chance of acceptance.

In cases where the board thinks a request is really significant but cannot make the allocation, it will encourage the department to seek funding elsewhere. Often the department already has covered that base and sometimes that eventually is where the money comes from—a federal grant or some private source.

The core of the ADF support program is its scholarships. In the ten years of its existence the ADF has granted some \$150,000 in scholarships. These are tuition grants for the most part, and scores of students have been able to attend school only because this money was available to them.

To the individual receiving the scholarship that money is very significant as every grant is to every recipient. To the outsider, however, many of the ADF allocations may seem mundane. But none is given without careful consideration, and those that are given have proven themselves to be eminently worthwhile. Most of the time the items funded with ADF money represent departmental improvements that would not otherwise have been possible, items that could not have been purchased from the regular budget because that budget was too small, yet items that were very important to the proper functioning of that department.

In architecture for example the ADF has purchased a set of photographs of architectural monuments, a set of enlargements for demonstrating design. In art there have been regular allocations for annual student exhibition awards and for additions to the art museum permanent collection.

The ADF has bought equipment such as a drying cabinet for chromatographs in chemistry, a ditto machine for the Classics Department, lab equipment in engineering, meteorological instruments for geography, a seismograph and a slabbing saw for geology, microfilm for the University's various libraries, tape recorders for modern languages, a new organ for Holmberg Hall Auditorium, ultraviolet spectroscopy equipment in physics, collection materials for the Stovall Museum of Science and History, lab and research materials in zoology, production costs for taking drama productions on tour in Oklahoma, lab equipment to teach English to foreign students, matching funds for scholarship and research grants in a variety of areas thus making the total grants possible.

The ADF has financed fellowships and apprenticeships. It has purchased 15 electric pianos and accompanying communications center for the School of Music. It has bought video tapes and television receivers for teaching. It has supported the international students' organization. It has paid to ship gifts to the University that were OU's only if we could get them here. It has underwritten portions of the cost of Project Threshold, a relatively new program for minority students that this year got new life with a massive federal grant.

Allocations for 1969-70 included funds for a Chaucer conference, a very high level conference that holds in its workings the promise to make OU the center of Chaucer scholarship. The ADF provided photographic equipment in geography, audio-visual equipment in journalism, microfiche readers for the library, funds for travel in field work in petroleum and geological engineering, matching funds for a pharmacy scholarship grant, the third in a series of vital books in philosophy, equipment that will be used jointly by psychology and electrical engineering, an Art-O-Graph for Stovall Museum, fish insulin research equipment in zoology, matching funds to NASA for an inter-departmental grant, and faculty summer research grants in addition to its regular scholarship allocation.

Seldom in the history of the ADF has it provided funds for what could be termed a really dramatic program. That isn't the objective of the ADF. The University's major gifts program feeds on the limelight of dramatic gifts—the kind of money that builds whole buildings in a single check. Those are the gifts that get publicity and have people's names on them. Few of the ADF's allocations bear anyone's name. The only recognition the ADF donors get is their name listed in the annual Honor Roll, a neat thank-you card from the ADF, a small tax deduction and the personal satisfaction of knowing that their donation had a part in keeping some program going another year.

ADF officials are not unhappy over this image. In their view it is the kind of image the ADF needs. It places the donors and the alumni who allocate their money in the position of being a sorely needed saving grace. It is money the University could get in no other way, and it is money spent as only private money can be spent.

There are several restrictions on the things for which state and federal money can be spent. In the case of federal funds it sometimes costs a lot just to meet the

restrictions of the grant. With the ADF there are no strings except a definite need.

This year will see the strengthening of the support group concept in the ADF. Over the past few years several support groups have sprung up around the University. These are made up of alumni and friends of a particular area of the University. Naturally their first loyalty is to that area—chemistry, geology, pharmacy, journalism and such—and they would like to see more private money pumped into their pet areas.

To coordinate the raising of that money the ADF has taken the support groups under its wing. Alumni donating to the ADF may earmark their funds for that support group. Likewise, money raised outside the ADF campaign for the support group comes through the ADF accounting structure. It helps keep the fund raising coordinated and gives the support groups the organizational structure of the ADF to lean on.

Over the past ten years ADF contributions have gone steadily upward, which pleases the board and its

administrative staff. It distresses them when an alumnus writes that he will no longer contribute because of some event at the University or because of some administrative policy. They see financial support of the University as support of an institution and the cause of higher education, not as endorsement or rejection of a particular set of circumstances. They know that in the ten years of the ADF there have been many University crises, many unpopular moves, a host of different kinds of students. They also know that the University has continued through all the crises and short lived front page headlines to give the best education possible to the 15 or 16 or 17 or 18 thousand students on the campus. They know that the need for quality education, quality teachers, quality equipment, quality research continues as long as students want to go to school and teachers want to teach.

And that's why the ADF was started to begin with. To give every alumnus and every friend of the University an opportunity to support the effort for quality education.

The National Chairman

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Houchin

National chairman for this year's ADF campaign is John M. Houchin, Bartlesville, president of Phillips Petroleum Company.

A long-time friend of the University and a 1933 engineering alumnus, Houchin is a former president of the Board of Regents and has maintained close ties with the campus throughout his professional life.

As national chairman Houchin will be the direct contact with thousands of alumni through letters and other mailings.

President of Phillips Petroleum since 1968, Houchin has been with the company since before his graduation from OU when he worked in the production department in Oklahoma City. For several years following graduation he worked in engineering capacities in various areas of the company's production operations.

Houchin later served as assistant superintendent in two of the company's producing districts, as assistant chief engineer and acting chief engineer in the Bartlesville office, and as district superintendent in western Kansas. He was named assistant general superintendent of the production department in 1944 and served in that capacity until 1951 when he became general superintendent.

Houchin's advance into over-all company management duties began in February 1956 when he was named chairman of Phillips operating committee. A year later he was promoted from this position with his

election as a vice president. He was elected a member of the company's board of directors in October 1957, to the executive committee in April 1958 and to the finance committee in 1964.

Born in Jackson, Mississippi, Houchin graduated from high school in Muskogee. He is a director and member of the executive committee of a number of subsidiary companies of Phillips Petroleum; also a director of Pacific Petroleum Ltd. of Calgary, Canada, and of Westcoast Transmission Company Ltd. and Western Pacific Products and Crude Oil Pipelines Ltd., both of Vancouver, Canada; and is a director and vice president of American Independent Oil Company, New York City.

Houchin was appointed to the Board of Regents in 1963 and served as president of the board last year. He also is a trustee of the University of Oklahoma Foundation.

He is a member of the board of directors of the American Petroleum Institute. His industry associations also include membership in the Independent Petroleum Association of America, Independent Natural Gas Association of America, Texas Mid-Continent Oil and Gas Association and Twenty-Five Year Club of the Petroleum Industry. He is a member of the board of directors and executive committee of the Mid-Continent Oil and Gas Association and is a registered professional engineer.
