



An Invitation...

*The occasion: the 100th birthday
of the University of Oklahoma.*

*The place: the University's three campuses—
Norman, Oklahoma City and Tulsa—and wherever
Sooner alumni can be found.*

*The time: December 19, 1989, to December 19, 1990,
the anniversary of the territorial legislative act
establishing the University at Norman.*

*Gifts for the honoree? Not only appropriate
but encouraged. Suggested remembrances totaling
\$100 million in private support are designed to see
the venerable institution strongly into the Second Century.*

The University of Oklahoma is throwing a party. The festivities will last for a year, and everyone is invited to attend.

Over the 12-month period, this marathon Centennial Celebration, with the theme "Time for Greatness," will feature something for every taste. Events with an intellectual or cultural focus are being scheduled, as well as athletic competition, social gatherings, a couple of opportunities for suitable pomp and ceremony and an occasion or two just for fun.

An observance of such magnitude doesn't just happen. The planning has been under way since October 1986 when 100 alumni and friends of the University were chosen to serve on the Centennial Commission with a similar number of faculty, staff and students. Under the leadership of William R. Howell, chairman and C.E.O. of JCPenney in Dallas, the members of this blue-ribbon group are hard at work on the seven different committees responsible for the organization and execution of the various Centennial projects. Centennial Vice Chairman Stanton L. Young, Oklahoma City business and civic leader, is head-

ing the all-important development committee, while prominent OU alumni leader Katie Davis, also of Oklahoma City, is chairing the central celebration committee.

The chairs of each of the committees — celebration, development, academic affairs, student affairs, public affairs, Health Sciences Center affairs and promotion and special events — discuss their responsibilities with *Sooner Magazine's* Ben Fenwick on Pages 4 through 10. A complete list of the members of the commission follows on Page 11, and a profile of Chairman Howell appears on Page 12.

Special note should be made of the work of the development committee, which is seeking \$100 million in private support for a wide variety of University projects. The most ambitious and comprehensive drive ever attempted in Oklahoma higher education, the Centennial Campaign was launched in 1986 with announcement of \$11.5 million in advance gifts. To date, nearly halfway to the centennial date, just over \$50 million in gifts and pledges has been received.

Primary campaign goals focus on the institution's most pressing needs,

which include the completion of several partially funded projects as well as the initiation of new ones. The campaign shopping list also contains several "Targets of Opportunity," which suggest ways donors can match their contributions to their own special interests. The significant support which a number of these goals already have received in the first two years of the drive is discussed by Development Committee Chairman Young on Page 4.

The University of Oklahoma was created with the stroke of a pen in 1890, an institution of higher education in name only — no buildings, no faculty, no students. One hundred years later, the University has all the above in abundance, as well as a solid academic reputation, a distinguished body of alumni and backing from both public and private sectors. But the task of 1890 is ongoing.

The Centennial Celebration is the University's recognition of past accomplishments, present achievements and future challenges. Those who accept invitations to the party should come prepared for large doses of warm memories, mutual congratulations and dreams for tomorrow. —CJB

The Centennial Campaign goals are:

- \$28 million for endowed chairs and professorships, 40 on the Norman campus and 12 at the HSC, to enable academic programs to recruit and retain outstanding faculty members.
- \$5 million to endow scholarships, recruit outstanding students and assist students with financial need, emphasizing graduate scholarships.
- \$2 million for an honors college.
- \$2.5 million endowment to acquire specialized library materials.
- \$450,000 in matching funds for the University of Oklahoma Press.
- \$3 million endowment for the Museum of Art.
- \$15 million for medical research.
- \$8.55 million to establish the Second Century Endowment Fund.
- \$4 million to complete the Stanley B. Catlett Sr. Music Center.
- \$8.5 million to complete the OU Energy Center.
- \$1 million to construct a child care facility.

- \$2.5 million for addition to Huston Huffman Physical Fitness Center.
- \$8 million to assist in the construction of a building to house OU's renowned Western History Collections and the Oklahoma Museum of Natural History (formerly Stovall Museum of Science and History).
- \$10 million to begin construction of a research tower at the OU Health Sciences Center.
- \$500,000 for campus beautification that might include such projects as fountains, a Centennial walkway or memorials to former students who fought in World War I, World War II, Korea and Vietnam.
- \$1 million to restore the Great Reading Room of the original Bizzell Memorial Library, which with its magnificent hand-carved woodwork was for many years the most beautiful room on the campus.

Suggested "Targets of Opportunity" to which donors might wish to contribute are:

- Two international prizes comparable to OU's Neustadt International Prize for Literature. Endowments could be established to fund an International Prize for Fine Arts or an International Prize in Science and Technology.
- A graduate addition to the College of Business Administration building, Adams Hall; the addition could be named for the donor.
- An addition to Copeland Hall, which houses the H. H. Herbert School of Journalism and Mass Communication; the addition could be named for the donor.
- Renovation of the 1959-vintage Gould Hall into a home for the College of Architecture, now precariously housed in Oklahoma Memorial Stadium.
- Creation of an innovative bachelor of professional studies degree program in the College of Liberal Studies and an endowment to sponsor an adult seminar on "The Humanities in Oklahoma."