

A University of Oklahoma Foundation

WORKING quietly in March, University officials and alumni leaders were perfecting plans for an independent agency to be known as the University of Oklahoma Foundation.

When definite arrangements are announced, probably in the next issue of this magazine, Oklahoma will have taken a step to catch up with other institutions of the nation in a most important angle to higher education.

Almost a half century old, the University of Oklahoma now has no special agency to receive gifts and bequests for educational purposes. True, several special trust funds have been set up, notably the Wentz Student Loan Foundation and the Frank Phillips fund for a collection of historical material. But no general agency exists to receive and administer gifts and bequests for the University.

Other universities and colleges of the nation have found that gifts for educational purposes are greatly accelerated when a special organization is set up to receive and administer the funds. This is the logical, business-like method of handling the problem.

In the case of a state university, particularly, citizens may be hesitant to turn over large gifts to the Board of Regents, which, in effect, is an agency of the state itself. Experience has proved that benefactors prefer to deal with a special agency that has been set up for the special purpose of handling gifts and trust funds.

Not only the older eastern schools, but also state universities as near to Oklahoma as Kansas have had endowment associations and trust foundations for many years. The University of Kansas Endowment Association was established in 1893.

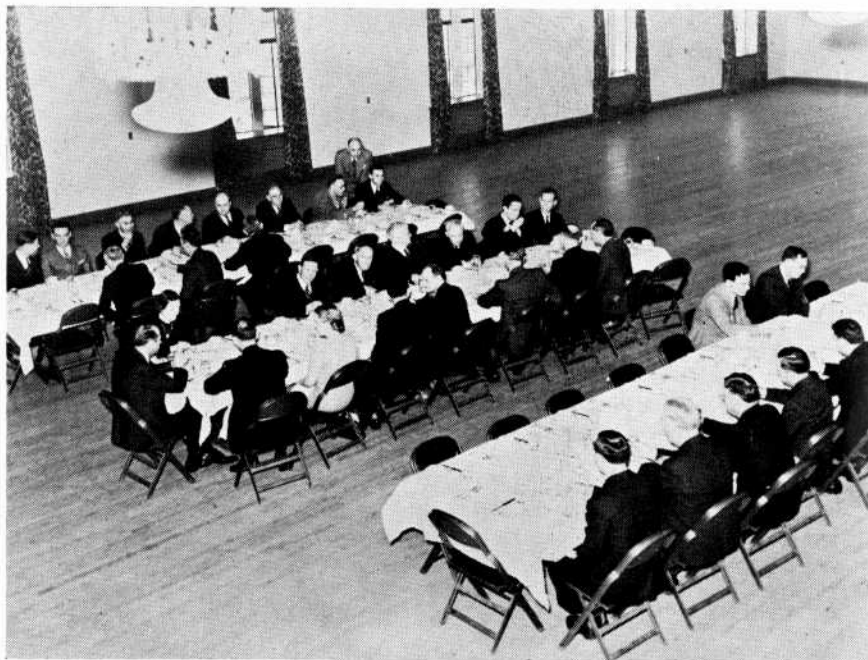
No one knows how much money is likely to be received by the University of Oklahoma Foundation. Many friends of the institution who have studied the situation and the results achieved elsewhere believe that the Foundation will receive at least \$5,000,000 by the time the Semi-Centennial Celebration reaches its climax with an academic festival in 1942.

The University of Missouri in a period of about four years, without any intensive campaign, has received more than \$3,000,000 in benefactions. The University of Michigan in a period of about thirty-five years has received \$31,000,000.

Some of the ways in which gifts can be made to such a foundation are as follows:

For General Purposes. To be expended as the trustees see fit, for any legitimate University project.

For Buildings. This kind of gift can be made for a certain building needed by the University, or for building whatever struc-



General plans for the Semi-Centennial Celebration, and particularly the plans for the endowment campaign, were discussed at this joint meeting of the Alumni Executive Board, Dads Association officials, and members of the University Board of Regents, held in the Union Ballroom in March.

ture is suggested by the Board of Regents as most needed.

For Scholarships. Less than half the honor students of Oklahoma High Schools attend any college or university. If sufficient scholarships were available, many more of these outstanding young people could get the benefits of university education.

For Professorial Chairs. Oklahoma's low salary scale has caused the University and the state to lose many of its most brilliant professors. If sufficient endowments could be obtained for special professorships, most of these could probably be kept in Oklahoma.

Publication Fund. The usefulness of the University of Oklahoma Press, one of the outstanding university presses of the nation, could be greatly increased if it had additional funds to publish works of scholarly merit.

For Art and Museum Collections. A University is the logical cultural center of the entire state, and has a definite responsibility in this field.

For Scientific Research. One of the great objectives of a University, an objective that distinguishes it from a college, is that of scientific research. Since the material benefits of research often lie remotely in the future, the need for financing of research is not always readily apparent, and state appropriations are never suffi-

cient to support much research. Industries of Oklahoma, as well as various professions might well make gifts for research in their respective fields.

To Endow a Lectureship. Students receive extra inspiration and wisdom when they can hear lectures by specialists of national and world fame. An endowment to bring to the University campus the world's best lecturers in a certain field would be a great step forward in the institution's educational program.

This list of possible gifts is by no means exhaustive, but is merely suggestive of the wide range of possibilities. Educational benefactions can enrich the service of the University in hundreds of ways that would be deferred for many decades or possibly forever if it were necessary to wait upon legislative appropriations.

In a short time, the University of Oklahoma Foundation will be ready to function, and the people of Oklahoma—from the wealthy man able to donate a large building, to the small business man glad to give \$50 for a scholarship—will have an unprecedented opportunity to contribute to Oklahoma's greatest enterprise, the higher education of its youth.

Several commendatory editorials were published by state newspapers following announcement of plans for the Semi-Centennial Celebration of the University.