

The President Speaks

BY DR. GEORGE L. CROSS

Roscoe Cate, '26ba, financial vice president of the University, explains the needs of the University to Alumni counselors, and through the Sooner Magazine to all alumni.

President Cross has requested that his page be used this month to present the remarks which Vice President Roscoe Cate, '26ba, made as representative of the president's office to the Alumni Fund Counselors at a luncheon meeting October 1—D. B.

BY ROSCOE CATE

The first question is whether the University really needs to seek gifts and bequests, and whether we really need an Alumni Development Fund. As the University's business officer, I want to say most emphatically that this University, like any other university, does need such a program.

The University has only three sources of income. The first is State appropriations. There is a ceiling on what can be expected from State appropriations. If any of you are interested in details, I'll be glad to take you up to the Capitol and you can hear all the reasons why! Seriously, it is a fact that there is an economic ceiling on what the State can provide by taxation. Persons familiar with the University's needs are convinced that ceiling is too low for state appropriations in the foreseeable future to meet the actual needs of the University.

A second source of income, consists of student fees and the institutional income from various sales and services. The income from those sources, also, has a practical ceiling. The University already has increased the non-resident fee from \$50 before the war to \$120 per semester at present. That's a pretty large increase, percentage wise. We have increased the general student fee charged resident students as well as non-resident students by a substantial amount.

The third source of income consists of gifts and bequests. That is the one source of revenue which has no ceiling on it, and which we hope, over a period of time, will be in better proportion to the University's needs than the income from other sources.

There is one additional temporary source of funds which we have used because of our serious needs and the emergencies we have faced in the post-war period. This source is borrowed money. Of course, there's a limit on how much you can borrow, as all of us realize. And in the long run borrowed money has to be paid back, with interest, out of income from student fees or institutional sales and services.

Gifts and bequests can greatly enrich the University's activities because such money is not rigidly committed to our routine needs. The income from State appropriations and student fees must be spent first to carry on the fundamental function of the University, which is classroom teaching. But that is not the only function of a true university.

I'm going to quote a figure which I believe will surprise you. The published statistics for land-grant colleges and universities in this country for 1947-48 show that the average expenditure on the

instructional function by those institutions was only 37% of their total expenditure for educational and general purposes. That means that they were spending large amounts of money on research, on extension, and for other functions of public service.

The University of Oklahoma, during that same period, was spending 55% of its educational and general funds for instructional purposes. That's 55% as compared to a national average of 37%. The national average for expenditures on research for all institutions was 22%, and at the University of Oklahoma, 1%. The only excuse we have for such a low expenditure for organized research is that the University first must take care of its classroom and laboratory teaching. First, we have to employ a faculty, provide the physical facilities, make the necessary outlay required to carry on our day-to-day classes. But, that in itself doesn't make a great university. Where will we look for the additional funds needed—tax revenues or private gifts?

It's private money that always has led the way in this country in the development of social and cultural resources and services. It's private money, rather than State appropriations or Federal appropriations, that has developed such enterprises as the public school, the hospital, the public library, the research institutes, old age pensions, group hospitalization, and other such enterprises. It's private money that is going to enable the University of Oklahoma to do many things that it never could do without such help.

The University of Oklahoma, through the Alumni Association, and especially through the vision of Ted Beard, recognized ten years or more ago that it was very important that some agency be set up to obtain gifts and bequests to carry forward and improve the program of the University of Oklahoma. The University of Oklahoma Foundation was established in December 1944, and was designed primarily to receive endowments. It is prepared to administer permanent funds and to use interest earnings for specified purposes.

A little more than a year ago, the Alumni Development Fund was organized, and a system of alumni counselors was set up. The principal objective of this plan, as you all know, is to encourage small gifts from a large number of alumni.

Institutions all over the country, 150 of them, have carried on Alumni Fund programs successfully. Our experience during the last year has proved that the University of Oklahoma, if given a few years, can do the same thing.

The work of the Alumni Development Fund is tied very closely with the work of the University of Oklahoma Foundation, and with the fund-raising



and development efforts of the members of the University administrative staff and members of the Alumni Office staff and other agencies associated with the University. It's a co-operative program.

Boyd Gunning, as your executive secretary, is always thinking in broad terms of the over-all welfare of the institution. So the success of efforts to obtain gifts and bequests for last year must be measured in terms of all of the gifts that have been received, regardless of whether they came directly to the Development Fund or to the Foundation or to the Board of Regents.

During the last year, the total of gifts from various sources and given to various agencies amounted to \$106,000. Nearly 500 alumni made gifts directly to the Alumni Development Fund. The total of these small gifts was \$6,723. The number of alumni contributing is much more important than the amount of money received. The record shows that 500 alumni were interested enough in the welfare of their Alma Mater to make a direct contribution. If the number contributing is doubled each year, in five years we will rank with the leading institutions of the nation in the number of alumni contributors.

The funds received through the Alumni Development Fund have been used for a wide variety of purposes. I won't attempt to enumerate all of them. Some are: 20 scholarships; books and periodicals; models for mathematics and astronomy; research in parasitology, entomology, nutrition and business statistics; and murals for the new Geology Building.

Some large gifts came to the University during the last year. One consisted of land and a partially completed building on the shore of Lake Texoma which was given by Mr. and Mrs. Norman Brillhart and Mrs. W. H. Colby to be used to establish a Biological Station for the University of Oklahoma. This gift, which had an estimated value of approximately \$35,000, led to an appropriation of \$110,000 by the Legislature which later was allotted by the State Regents to develop the property and make it one of the finest biological stations in this part of the country. The Legislature never would have appropriated money earmarked for such a purpose had not an alumnus of the University and members of his family been interested enough to provide the nucleus for the project.

Many new scholarship gifts were received by the University this year, bringing the total to 386. That's a great many more than there were a few years ago, but there still are not nearly enough

to take care of deserving young people eligible for scholarships.

One of the outstanding scholarship gifts is the \$7,000 McMahon Foundation Journalism Scholarship program, which provides in annual awards of the equivalent of income from a quarter-million-dollar endowment. It's one of the finest scholarship programs we have, and it will attract outstanding journalism students for many years to come. These scholarships are a memorial to the late Mr. E. P. McMahon of Lawton.

Additions were made to the Memorial Scholarship Fund, honoring the former students of the University of Oklahoma who lost their lives in World War II. Total in this fund is now \$5,612.

The Hesslein Scholarship Fund, one of the largest we have, was given to the University through the Commander Mills of Sand Springs.

The Robert Dean Bass Scholarship was established by Mr. and Mrs. Harry Bass in honor of their nephew who lost his life in World War II.

The Harry J. Brown Scholarship was established by Mrs. Brown in order to carry on the student aid which her husband had given to many Geology students at the University before his death.

Valuable library collections were received by the University from the M. C. Garber estate at Enid, and from R. L. Clifton of Enid. The Walter Ferguson newspaper files were given to the University.

An additional gift to the Lew Wentz Loan Fund was included in Mr. Wentz' will. The Westheimer and Neustadt families of Ardmore made an additional gift for improvements at Westheimer Field. The Oklahoma Press Association is carrying on a campaign to raise \$100,000 from contributions for a memorial journalism building. About half of the goal has already been pledged.

What of the future? The needs of the University are so numerous that I cannot begin to give a comprehensive list. I can only make some suggestions as to the kind of things that are needed, and which probably cannot be taken care of by any means except by private gifts or bequests.

Buildings needed include a Chapel, a Science Museum, an Art Gallery, an Observatory, a Speech and Hearing Clinic Building, and a Graduate Center where graduate students may come together at one place to do their studying and carry on group activities.

We need a building for a Continuation Study Center. At present, short courses and conferences are held at the North Campus in a temporary building. The rapid growth of this program shows the great need for an adequate plant to carry on

educational conferences and short courses and meetings of organizations and groups from all over the campus.

We need an Auditorium Center, containing a general auditorium, concert hall, small theater, rehearsal rooms for the band, orchestra, choral club, the glee club, and so on.

We need student housing. We have built as much student housing as we think we can with borrowed money. These have to be entirely self-liquidating. We need student housing subsidized to some extent by private gifts in order to make it possible for a student who doesn't have much money to come to the University and get room and board in good surroundings for a low price.

We need facilities for publication of the results of research. In many cases, a research program carried on at a university results in valuable information which should be made available to the public, but it's the kind of material that will not pay its own way.

The fields of research are, of course, unlimited. We need money to employ men with research talent; we need money to buy equipment that such men must have to carry on research. Laurence Snyder, Dean of the Graduate College, could keep you spellbound for hours with his description of what research can do for humanity.

I have mentioned typical needs, but its only to suggest the kind of things we have in mind. There are many others.

I want to say in closing that I believe Boyd Gunning has done a wonderful job during his first difficult year in building this program. He's laid a solid foundation for the future, and I hope that you'll do all you can to help him.

Cross Denies Absent-Mindedness

Gen. Dwight D. Eisenhower, president of Columbia University and President Cross have something in common besides being presidents of leading educational institutions.

They both have private pilot's licenses. And it is believed that they are the only two "flying presidents" of major universities in the country.

On a recent flying-interview with Jake Hill, '49 journ, *Norman Transcript* staff writer, Hill relates, "The genial former professor of plant sciences disapproved the charges of absent-mindedness which are always leveled at college professors by taking this *Transcript* staff member up for a flight over the Norman countryside and remembering to come down again."

Cross learned to fly in the amazing short time of 26 days.

Besides gaining him a license, Cross' training program marked what must be a new high in inter-institutional brotherly love—bitterly partisan old grads will shudder at the thought of it—but Cross took his lessons in a plane owned by Oklahoma A&M College!

In the old days, a Sooner would look for sabotage in anything offered by the Aggies, but that must all be in the past now. Anyway, the generous Aggie offer to lend O.U. two training planes after the destruction of the University's planes in last springs tornado was gratefully accepted and the student training programs were completed without mishap.

The Cross flying story is only a part of the aviation craze at O.U. Besides the hundreds of students who learned to fly in regular University operated classes, the desire to take wing has spread to Cross' administrative staff.

Roscoe Cate, '26ba, O.U. financial vice-president, was licensed as was Carl M. Franklin, executive vice-president.

All three freely admit there is still enough "little boy" in them to list that as a good reason for learning to fly, but the usefulness of being able to fly is the big factor.

The speaking agenda of Cross, for instance, is crowded all year long with commencement addresses and talks to various civic and alumni groups throughout the state.

"By flying myself when no other pilot is available, I can devote the time saved through flying to other duties," Cross reasons.

He soloed after only eight hours of instruction, the minimum allowed by the C.A.A. He took his license test after logging 18 hours, also a C.A.A. minimum.

'Apple Polishing' Goes On

Apple polishing, the ancient art of getting a grade, is being practiced in many forms at the University today. The particular form of apple polishing varies from person to person, sex to sex.

At times it assumes some alarming forms. One professor, long since grown wise to the student's subterfuge, reported an unusual case. He required no term papers in his course but one person, evidently intent on getting an "A", handed in a detailed 34-page report. The purpose being to impress the prof. He wasn't.

He didn't relish the idea of reading the paper and besides others had also handed in papers for his inspection which were not required. This is the most unusual form of "apple polishing" encountered by professors. Usually students look upon term papers as nothing short of pestilent.

The female specie of polisher usually resorts to toothpaste smiles and almost unlady-like laughter at the prof's weak puns. A quick, intimate tete-a-tete before class begins is one of the more common forms. After class discussions, either on the course or completely unrelated, is also a favorite manifestation of grade pulling.

Males have to be more subtle. Obviously a male prof is not impressed by the toothsome technique. He must use psychology and find the teacher's weak spot. Perhaps the prof is a baseball fan. Then the student can bone up on batting averages, team standings and other bits of baseball lore and drop a few of these tidbits in class each day.

For the most part the professors remain unimpressed by the student's rather lame substitute for studying. He submits to it because it is tradition. But the grade book obeys another tradition—unrelated to the work shirking efforts of the students.

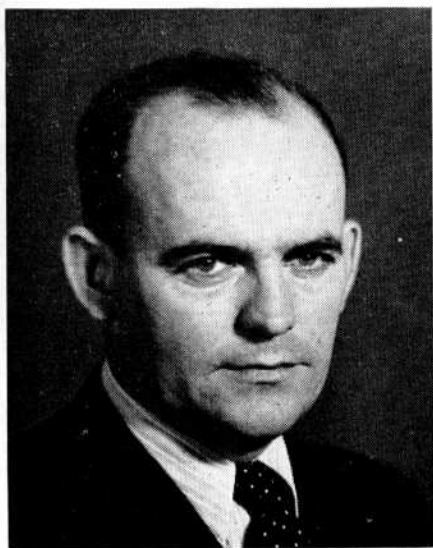
Enrolment Figures Released

Enrolment figures for the University show a total student body of 11,467, to place the school again in first place among the state's educational institutions.

The figures released by the State Regents of Higher Education shows an enrolment drop of 750 students over the 1948 figure.

A breakdown of the figure shows 11,064 students on the main campus, 227 in the school of medicine and 126 in the school of nursing in Oklahoma City. The total number attending institutions of higher learning in the state reached a high of 43,805—with male students outranking women by a ratio of three to one.

► Dr. F. F. Gaither, '21ba, '26ms, associate professor of education, participated in the Life Adjustment Education Work Conference held in Washington, D. C., October 8-15.



BOYD GUNNING, '37BA, '37LAW