

# WHAT ALUMNI EXPECT

**A**N ALUMNUS has the right to expect his university—his alma mater—to do everything necessary to maintain the integrity of the diploma it has given him. Likened unto a bank or a government that issues paper money backed up by precious metals—if the gold or silver reserve falls too low, the paper is cheapened and loses value. Likewise, the university should maintain standards of instruction, depth of development and academic achievement sufficient to uphold or enhance the integrity of the education its alumni received; it should have a reservoir of standards that will give value and credit to its diplomas.

In other words, the former student or graduate has the right to enjoy the reflection of the university's good name and reputation.

An alumnus also has the right to expect the university to increase the general level of knowledge in the community. This is especially true in the case of a state supported institution where public taxes pay the cost.

An alumnus also has the right to expect the university to keep abreast and at times in front of specialized fields of scientific knowledge. To fail to do so would leave the university in the laggards column all to its and its graduates discredit.

An alumnus has the right to expect the university to do nothing to destroy or impair the philosophy of education and of government that not only gave birth to the idea for the institution but was forceful enough to require its establishment.

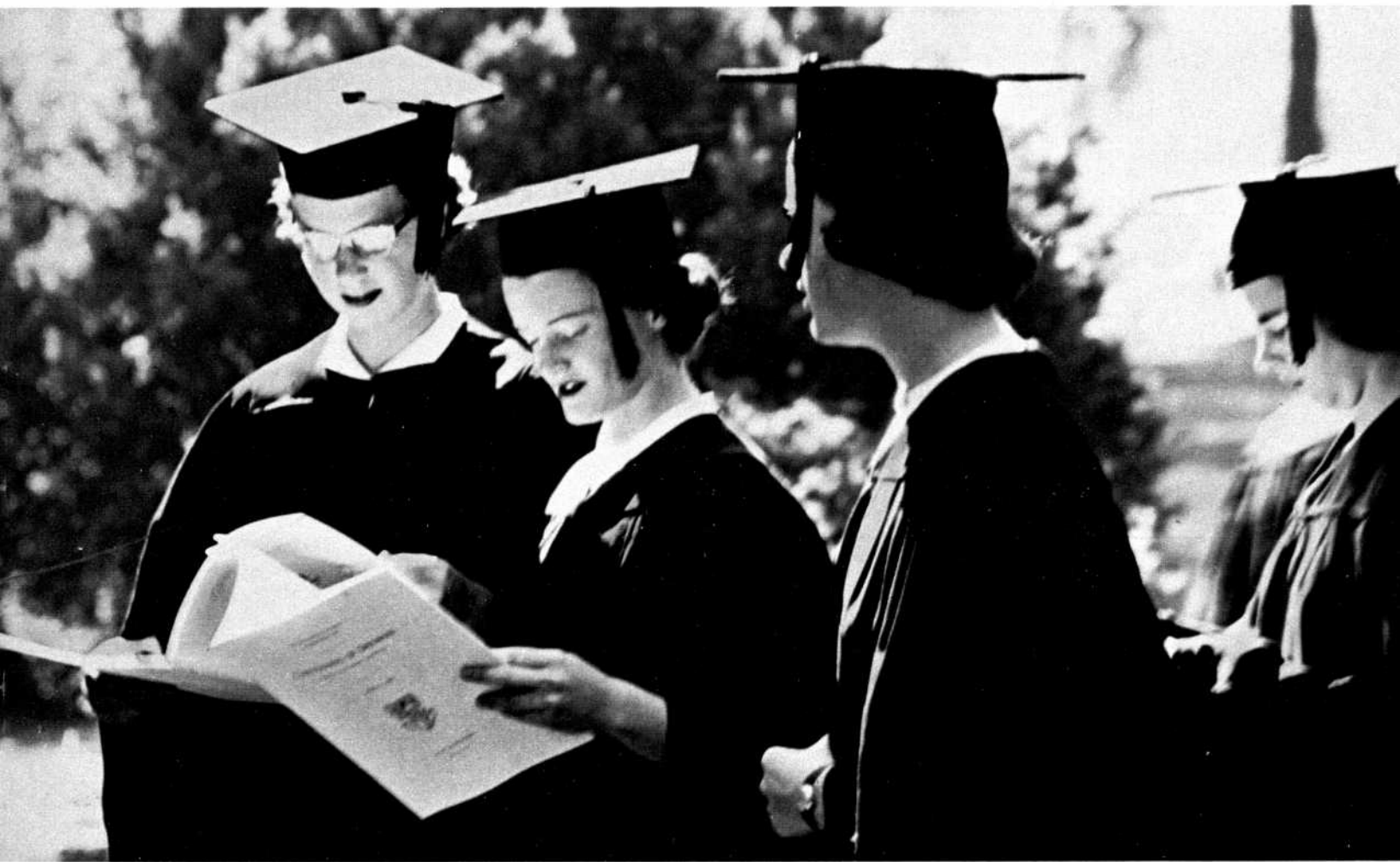
Above all, an alumnus also has the right to expect the university to encourage sound philosophic thinking so that its graduates can separate fallacy from truth and truly be lovers of knowledge.

All of these things which an alumnus has the right to expect require certain responses on his part in order that he and his alma mater may both obtain the fruits of the partnership they formed when he attended it.

An alumnus, in final analysis, is an extended part of the university and whatever he expects of it he in turn should expect in some degree of himself, because he is a part of its reflection.

—HERBERT L. BRANAN,  
'32ba, '38Law  
Past President  
O.U. Alumni Association

# THE ALUMNUS/A



ALAN BEARDEN, JON BRENNEIS



As student, as  
alumna or alumnus: at  
both stages, one  
of the most important persons  
in higher education.

a special report

a Salute...  
and a  
declaration of  
dependence

THIS IS A SALUTE, an acknowledgment of a partnership, and a declaration of dependence. It is directed to you as an alumnus or alumna. As such, you are one of the most important persons in American education today.

You are important to American education, and to your alma mater, for a variety of reasons, not all of which may be instantly apparent to you.

You are important, first, because you are the principal product of your alma mater—the principal claim she can make to fame. To a degree that few suspect, it is by its alumni that an educational institution is judged. And few yardsticks could more accurately measure an institution's true worth.

You are important to American education, further, because of the support you give to it. Financial support comes immediately to mind: the money that alumni are giving to the schools, colleges, and universities they once



attended has reached an impressive sum, larger than that received from any other source of gifts. It is indispensable.

But the support you give in other forms is impressive and indispensable, also. Alumni push and guide the legislative programs that strengthen the nation's publicly supported educational institutions. They frequently act as academic talent scouts for their alma maters, meeting and talking with the college-bound high school students in their communities. They are among the staunchest defenders of high principles in education—*e.g.*, academic freedom—even when such defense may not be the “popular” posture. The list is long; yet every year alumni are finding ways to extend it.

**T**O THE HUNDREDS of colleges and universities and secondary schools from which they came, alumni are important in another way—one that has nothing to do with what alumni can do for the institutions them-

selves. Unlike most other forms of human enterprise, educational institutions are not in business for what they themselves can get out of it. They exist so that free people, through education, can keep civilization on the forward move. Those who ultimately do this are their alumni. Thus only through its alumni can a school or a college or a university truly fulfill itself.

Chancellor Samuel B. Gould, of the University of California, put it this way:

“The serious truth of the matter is that you are the distilled essence of the university, for you are its product and the basis for its reputation. If anything lasting is to be achieved by us as a community of scholars, it must in most instances be reflected in *you*. If we are to win intellectual victories or make cultural advances, it must be through *your* good offices and *your* belief in our mission.”

The italics are ours. The mission is yours and ours together.



ROBERT PHILLIPS



## Alma Mater . . .

At an alumni-alumnae meeting in Washington, members sing the old school song.

The purpose of this meeting was to introduce the institution to high school boys and girls who, with their parents, were present as the club's guests.