



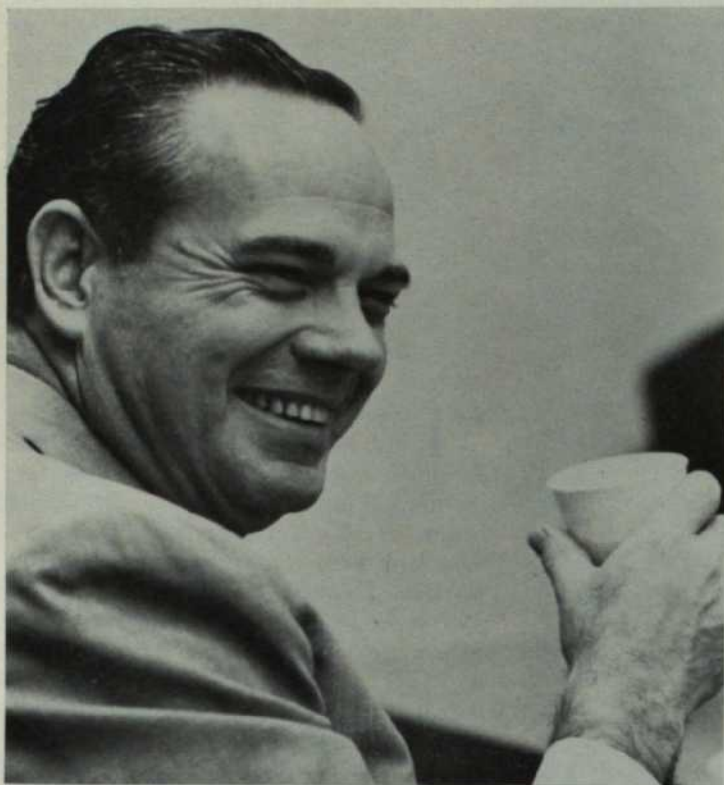
Henry G. (Boots) Taliaferro, Jr.

“I SUPPOSE that the average alumnus feels that he lacks a forum.” The alumnus expressing this sentiment last month had just been provided with such a forum by the University of Oklahoma’s school relations committee. In its attempt to assess the public’s understanding of the University program, the committee wanted to hear from representatives of the Oklahoma City Alumni Club, another group which has been doing some serious study of the problems facing O.U. Henry G. (Boots) Taliaferro, Jr., ’54ba, ’56Law (at left) and Patrick J. O’Hornett, ’41 (next page) were asked to give the 23-member staff-student committee, headed by Dean Glenn C. Couch, their views on O.U. and the attitudes toward the University that they encounter in Oklahoma City. The committee was not interested in praise, but in criticism—the constructive criticism of persons genuinely concerned with the welfare of O.U. Alumni are seldom offered such an opportunity. The alumni talked; the committee listened. There was no organized presentation. The comments, criticisms and suggestions were given out at random as personal opinions based on personal information. Whether or not the committee members agreed was not particularly important at this meeting. Rather, the importance stems from the fact that here alumni were offered the opportunity and accepted the responsibility of evaluating the image of O.U.

*“If You Ask Us  
about the University of Oklahoma—”*

**"IF YOU ASK US—"**

continued



Patrick J. O'Hornett

**O'HORNETT**—High school dads (in Oklahoma City) generally favor O.U. but feeling is not so favorable among the faculties of high schools . . . the feeling is that if you are going to go to college for 'education,' you should go back East.

**TALIAFERRO**—There is a predominance of O.U. alumni among high school fathers and they could have great value to O.U. if organized. Most alumni have a desire to implement their institutional loyalties . . . I suppose that the average alumnus feels that he lacks a forum.



Math Professor Richard V. Andree



Administrator Dorothy A. Truex

**O'HORNETT**—It's hard to govern a student body as large as O.U. You try to make one shoe fit too many people . . . too many regulations . . . Perhaps you should center college life more around individual colleges rather than the large unwieldy University body. Of course, a small college staff can give no more individual attention than the staff here, but the public feels that it can.

**TALIAFERRO**—Parents seem to seek for their children a study environment identical to that provided at home. They do not see the value to the student in accepting the responsibility of finding this environment for himself. They feel that the apron strings should be transferred rather than cut, and they think this is the advantage in going to a smaller school.

**O'HORNETT**—I think there should be more emphasis on achievement and less on need in determining where scholarships go.

**TALIAFERRO**—I don't think your scholarship money policies have much influence on attitudes toward the University.



Music School Director Buggert, Financial Aids Director Green and English Professor Kendall





**TALIAFERRO**—People seem to be genuinely concerned for the first time in the type of education you have to offer.

**O'HORNETT**—We must sell O.U. and the seriousness of getting an education.

**TALIAFERRO**—Many of the people who have adopted the attitude that O.U. is a 'football school' are the greatest supporters of the athletic program. I feel that our football success has not been beneficial to the school although it may have been beneficial to the state as a rallying point.

**TALIAFERRO**—In general O.U. has a favorable image, but it is qualified by personal attitudes toward O.U. which are inaccurate . . . the old 'country club' theory is held by people who have just not visited other state universities. We need to do away with this 'country club' criticism by selling O.U. to high school students, to their parents and to their teachers. But we must also give O.U. students the true picture . . . If they are not sold on O.U. while they are here, it will be hard to convince them vicariously after they are gone.



Employment Service Director Harper, Extension Division's Cates and University School's Johns

**TALIAFERRO**—So much is made of our faculty pay scale not being competitive that the public feels that the faculty is not competitive in ability. The alumni are not made aware of the tremendous faculty strength where it exists. My interest is in getting across the message that in many, many areas you can't do any better than O.U. in the quality of instruction.

**O'HORNETT**—People don't know enough about the faculty to have any sort of an image of it, good or bad.

**TALIAFERRO**—We are interested in 'education' rather than in 'training' and O.U. has the faculty to provide this 'education.' But faculty members are more appreciated where 'training' is the primary aim. The problem is how to make the man whose area is 'education' more glamorous for publicity purposes.

**O'HORNETT**—We are not being approved or disapproved in national publicity. We are just being ignored.

**TALIAFERRO**—The idea of having a form of selective admissions lends a sense of dignity to the institution . . . If we are too timid to take the steps which we know are ultimately right, we will never get what we are after.

