

20 Million Drive Toward Greatness

Professorial Chairs Outlined for O.U. Plan for Excellence

O.U. Forms New Council With Paul Teas Chairman

Council To Review Plan of Excellence



former advertising
company of In-
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Institute Building, and a five-year con-
tingency fund of \$200,000.
A \$50,000 gift from Dorsett Electronics
in Norman will establish the first of the
40 chairs sought under the program.
National chairman of the drive was
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A state university creates "A Better Life for More People."
This is the theme to be followed at the second meeting of
the National Council of the University of Oklahoma, sched-
uled for Friday and Saturday at the
Continuing Education Center for
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The Plan for Excele
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Dr. Cross explained
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Dr. Cross said.
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OU Nets \$4 Million

ONE of the significant events in the
of higher education in Oklahoma
nounced this past weekend. OU's \$2
fund-raising campaign is off and run-
In the first major report on the
of Oklahoma's "Plan for Excellence,"
George L. Cross announced that \$4.2
been raised in recent months. Money
pledged at a
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National Council Meets April 19 to Form Plans

The first meeting of the newly-formed
University of Oklahoma National Council
(Sooner News-Makers, February 1963) will
be held April 19-20 at the Center for
Continuing Education on the O.U. campus.
The announcement was made by Paul C.
Teas, chairman of the National Council, at
a meeting of the Council's executive com-
mittee February 27 at the student union.
The two-day symposium will discuss
plans of the University, partic-
ularly for the coming decade.
The committee also named three
subcommittees in the
for Excele

City; Wallace Thompson, Houston, and
Benedum. R. Boyd Gunning, executive di-
rector of the University of Oklahoma Found-
ation and alumni relations announced that
84 persons had accepted appointments to
the National Council through March 11.
They are Fritz Aurin, Fort Worth; Jim
Berry, Dallas; Lewis Bond, Fort Worth;
Fred E. Brown, New York City; Earl A.
Brown Jr., New York City; Walter Butch-
er, Oklahoma City; Horace K. Calvert,
Oklahoma City;
R. Ditmars, Muskogee;
Charles Engleman,
Oklahoma City;

OU's Fund Drive Tops \$4 Million

By Ivy Coffey
Of the State Staff
NORMAN — The five-year fund-raising "Plan
for Excellence" at the University of Oklahoma is mo-
ving at the rate of about a half million dollars a month.
More than \$4 million has been pledged on the goal of \$20
million.
Report of the plan, started in 1961, was given
by Dr. George L. Cross, president, at the meeting
of the National Council of the University of Oklahoma.
A total of \$4,200,000 was received in commi-
tment the first year after the cam-
paign was organized, he said.

The council is made up of
167 members in 17 regions
across the nation and in Ha-
waii and Alaska. Members
are alumni, former students
and university boosters.
Dr. Cross said the \$4,200,000
pledged in the first year re-
sulted despite "rather slow
organization, which took
about 15 months."
Half this amount was
contributed by business and
industry and the balance by
families and foundations.
Dr. Cross said.
Planning continued after
the organization was set up
and the fund drive did not
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A Reach for Greatness

the National Council hears an inspiring report on an aspiring Plan

THE University of Oklahoma is reaching for greatness through the Plan for Excellence, an ambitious, well-planned program designed to put greatness within its grasp.

The Plan was born a little more than a year ago after careful investigation and preparation by members of the University administration and faculty with help from alumni and friends in the business, industrial and professional community. They concluded that the University possesses the base for becoming a dynamic center of learning, but that to achieve such a goal would require a major program of continuing private support.

The first phase of the Plan for Excellence will bring the overall academic level up to the minimum for a great educational institution. The estimated cost of achieving this level is \$20 million. Once these immediate needs are satisfied, the University will be able to pursue its ultimate goal—establishing the greatest center of learning in the Southwest.

A National Council was formed to lead the Plan. Made up of prominent alumni and community leaders, the Council assembled in November at the University's Center for Continuing Education to hear a Plan for Excellence progress report.

The report they heard was greeted with enthusiasm and renewed confidence. President G. L. Cross announced that more than 20 per cent of the \$20 million had already been raised from private sources. He reported that \$4,200,000 in commitments were received in the first year of actual solicitation with about half coming at the rate of \$500,000 a month since efforts were accelerated in mid-July.

The president's report credited half of the total contributions to business and industrial donors and the remainder to individuals, families, foundations and trusts. As a footnote to his financial accounting, Dr. Cross added that even as he made his report the figures were obsolete since he had received commitments for an additional \$250,000 only the previous night.

The Council, meeting to plan the second phase of the solicitation program, heard President Cross review the period of organizational planning which had included formation of the 200-member Council itself as well as formulation of the list of prospects and methods of cultivation.

"The money can be raised. The goal we established originally of getting \$20 million committed over a 5-year period is not an impossible goal at all," the president said. "We have found those involved in the affairs of this region tremendously and pleasingly receptive to the idea that we should make this effort to raise money—first and primarily to improve the quality of the faculty."

President Cross explained that in the first instance raiding of the present University faculty must be stopped; then additional distinguished professors must be enlisted.

"Once the personnel is on hand," the president emphasized, "the other things will come—the bricks and mortar, the physical facilities, the help for the library, the research grants, the graduate students of quality."

Dr. Cross' progress report to the Council followed the keynote speech of the meeting by Stanley Draper, managing director of the Oklahoma City Chamber of

Commerce. Pointing to the dependence of industry on highly trained brainpower, Draper equated the health of the economy with the ability of the University to produce excellence.

"Great states today become great only with great universities," he said. "We can no longer afford to build better machines and not to build better men to run them."

Mr. Draper explained, "States and areas can today become great only through in-

Continued



T. H. McCasland, Duncan, chairman of the Board of Trustees of the O.U. Foundation, presided at the National Council meeting.

'I would like to think of the University of Oklahoma as a hungry university'

teraction with great universities. This is a conspicuous fact of modern life. Industry is only as great as the resources it has at its disposal. The major industrial resource today in this era of excellence, is brains, trained brains. Muscle power and money power no longer rule unchallenged."

During the first day of the meeting, Council members had been given the opportunity to talk with University faculty and staff members involved in the programs which will benefit from the successful completion of the Plan for Excellence. Tours of the campus were provided in the afternoon while several University spokesmen appeared on the program at the Center.

At the opening session November 8, presided over by Regents President Glenn Northcutt, internationally known research physicist Dr. Richard Fowler examined the far-reaching implications which just a single, well-financed research project can have for an entire University research program. Director of the prestigious University of Oklahoma Press, Savoie Lottinville, explained how the University, through its publishing ventures, is able to make use of academic talent throughout the world as well as that represented on its own faculty.

The Council also heard former Big Red tackle Tom Emerson (1954-56), now a Ph.D. candidate in medical physiology, emphasize the importance of the close working relationship of the graduate student and his major professor as members of a research team.

The personal aspect of University education was also the subject pursued by Friday night banquet speaker, Dr. Glenn C. Couch, dean of the University College, who described himself as being in "the people business." Dean Couch recounted for Council members numerous instances of what the right help at the right time had meant to individual students.

Appearing with Dean Couch on the evening program was Miss Billi Kaye Smith, an outstanding undergraduate student at the University, president of the Panhellenic

Council and a former Miss Oklahoma.

The leadership of the Plan for Excellence got down to work Saturday morning following President Cross' financial report in small group discussion sessions led by members of the Advanced Gifts and Business and Industry Committees, Patrick J. O'Hornett of Oklahoma City, H. O. Harder, Tulsa, Herbert Branan, Oklahoma City, and Wesley I. Nunn, Heavener. Plans were made for regional organizations to evaluate prospects, determine the solicitation schedules, and to plan cultivation tailored to the special interests of prospects.

At the general assembly, with University Foundation Trustees Chairman T. Howard McCasland presiding, Advance Gifts Chairman O'Hornett stressed the importance of leadership gifts from those who will be assisting with the solicitation of other prospects—members of the Council and various University boards, Regents and faculty. He urged Council members to make their personal commitments to the Plan within the next two weeks.

Nunn discussed the master solicitation schedule with Councilmen and expressed

confidence that with nearly one-fourth already accounted for, "We will have one-third by the end of the year, one-half by June, 1964, three-fourths by the end of 1964 and will achieve the \$20 million goal by June, 1965." Branan added that completion of the timetable meant maintaining "two-way communications" with the University Foundation office, promptly feeding back information on "people, places and prospects" from the various regional organizations. Harder discussed the individual importance of each Council member to the success of the University's drive for excellence.

National Council General Chairman Paul C. Teas of Dallas closed the two-day meeting with a statement of commitment to the ambition of the University of Oklahoma to become the Southwest's leading institution of higher learning.

"Frequently you have heard an athlete described as a hungry athlete," he said. "When that description is used, it generally refers to a person giving his all to win. I would like to think of O.U. as a hungry university."



Stanley Draper, manager of the Oklahoma City Chamber of Commerce and noted state figure, was the main speaker at the closing session. He spoke on O.U.'s contributions to economic development.