

# ALUMNI LEADERS LEARN HOW

In many respects it was appropriate to hold the first alumni leadership forum for Missouri county leaders in an election year. Certainly it was a grass-roots workshop, and much of the strategy for strengthening the Alumni Association of the University of Missouri-Columbia had all the earmarks of a gathering of precinct captains out to win an election.

National president B. W. Robinson explained the thinking behind the two-day session March 22-23 in Columbia. "We're strong at the national board level," said Robinson. "We have many active metropolitan chapters outside Missouri. But our county organizations within our home state are not as effective as they might be, as they must be."

And the workshop itself pointed up this problem. Of the 114 Missouri county chapters invited to send alumni leaders, only 23 counties were represented.

However, it was an interested and enthusiastic gathering that listened to the presentations and participated in the question-and-answer sessions that followed. On the program was Chancellor John W. Schwada, who discussed the role of alumni in today's university; Robert Atkin, of Rolla, forum chairman, who talked on organization; Lloyd Turner, of Chillicothe, a member of the national membership committee who discussed the membership aspect; Cordell Tindall, of Fayette, chairman of the alumni publications committee, who talked about developing alumni interest; president Robinson, of Jefferson City, who discussed legislative assistance; and G. H. Entsminger, vice president for University development, who explained the Development division on the Columbia campus and in the four-campus University. A special feature was the appearance of Dr. Ardath Emmons, director of the University's Research Reactor Facility at Columbia, who gave the forum a short, understandable course in nuclear physics and MU's role in research utilizing the reactor.

High lights of the presentations are on the next two pages.

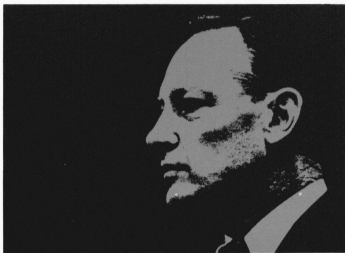
**B. W. Robinson on legislative contacts:**

"The General Assembly is the school board for education in Missouri. There are many demands, legitimate demands, for state funds from all levels of education as well as from other agencies. . . . Our approach to the Legislature must be intelligent and well organized . . . . These contacts must be (1) continuous, (2) based on solid knowledge, (3) provide useful information for the Legislature, (4) considerate of total state budget requirements, (5) and appreciative of the legislator's concern and consideration."



**Ardath Emmons on the research reactor:**

The University's nuclear reactor is the highest powered of any research reactor in any university in the United States and, as far as we know, the world . . . . It is capable of producing just a smidge under 1 million times 1 million times 1 million fissions per second . . . . It is being widely used by researchers on this campus, and is doing work for many other colleges and universities, as well as large private firms on a contract basis . . . . It's big enough, and versatile enough, to handle 50 different research programs at one time."



**John Schwada on the alumni-University relationship:**

"In every county in Missouri, in every community, graduates from the Columbia campus are among the leaders . . . . Wherever I go, in the state and out, I sense real pride on the part of alumni that they attended the University at Columbia, that they are a part of this great educational endeavor . . . . We need to capitalize on this leadership and pride . . . . because there is no truly great university in this land that does not also have strong alumni and giving programs."

**Cordell Tindall on obtaining interest:**

"Sometimes we worry too much about the mechanics, what to serve at alumni picnics, whether to go altogether on a bus to a football game, or individually . . . Alumni have got to be given a worth-while job to do. If you don't use them, you lose them. . . We've got to make people see that belonging to the Alumni Association is the only way to be an effective alumnus, because our Alumni Association is the only private organization which has as its principal concern the Columbia campus.



**Lloyd Turner on membership:**

"Our membership campaign last year resulted in 2500 new members, but we were still 1500 or so short of our 20,000 goal. Personally, I think proper organization and selling could bring our total membership to 25,000 . . . Direct mail and telephone appeals are good techniques, but the personal approach is by far the best approach . . . Get the prospect to say yes to something early in the conversation, and he's three-fourths sold. Are you interested in the University of Missouri? Everybody will say yes to that."



**Bus Entsminger on the University and its alumni:**

"We make no apologies. We solicit your time, effort, interest, and money. Your University is worthy of them . . . The University touches every county in Missouri. There are Columbia campus alumni contributing to every county's progress; students from every county attend school at Columbia; the Medical Center treats patients from every county; other University services touch the lives of citizens in all parts of the state . . . The University is one of the civic assets of your communities. Make it an equal partner."



**Bob Atkin on organization:**

"We need to establish better lines of communication between the national alumni board of directors and the local alumni chapter . . . The local chapter is the fundamental operating unit of the Alumni Association, and it must be developed as such . . . There is much flexibility possible according to your particular size and interest. Cities won't structure their organizations like smaller counties . . . But we need to remember that in the eyes of the community, the local alumni chapter is the University."