"Knowing that alumni are people who care inspires me," University President C. Peter Magrath said at the Association’s national board meeting Sept. 26. Eleanor Frasier, Association president-elect, and Jean Madden, chairman of the communications committee, are among those who care.

George Walker, left, assistant vice chancellor for alumni relations; Mitchell Murch, chairman of the alumni center management committee; and Joe Moseley, Association president, discuss the increasing use of the center.

Tim Petersen, student board president, and Robin Rogers, co-chairman of Homecoming '86, show and tell the alumni board about planned activities and the items available in the homecoming survival kit.
THE ALUMNI ASSOCIATION: SUPPORT FOR THE UNIVERSITY

By LARRY BOEHM

THE STEREOTYPE of a Mizzou alumnus demanding the head of the football coach after a losing season makes good copy. While it may be the most common media mention of University alumni, it hardly represents the common bond. Some 73 percent of Missouri and 31 out-of-state chapters, national officers and a national board of directors.

Their combined desire to assist the University is a tie that binds black-and-gold alumni to R.L. Todd, AB 1843, and Joe Moseley, AB ’71, JD ’76. Todd, Mizzou’s first graduate, helped found the Alumni Association in 1856. His commitment lives today in Moseley, president of the Association, and more than 25,000 active members. “It’s the people who make the Association,” Moseley says.

AND IT’S STUDENTS who are the lifeblood of the University. “Student recruitment is a top priority of the Association,” he says. “We want alumni to become more involved.” Recently, the Association joined forces with the University Relations and Admissions offices to coordinate efforts of local chapter volunteers. Suggested activities include placing newspaper advertisements; meeting with students, parents and teachers; introducing high-school counselors and teachers to Mizzou faculty and staff; obtaining mailing lists of high-school students; contributing funds for recruitment posters; accompanying students on Campus visits; booking Mizzou speakers at community functions; assisting students who have been accepted to Mizzou; presenting scholarships at high-school award assemblies; and initiating an adopt-a-faculty-member program.

LOCAL CHAPTERS already have sent 343 top students to Mizzou through the 9-year-old Alumni Scholars Program. The Association matches chapter funds for one scholarship a chapter, up to a 14-credit-hour semester fee. In fall ’86, that amounted to $658.

The Association also recruits National Merit/Achievement Scholars, the top 0.5 percent of all high-school seniors. With 130 of these students currently enrolled, the Association has pledged to help increase Mizzou’s share of this elite student population. It publishes a brochure to inform these first-class prospects of Campus quality, comprehensiveness and diversity. The Association also hosts a luncheon in the spring to introduce them to the University.

Bringing Alumni Scholars and National Merit/Achievement Scholars to Mizzou is a worthwhile enterprise, but the Association doesn’t stop there. In the fall it hosts receptions in St. Louis and Kansas City for students in the top 10 percent of their senior classes. Throughout the spring, the Association and local chapters schedule Mizzou Nights, featuring available opportunities at the University.

Keeping alumni in touch with the Campus is another way the Association supports the University. “We provide opportunities for alumni to return to Campus and take faculty and staff on the road to local chapters,” says Moseley. In fiscal 1985-86, the Association sponsored almost 200 events attended by 18,000 alumni and friends.

One of the biggest is Homecoming. Last fall the Association celebrated the 75th anniversary of this weekend festivity complete with decorations, bonfire, pep rally, parade, tailgate party, a 25-year class reunion and a football game. It’s a major part of the Association’s spirit link to the University.

There’s an academic link, too. The Association’s sixth annual Alumni Seminar Weekend, scheduled March 27 to 29, will explore “Communication: the Minds, the Media and the Messages.” Workshops, lectures, tours and presentations have given past participants a hands-on, close-up look at the lively arts, Missouri legends and legacies, technology and values, the Greeks and Romans, and Japan and China. The weekend epitomizes Mizzou education.

The ultimate nostalgic link celebrates the 50th anniversary of a graduating class. Back to Mizzou for a golden reunion, classmates take advantage of their special spring weekend to renew friendships and refresh memories. Tours of Campus and Columbia give them a glimpse of college life a half century later.

The Association doesn’t have to go further than its own student board to keep abreast of collegians in the ’80s. Established in 1974, the board has become a valuable relations tool. Some of this 50-member group can be found at nearly every Association activity. In addition, the board conducts a membership drive, raises scholarship money and makes congratulatory phone calls to high-school seniors accepted to Mizzou.

THAT SAME INVOLVEMENT and support are embodied in the Association’s five standing committees and two ad hoc committees on student recruitment and the celebration of the University’s 150th anniversary in 1989.

The athletic committee is composed of
Alumni Relations helps identify major gift giving tools. And publications are invaluable fund raisers, often people with whom they have already established relationships. The Alumni Relations office works in conjunction with the Development office.

The Alumni Relations and Alumni Relations are critical to successful private fund raising, the province of the Development office.

Many gifts come from alumni, so Alumni Relations helps identify major gift prospects, often people with whom they have already established relationships. And publications are invaluable fund-raising tools.

-A. Paul Hoemann

Triumvirate Fosters Mizzou's Advancement

A DALLAS ALUMNI RECEPTION, hosted by Mizzou Alumni Relations staff, is off to a promising start. Guests discuss new student-recruitment techniques with University Relations staff.

Across the room, an alumna, identified as a major donor prospect as a result of an Alumni Association-sponsored activity, learns from a Development officer how to target her gift toward the academic area of her choice.

This scenario typifies the complementary relationship that exists between the three elements of Mizzou's institutional advancement program, says Roger Gafke, vice chancellor for Development, University and Alumni Relations. “Our primary mission is to generate resources to help the University accomplish its mission—resources being dollars, student enrollment, time, emotional support and public understanding. Resources are generated by viewing the University as a wide variety of constituencies.”

Hence, there are three major arms of advancement at Mizzou: Alumni Relations, Development and University Relations. All are under Gafke's leadership. The units are autonomous, he says, but often overlap, as illustrated by the example above.

Alumni Relations' major responsibility is to provide staff support to the Alumni Association for the programs described in the accompanying story.

The Missouri Alumni magazine, published by the Alumni Association and produced by the Publications and Alumni Communication office, is a prime example of the cooperation between Alumni Relations and University Relations. The editor of the Alumni serves ex-officio on the Association's Executive Committee and staffs the Communication Committee.

University Relations—including the offices of News Services, Publications and Alumni Communication, and Visitor and Guest Relations—develops and executes Mizzou's public relations plan.

Through media placemats, videos, brochures, case statements, periodicals, a faculty-staff newspaper and Campus tours, University Relations helps meet the public relations needs of Development and Alumni Relations, as well as other units.

The services rendered by University Relations and Alumni Relations are critical to successful private fund raising, the province of the Development office.

Many gifts come from alumni, so Alumni Relations helps identify major gift prospects, often people with whom they have already established relationships. And publications are invaluable fund-raising tools.

-Missouri Alumni

MOSELEY'S OTHER GOALS call for accentuating the positive, endorsing minority scholarships, planning an Alumni Center expansion and re-establishing Mizzou's position as the premier state university in Missouri.

Moseley knows that more alumni support and involvement will make a greater University.
Divisional presidents, left, discuss the honors program that begins July 1. Points will be awarded for group activities, giving alumni new ways to support their schools and colleges. At the regional directors meeting, Kathe Wunneberg, below, reports on the successful Phoenix, Ariz., chapter.

Above, Hank Copeland shares ideas on how to involve chapters in student recruitment with Bruce Loewenberg, left, and T. North Pile and other district directors.

Far left, Carolyn Wiley, chairman of the membership committee, works to increase the number of active alumni in the Association. Above left, Gerald Johnson, chairman of the awards committee, is preparing for the 20th annual awards banquet. Below left, Ed Travis serves as vice president of the Association and chairman of the athletic committee.