

We used the cover photo. . .
of Courtney Brown, the 1974 Greek Week queen, not only because she's pretty, but also as a way to tell you that there were a lot of student activities this spring beside streaking (see page 13).

Streaking, of course, made the national headlines. Some student activities that didn't get the same news coverage were a dance marathon for the benefit of the Muscular Dystrophy Association of America; a carnival for the benefit of the Butterfield Boys' Ranch; a basketball "Bounce for Beats" drive for the American Heart Association; and a bicycle race for scholarships.

Other students contributed in more private ways. Several are volunteers working in the Social Club, a recreational group for discharged patients of mental health centers. Others are involved in tutoring disadvantaged children. Still others work with the elderly. In fact, the Center for Student Volunteer Action has placed more than 600 Mizzou students as volunteers in some 80 off-campus service agencies.

Frankly, Ye Ol' Ed got a kick out of hearing about Mizzou and the streakers on national TV. But it's good to know about these other activities, too. —S.S.

MISSOURI ALUMNUS

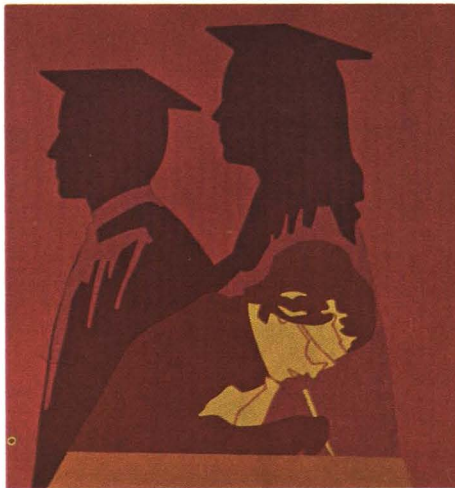
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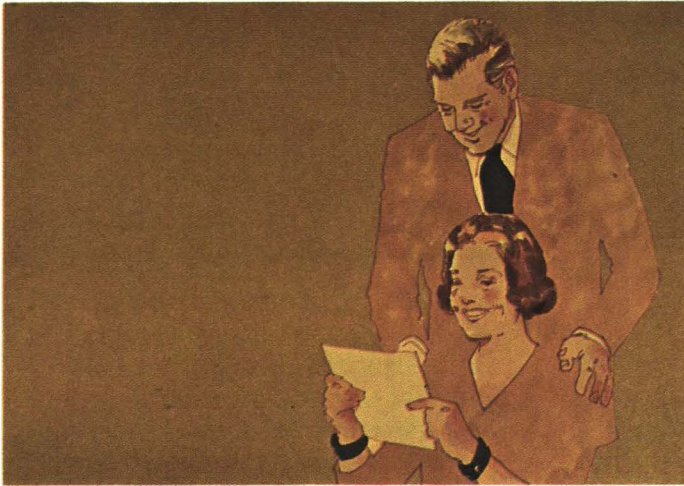
NOW

an alumni center for you



“For Mizzou’s alumni, the prospect is exciting,” says Alumni Association President Mitch Murch, “a home of our own on the Columbia Campus. A place we can hang our hat when we come back for a visit.”

The Alumni Association has quietly been working for a center for its more than 100,000 alumni



One of the unique contributions college-trained Americans have made to the development of higher education has been the alumni movement, organized groups of men and women who remain dedicated to helping their alma mater—long after their student days end.



At the University of Missouri, the volunteer effort, always important, is reaching for greater heights. New programs and new facets to existing ones can make a return to the Campus a rewarding and enjoyable experience for the alumnus. But there is really no place on the Campus that the alumnus can regard as his own. The University needs alumni help, and it needs to listen to the alumni voice, too. Many programs — academic, student aid, research, service, athletic — benefit from a dynamic and vibrant alumni/university relationship.

since 1970. Now, with the help of many volunteers, more than half the needed \$750,000 is at hand.

Darryl Francis, president of the Federal Reserve Bank of St. Louis, former Alumni Association president and now chairman of the Development Fund Board, is enthusiastic:

“The alumnus and the Univer-

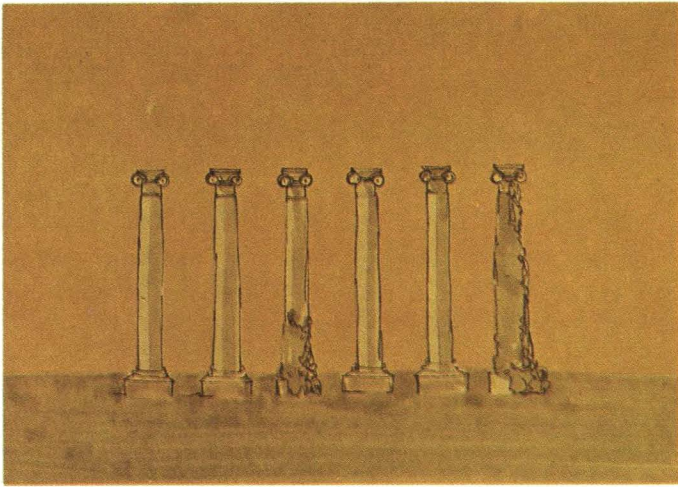
sity are inseparably linked. A relationship that began in student days may be modified, but it never altogether ends.

“Alumni, however, are diverse in their professional and social interests. They are dispersed geographically. While there may be unity in their hopes and aspirations for the University, there is

not a physical symbol on Campus that signifies the alumnus’s continuing relationship with his alma mater.

“We feel the alumni center can and will be such a symbol. It will in truth be a home on Campus, a ‘piece of the Campus’ that belongs to alumni.”

The major gift phase of the



The mission, therefore, is worthy: To build a home on the Columbia Campus for all of Mizzou's alumni. And to build at a time when the involvement and support of alumni and friends can be more beneficial than ever.



The University is supporting the effort by dedicating an attractive, desirable, and functional site for the center on Stadium Road (Highway 740) overlooking the A. L. Gustin Jr. Golf Course. It's an area of trees and rolling hills. It will be a "piece of the Campus" for alumni.

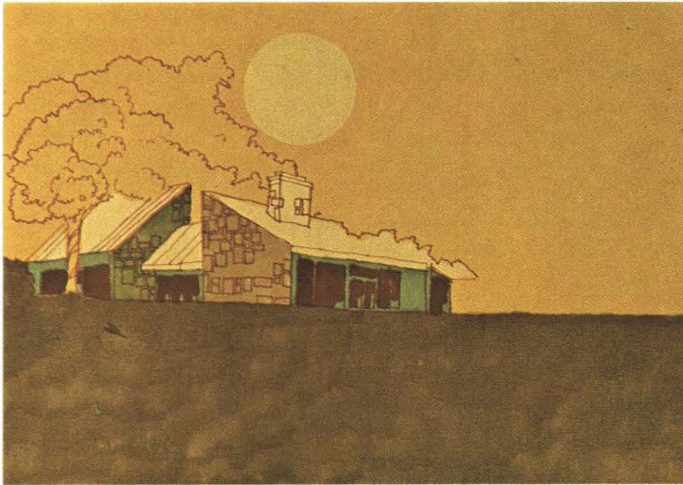
campaign—gifts of \$100,000 or more—so far has produced \$220,000 in cash and three-year pledges, and the drive for major gifts continues. Special gifts—from \$1,000 to \$10,000—also have been appearing in encouraging numbers. The project is proving especially popular for memorial giving. Campaigns now

are under way in Kansas City, St. Louis, Springfield, and Joplin. Ultimately all Columbia Campus alumni will have an opportunity to share in the building.

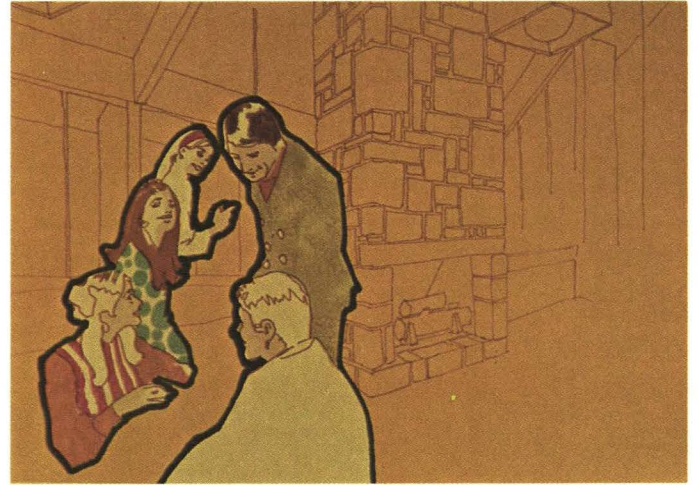
"Of course, the University of Missouri is not just interested in alumni because they provide funds for many of our important programs," Chancellor Herbert

W. Schooling points out. "The alumni represent the leadership in our society. They determine not only the success of such basic programs as scholarships, but also affect significantly the ways others view the institution and what goals the University should try to achieve."

The Board of Curators has offi-



Architecturally, the center will be “home” —a 15,000-square-foot structure — but a comfortable and gracious home in every sense of the word. The 2,400-square-foot main lounge will be the scene of many functions — pre- and post-football game parties, alumni-student-faculty get-togethers, receptions for many volunteer groups. There will be large and small meeting rooms for the myriad of working committees of the Alumni Association, Development Fund and other volunteer organizations. The center can serve as a core for an Alumni College and host Saturday seminars.



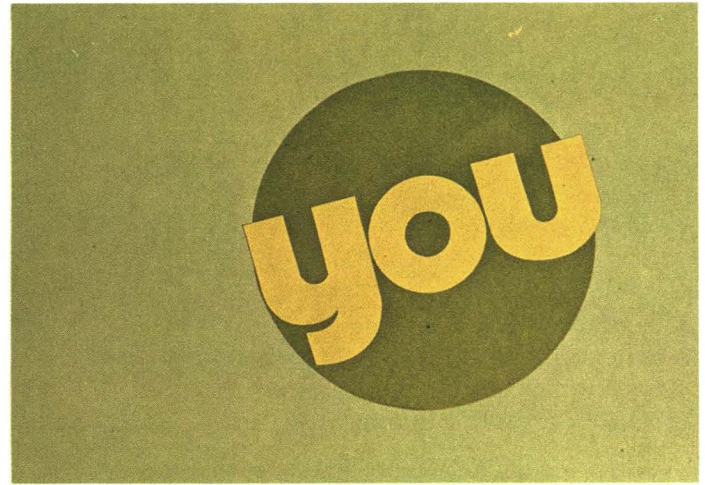
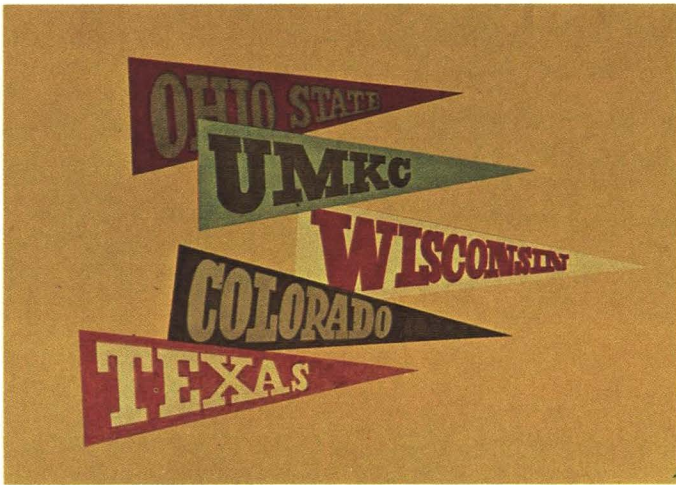
But most important, the home will be a place individual alumni can visit and be welcome.

cially approved the Alumni Center project. Missouri, like many state universities, is looking to such facilities to improve relations with their various publics. Yet, although the need clearly is evident, the Curators also realize that alumni centers are structures that should never be built with public funds. There

are too many other priorities directly related to teaching: a library addition, a veterinary medicine complex.

The University is supporting the effort by providing a beautiful and functional building site overlooking the A.L. Gustin Jr. Golf Course. Located on Stadium Road (Highway 740), the area has both

woods and rolling hills. Thousands of students and faculty—and it’s good they know about alumni and what they represent—pass there each year. Visiting alumni easily can find it. It does not interfere with any planned Campus expansion; yet it is part of the Campus. Parking is ample, and there is handy access to it.



Increasingly, alumni centers are being built at state schools. The alumni programs of the University of Missouri-Kansas City have moved into Tureman House, a large, elegant home given the University. The Colorado alumni center was made possible by a single \$750,000 gift.

Architects also estimate the cost of the proposed center at Mizzou at \$750,000. It is a classic example of a project for private giving. State funds could never be obtained for the structure, although the alumni — and the University — need it. More than half the money is at hand. Won't you help? It is vital that there is a home on Campus for you and our other friends.

The University also has agreed to operate and maintain the facility.

Architecturally, the center will be a comfortable and gracious home in every sense of the word. The 2400-square-foot main lounge will accommodate many functions—pre- and post-football game coffees, alumni-student-faculty get-togethers, receptions

for the Alumni Association and Development Fund Boards, Columns Club and Jefferson Club members, meetings of working committees and other volunteer groups. The center also can serve as a core unit for an Alumni College and Saturday seminars for various alumni and professional organizations. All the Alumni

Relations and Development staff members—they're now scattered over the Campus—will be gathered there to serve the University's publics more effectively.

But most important, the Center will provide a place where all alumni, individually and in groups, can stop by, visit, and feel welcome. It will be home. □