THE MINNESOTA ALUMNI ASSOCIATION

205 Coffman Memorial Union

University of Minnesota

1958

Minutes

Pursuant to notices sent to members of the Board, to past presidents, committee members, and the trustees of the Greater University Fund the annual meeting of the Minnesota Alumni Association was held on June 2 at 5:30 p.m. in the Women's Lounge of Campus Club, Coffman Memorial Union.

In attendance were: Russell E. Backstrom, Mrs. B. W. Bierman, Wendell T. Burns, Sam W. Campbell, Mrs. Horace M. Chope, Henry E. Colby, J. D. Holtzermann, Nolan C. Kearney, Mrs. Earl A. Knudtson, Richard L. Kozelka, Ken Macho, Raymond O. Mithun, Gerald W. Peterson, H. Wilkerson, Maurice E. Salisbury, Leif R. Strand, Leslie E. Westin, Janet H. Widseth, Victor Christgau, Ben W. Palmer, Mrs. Deborah D. Proffitt, Lawrence E. Johnson, Richard A. Rohleder Owen Hallberg, Marie A. Wensel, Betty Sullivan, Theodore C. Blegen, Ray Chisholm Robert Provost, and Ed Haislet.

President, Doctor Strand, welcomed the two past presidents of the Association present, Victor Christgau and Ben Palmer, and the presidents of the newly formed constituent groups - Dr. Gerald W. Peterson, President of the Veterinary Medical Alumni Association; Dr. Henry E. Colby, President of the School of Dentistry Alumni Association; Mr. Ken Macho, President of College of Pharmacy Alumni Association; and Mr. Hartwell Wilkerson, President of the School of Business Alumni Association. Doctor Strand then reported on the election of Board members and welcomed the newly elected members - Theodore C. Blegen, '12 BA, '15 MA, '25 PhD, of St. Paul; Sam W. Campbell, '25 BA, '27 LLB of Minneapolis, re-elected for a three-year term; J. D. Holtzermann, '21 BA of Minneapolis, re-elected for a three-year term; Roy W. Larsen, '13 BA, of Minneapolis, re-elected for a three-year term; and Arthur B. Poole, '17 BA, from San Francisco, elected for a four-year term.

The minutes of the Executive Committee meetings of March 17, April 21, and May 19 were approved as sent out.

The reports of officers and committees: Sam Campbell, Treasurer, reported on Association's budget, which had already been approved by the Executive Committee, explained it, and moved its approval. On motion duly made and seconded the 1958-59 budget was approved. Mr. Campbell also reiterated the report of the Investment Committee which was submitted at the last Executive Committee meeting.

Marie Wensel, Alumni Representative of the Union Board of Governors, reported that the Union Board is now making plans for a new building; is considering a life Union membership for alumni; and has been actively participating in centennial program.

Owen Hallberg, Alumni Representative on the St. Paul Campus Union Board reported that the St. Paul new Student Union is now 60 percent completed. The date of completion is set for October 1. He said that between the time the bids went out and the time they came back, the cost has increased $30,000 above estimates. This means that the Union will be built without elevators and bowling alleys at the present time.

Dean Emeritus Bailey is heading a committee to raise $50,000 to complete the Union, and students are taking an active part in the fund drive. Many students are turning over the balance of their laboratory fees to the Union. The dining hall to be built has also been cut down in size because of lack of money due to an increase in the estimated cost of the building. This dining hall will be a part of the Student Center on St. Paul campus.

Duke Johnson, Alumni Representative on Senate Committee for Intercollegiate Athletics, said that he was very impressed by the high caliber people on the Committee and the fine work of Stanley Kinyon, Faculty Representative. He explained the recently approved alumni outstanding athlete award in memory of E. B. Pierce. Mr. Johnson then said that the present aid program for athletics takes a great deal of time of the Committee. He felt that the present program was not realistic and doubted that it would last for more than another year.

Richard Rohleder, Alumni Representative on Senate Committee on Military Affairs, reported that the Military Department is fearful of losing its drill field and that regulations demand 8,000 square yards for a drill field. If Armory was to be re-located, a provision for a drill field will have to be made.

Deborah Dahl Proffitt, Alumni Representative on the Senate Committee on Student Affairs, reported that the Committee is very active. A present problem, she said, is the removal of the bias clause in regard to Greek organizations. Seven fraternities and sororities have not complied but progress reports are in from all. At the present time the Senate Committee is discussing the All-University Congress referendum. Mrs. Proffitt thought that the judgment of students was very mature, and she enjoyed being on the Committee. A discussion followed this report, especially about the Greek system. It was felt that at a future meeting of the Board Dean Williamson should be invited to talk about the whole problem.

Dr. Betty Sullivan, Chairman of the Alumni Honors Committee, reported that the Committee has gone over 138 names and 8 had been nominated for Outstanding Achievement Awards. The nominations were sent to the University Honors Committee.

Robert Provost, Director of the Greater University Fund, reported for the Chairman of the Board of Trustees, Louis Gross, and said that the report of the Alumni Study Committee on Greater University Fund was to be acted upon by the Board of Trustees at their annual meeting June 3.

Sam Campbell for the Committee on Office Quarters reported that the Committee had met once - and that there was a real problem in regard to new quarters for the alumni office. At the present time the office is part in the Coffman Union and part in a temporary building. The Union Board needs the alumni space for student activities, and the Temporary South of Mines building is to come down in May, 1960. The Committee, he said, is trying to ascertain the exact amount of space needed and thinks that the real

solution would be in a separate alumni building - a new building across the river or an old house in or around the campus. However, there are other possible alternatives. Any suggestions that any of the Board members have would be gratefully accepted as this is a very real problem and one that should be solved soon.

The President then thanked committee members for their fine work and service during the past year.

Ray Chisholm was called upon to report on the Institute of Technology Alumni Association program; Hartwell Wilkerson for the School of Business Administration Alumni Association Dr. Nolan C. Kearney for the College of Education; Dr. Gerald W. Peterson for the College of Veterinary Medicine; Dr. Henry E. Colby for School of Dentistry; and Ken Macho for the College of Pharmacy Alumni Association. Doctor Strand thanked the presidents for the fine job they are doing with their own college alumni groups. Sum total of the reports was an impressive program of activity.

An amendment to the By-Laws was then discussed. Copies had been sent to all Board members April 17. Ben Palmer offered an amendment to the proposed Section I, re-wording it. His amendment was acted upon favorably and then on motion duly made and seconded the whole proposed amendment to By-Laws was adopted. The amendment will read as follows:

> Section I: Size of Board - The Board of Directors of the Minnesota Alumni Association shall consist of twenty members elected at large and one member each of the duly constitued constituent societies - and the presidents of such other special alumni groups as voted by the Board, provided, however, that the number of members representing the constituent societies and other special alumni groups shall not exceed nineteen.
>
> Section IX: Special members of the Board - Presidents of special alumni groups, the membership of which cross out college and departmental lines thus prohibiting constituent status, are eligible for ex officio membership on the Board of Directors of the Minnesota Alumni Association, provided they are nominated by at least three members of the Alumni Board and elected by a 3/4 vote of same.

On motion duly made and seconded it was voted to invite the presidents of the "M" Club and of the Alumnae Club to act as ex officio members on the Board for the coming fiscal year.

The calendar of the Board of Directors meetings for 1958-59 is as follows:

Monday, September 29, 1958
Monday, November 24, 1958
Monday, January 26, 1959
Thursday, February 26, 1959 - Charter Day Convocation - 11:30 a.m., Northrop Auditorium
- Alumni Honors Luncheon - 1:00 p.m., Main Ballroom

Monday, April 27, 1959
Monday, June 1, 1959 - annual meeting

All meetings will be held at 5:30 p.m. in the Campus Club of Coffman Memorial Union.

The calendar of Executive Committee meetings in 1958-59:

Monday, September 8, 1958
Monday, October 20, 1958
Monday, December 8, 1958
Monday, February 9, 1959
Monday, March 23, 1959
Monday, May 25, 1959

Doctor Strand, in making his remarks concerning his year's service, said that he thought the greatest gains made were in area of constituent alumni groups. Three new groups have been added: Veterinary Medical Alumni Association, School of Dentistry, and College of Pharmacy Alumni Association. Plans have been made for Science, Literature, and Arts; the Institute of Agriculture, College of Medicine, and Law School for next year. He then presented service citations to Elmer E. Engelbert, Catherine Coffman Knudtson, Richard L. Kozelka, and Glenn E. Seidel.

Mrs. Bierman reported for the Nominating Committee as follows:

President - J. D. Holtzermann, '21 BA - Minneapolis
First Vice President - Wendell T. Burns, '16 BA - Excelsior
Second Vice President - Russell E. Backstrom, '25 BSME; '27 MSME - Minneapolis
Secretary - Mrs. B. W. Bierman, '17 BA - St. Paul
Treasurer - Sam W. Campbell, '25 BA; '27 LLB - Minneapolis
Past President - Leif R. Strand, '29 DDS - St. Paul

Committee members:

Henry E. Colby, '32 DDS - Minneapolis
Raymond O. Mithun, '30 BA - Minneapolis
Leslie E. Westin, '40 Ed - St. Paul

On Motion duly made and seconded the slate was unanimously adopted.

The Executive Secretary spoke briefly, indicating that a complete annual report would be available about August 15 which would give the details of the year's work. He thanked the officers, Board and committee members, and the presidents of the constituent groups for their fine work, help and assistance. He felt the gains for the year were several - the completion of the Greater University Fund study which was a most important piece of work; the increased number and activity of the constituent groups. He indicated that a year from now the constituent association work should be completed. The change of records to IBM system, the Executive Secretary reported, is a most important step. He then indicated certain necessary staff changes in order to have time

to do more work in the legislative field. He also reported that the Association is hiring a new field representative to do the job Ray Chisholm has been doing. This is on a year basis with hopes that the University will take over the job a year from now.

Mr. Holtzermann, President-elect, said that he hoped he could continue the fine work of the present officers and then presented the retiring president, Dr. Leif R. Strand, with a past president citation for service.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

ELH:eb

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota

May 19, 1958

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association a meeting was held in Room 205, Coffman Memorial Union, on Monday, May 19, 1958, 4:00 p.m.

In attendance were: Dr. Leif Strand, President; Sam W. Campbell; J. D. Holtzermann; George L. Faber of Chicago, and Ed Haislet.

Under communications a letter from President Morrill acknowledging the special report on the Greater University Fund, was read; also a letter on the alumni sponsored outstanding player award, indicating that the awards will be given out the first time on June 4 at the annual "M" Club banquet.

Sam Campbell reported on the Investment Committee. See report enclosed.

Under old business, it was reported that the conversion to IBM has taken considerable time of the executive secretary in working out codes and problems involved. However, the codes have been finally completed and the punching is now going on and that the system should be in effect by July 1.

Concerning office quarters, Mr. Vern Ausen, Room Scheduling, was in to talk about alumni space problem. His visit was in response to a letter sent him concerning the releasing of space in TSMc now used by alumni mailing office. Mr. Ausen said that he wants to explore further the type of space the Association had in mind. He was informed that there is an Alumni Office Quarters Committee under the chairmanship of Glenn Seidel.

As regards the legislative plan, the secretary must organize as soon as possible the nine congressional districts. This is a difficult task from the point of view of time commitments. When a new staff of persons is added July 1, and with the hope of a reclassification of Mr. Chisholm's job to Assistant Director, the executive secretary should have time to do more legislative work especially the organizational work required.

It was reported that the Key-Sort plan for membership has now been completed and work on membership will now be quickly expedited.

Permission was granted for the alumni secretary to attend the American Alumni Council meeting June 22-26 at Lake Placid.

Mortuary Science will be the seventh constituent group organized and will be part of the set up before July 1.

The agenda for the annual meeting is out and the various committee assignments were read. It was asked that all the presidents of the alumni groups not constituent societies, especially Law and Medicine, be invited as well as Mr. O. J. Campbell who is head of the State Medical Association.

The executive secretary discussed his activity in the 5th district American Legion and asked if his participation was agreeable to the Board. It was agreed that the executive secretary could participate in outside affairs as long as it didn't interfer with his work. In fact, it would probably be beneficial to the University. Permission from President Morrill has already been obtained.

All those playing for Henry L. Williams will be honored with a reunion at the time of Homecoming next year.

The Nominating Committee - composed of Glenn Seidel, Chairman; Hibbert Hill; and Mrs. Bierman - appointed by Leif Strand will meet Wednesday, May 28.

President Strand raised the question as to whether or not the Alumni Associatio should do something to recognize the effort of alumni playing in the alumni game. After discussion it was voted to offer resolution of commendation to alumni who through their efforts made the game possible and that a copy of the resolution be sent to each of the alumni who participated as well as mention be made in the GOPHER GRAD.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

Ed Haslet

ED HASLET
EXECUTIVE SECRETARY

EH:jw
Enc.

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union

Meeting of the Investment Committee
Wendell Burns Office - Northwestern National Bank
April 24, 1958 - 1:30 p.m.

Present: Paul Reyerson, Wendell Burns, James Harris, Sam W. Campbell, Chairman.

The Chairman reviewed the authority of the Committee with particular attention to the method of transfer of income to the principal account, and the ratio of investments permitted in stocks and bonds. It was determined that with a transfer of income to principal there was approximately $17,000 available for investment, of which approximately $3600.00 could be invested in stocks. The treasurer was requested to direct the Midland National Bank to transfer accumulated income to the principal account.

Suggestions for investment of funds in bonds made by Paul Reyerson included the following issues:

	PRICE	YIELD
Province of Ontario Canada, deb 4s 5-1-83	$98.06	4.13
Aluminum Company of America sink.fund deb. 3-78s 4-1-83	99.60	3.90
American Can Co. Deb. 3-3/4s 4-1-88	100	3.75
American Tel & Tel Co. 5s 11-1-83	110-3/8	4.32
Beneficial Finance Corp Deb 5s 11-1-77	109	4.31
C.I.T. Financial Corporation 4-1/4s 10-1-71	104-1/4	3.84
Columbia Gas Systems, Inc. Deb 4-3/8s 3-1-83	100-1/4	4.35
United Gas Corporation 1st mtge coll. 4-1/4s 3-1-78	101-5/8	4.12

Suggestions made by James Harris included the following:

Tennessee Gas Transmission 5% 5-1-78	102-1/4	4.82
Douglas Aircraft 5% 4-1-78	100-5/8	4.95
Consolidated Cement 5% 12-1-72	103-1/2	4.66
Associates Investment 5-3/4 due 1977	110	4.38

After appropriate discussion it was moved, seconded and carried that we purchase:

$5,000 Associates Investment Co. debenture 5-3/4 due 1977.
$5,000 American Tel & Tel debenture 5s due 1983.

After a review of the stock portfolio it was determined that the stock investments should be retained. It was moved seconded and carried that we purchase 10 International Business Machines Common Stock.

Respectfully submitted,

SAM W. CAMPBELL
Chairman

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota

April 21, 1958

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association a meeting was held in Room 205 Coffman Memorial Union on Monday, April 21, 1958, 4:00 p.m. In attendance were Dr. Leif Strand, President; Wendell T. Burns; Sam W. Campbell; Catherine C. Knudtson; Ed Haislet, and Ray Chisholm.

Due to the fact that a quorum was not present, all actions of the group are unofficial and have to be approved at the next meeting of the Board of Directors or Executive Committee.

A communication from President Morrill concerning the Alumni Association Legislative Committee was read and placed on file. Likewise, a communication from George Faber indicating his disappointment in not being at the last meeting of the Executive Committee because of illness and commending the work of the Greater University Fund Study Committee.

Sam Campbell said that a meeting of the Investment Committee will be held and he will report at the next Executive Committee meeting.

Under old business it was reported that the Board had voted to approve the Greater University Fund report and that copies of the report had been sent on to the Board of Trustees of the Fund for action at their next meeting.

As regards the conversion of records to IBM, it was reported that President Morrill had approved the proposal placed before him concerning same.

President Strand reported that he had met with the "M" Club at their invitation to talk about the football situation. He had discussed the policy of the Alumni Association - explaining that it is one of consultation; that it was not "washing dirty linen in public". Doctor Strand emphasized that the Alumni Association had as its only purpose to help the University, not to hurt it, and it was up to the University to do as it saw fit after consultation with the alumni had taken place. The "M" Club tabled their plan of action and voted to support the alumni point of view. Doctor Strand also reported to them on the new amendment to the By-Laws which will permit the president of certain non-constituent groups including "M" Club to have membership on the Board by approval of 2/3 vote of the association Board. On motion made and seconded it was voted to compliment the President having met with the "M" Club and expressed the alumni point of view.

Under new business it was reported that the College of Pharmacy Alumni Association was now the sixth official constituent group of the Minnesota Alumni Association being formed on April 21, 1958. Notice of a change in by-laws was sent to all members of the Board for action at the meeting on April 28.

The alumni athletic award plan to the outstanding player which has already been approved by the Executive Committee and Board - was implimented by voting on expenditures of $125 for annual expense and a $250 original capital expenditure. The last named fee is to be taken out of alumni savings.

The 1958-59 budget estimate was presented to the Executive Committee for their approval. The estimated income was $49, 303 and expenditures of the same amount. This increase of about $6, 000 is caused by four different items: (1) A new alumni position on a one-year basis - an assistant to the secretary doing the work of Ray Chisholm in the field; (2) Increase in printing cost of $2, 000 made necessary by the increased number of copies of the magazine, plus the increase in weight of paper from 50 to 60 pounds; (3) Increase of about $700 for the constituent alumni groups; and (4) an increase of 25 percent in all postage items because of the increase in postage by the Federal Government. After discussion, on motion duly made and seconded it was moved to recommend approval of the budget to the Board.

Wendell Burns, under new business, raised a question concerning the article on the stadium written by the Alumni Secretary. After discussion it was voted that the alumni secretary had made it clear that it was his own personal opinion and in no way expressed the opinion of the Executive Committee or the Board of the Association and that this be so stated in the minutes.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

Ed Haslet

ED HASLET
EXECUTIVE SECRETARY

EH:jw

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota

March 17, 1958

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association a meeting was held in Room 205 Coffman Memorial Union on Monday, March 17, at 4:00 p.m. In attendance were: Dr. Leif R. Strand, President; Wendell T. Burns; Sam W. Campbell; Leslie E. Westin; Glenn E. Seidel; and Ed Haislet.

President Strand, chairman of the special committee on athletics that met with President Morrill, reported on the meeting. He related that President Morrill had been completely frank in the discussion of the problem. The President did discuss possible lines of action. Dr. Strand had assured the president several times that the only interest the Alumni Association had in the matter was that he whole University was being affected and the Alumni Association was, therefore, concerned and wanted to be of help - and that the Board wanted to present what they knew about the situation and to make several recommendations. No further documentation of the context of the meeting will be reported because of its confidential nature.

Under old business Senator Les Westin gave his report on how the alumni legislative program could be improved, including an improved reporting job. The report was approved as set forth - a copy is herewith attached. Under the date of May 24, 1957, President Morrill had sent a letter to the alumni secretary indicating that he had noted in the minutes that certain suggestions had been made by the alumni Board as regards legislative contacts. He felt that this should be properly cleared through the Legislative Strategy Committee of the University. Therefore, the executive secretary reported that at a meeting of the Legislative Strategy Committee of the University which met Thursday, March 6, the legislative program as suggested by Les Westin was gone over along with other points which had previously been determined.

1. A special issue of the GOPHER GRAD will come out on the expansion program on September 1, 1958, with such changes as necessary.

2. A legislative newsletter will be sent out on any subject of general interest to our leaders - a list of 2,300. However, on matters of local interest, because of critical editorial comment, only alumni in the local area will be circularized.

3. During the month of May the alumni secretary will tour the state with the purpose of selecting nine congressional district legislative chairmen. Each congressional district will be worked as a unit. After selecting a chairman in the legislative districts, contacts will be appointed in cooperation with the district chairmen. These people then will be brought together for a meeting at a district level. At the same time a meeting will be held with the alumni clubs and service clubs to talk about the expansion of the University.

4. Immediately after elections next fall, the alumni Board will hold separate legislative luncheon or dinner for both the Minneapolis and St. Paul legislative delegations. The purpose will be to meet the legislators, to know them, and let them know of the organized alumni intent.

5. The alumni legislative luncheons will be continued unless a new plan, being sponsored by Bill Nunn, is approved. In that case we would join with the overall luncheon of legislators, editors, alumni, and benefactors.

The program as indicated was approved by President Morrill and the Steering Committee. This then becomes the legislative program for the Association.

The work of the Alumni Honors Committee, chaired by Dr. Betty Sullivan, was reported. Seven names have been recommended. Departmental recommendations have been obtained and materials were sent to the University Honors Committee on March 14, 1958. These people as approved will be awarded at the time of the 1959 Charter Day ceremony.

The sketches for the E.B. Pierce Basketball Award were shown to the Executive Committee.

The executive secretary presented a report on automation of records, indicating that there are three possibilities: (1) That the Department of Alumni Relations operate its own set up. However, it would cost an average of $3,000 a month to lease or rent the equipment necessary to do the job - this, in addition to the maintenance and operation. Therefore, this possibility is not feasible. (2) The second possibility would be to run the operation through the IBM set ups already at the University - that is, Business Office, Testing Bureau, or Dean of Students office. However, because each department has its own work to do, it is doubtful that any of these departments would want to take on our work. (3) Contract with a commercial firm. This has been carefully explored. There are several companies that can do that in the Twin City area. However, in thinking through the operation the best possible system would include the addressing and mailing operation as well as the record department. With that in mind, a system has been worked out in conjunction with one of the commercial firms. The estimated cost for the change over operation and mailing is roughly $35,000. The greatest portion of this could be handled by a different allocation of the funds now received from the University. In the discussion that followed, Wendell Burns said that the bank had made a change over and he thought that the budget ought to have enough money to take care of emergencies as they found the first year the saving wasn't as great as expected; so in setting up the budget for the first year it must include a reserve fund as well. It was suggested, too, that the estimates and figures the Association had be checked by the Business Office of the University. The records would belong to the University and Alumni Association and not to the commercial firm doing the work. With these considerations the plan was approved so that the executive secretary could present the basic outline to President Morrill for his consideration. It is hoped that this can be done in time so the change over can be achieved by July 1, 1958.

Glenn Seidel reported on the Office Quarters Committee. He said that the Committee had had one meeting at which they had a briefing session so they knew the problem, and that many different ideas had been presented. However, the Committee would try to expedite the work so that they could present an outline of the needs of the Alumni Association to the Board and for consideration by the president before the end of the fiscal year.

The Alumni Service Award came up for discussion. The College of Education Alumni Association Honors Committee recommended such an award to the College of Education Honors Committee which then was forwarded to the alumni office. The Alumni Honors Committee approved and the material was sent to the University Honors Committee. Chairman, Dean Macy, returned the material referring to their procedure which requires that because it indicates alumni service, it had to be approved by the Alumni Board. The point of discussion was that this being a new award - a search should be made to pick up all alumni who over the years have made real contributions in service to the University, and that probably a number of Service Awards should be given out at an appropriate occasion. It was the feeling that the first awards should go to alumni who have served the University over a period of years; that the individual under consideration has done a fine job of serving a college of the University, but his service is all of recent date. The matter was referred to the Alumni Honors Committee for further study and its recommendation as to a list of alumni who should qualify. Materials should be documented and presented to the University Honors Committee.

The report of the Special Alumni Committee on the Study of the Greater University Fund was presented. The report had been sent to all the members of the Executive Committee. Recommendations were reviewed and discussed. The Executive Committee recommended Board approval and that the report be submitted to President Morrill and the Regents for their consideration if approved by the Board of Trustees of the Greater University Fund.

Dr. Leif Strand presented certain budget considerations: That Ray Chisholm's job be re-classified by the University as Assistant Director of Alumni Relations with completely different responsibilities than he now has. He would assume the responsibility for ordinary routine administration, and the constituent associations, and have charge of Charter Day. He would have a field responsibility. Also, that a new position is being requested - an Assistant to the Director of Alumni Relations. This job would entail responsibility for alumni clubs, student-alumni relations, reunions, University of Minnesota Week, and alumnae work.

Two other requests that will be considered at the budget meeting in April is the need for the Alumni Association to have memberships in the Minneapolis Athletic Club, Minneapolis Club, Minnesota Club, and St. Paul Athletic Club. In discussion it was felt that it might be possible to arrange for an honorary membership. Leif Strand asked Wendell Burns if he would explore the possibilities of an honorary membership in the Minneapolis Club and Minneapolis Athletic Club. He is asking Bert Engelbert to do likewise for the St. Paul Athletic Club and the Minnesota Club.

Also, that the Association become a member of the Minneapolis Chamber of Commerce. One of the responsibilities of the Association is to monitor the program of the Minneapolis Chamber of Commerce in any way that it might affect the University.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

P.S. The next meeting of the Executive Committee is set for Monday, April 21 and the spring Board meeting is set for Monday, April 28. These are changes from the original calendar.

Meeting with

Senator Leslie W. Westin

The Executive Committee of the Minnesota Alumni Association at its meeting on Thursday, September 3, 1957, requested Board member Les Westin to look into the whole problem of the alumni legislative program and to bring in suggestions as to how it could be improved, including an improved reporting job.

In discussing the problem, Les said that he had talked to a number of legislators about the matter, including Senator Anderson and Representative Popovich. He said that material received in the name of the Alumni Association or contacts made in name of the Association are regarded by the legislators as being the same as the University. The most effective work is where alumni will sit down and talk with the legislators about the University through their own personal experience or knowledge, or about what they personally feel concerning a particular situation. There should be no identification of the Alumni Association with individuals talking to legislators. They should represent themselves.

Legislators thought that the Newsletter was all right but should be kept brief and with quotable facts. The most important legislative work should be done prior to session.

Senator Westin feels that an alumni legislative organization should be set up on a congressional district basis - selecting nine congressional district chairmen and then breaking down by legislative districts and having one contact person for each legislator in the district. The job of the alumni office would be to keep in contact with the nine chairmen, with the chairmen being in contact with their legislative contacts. The plan must be simple enough so that by calling a few people on the phone, the whole organization would swing into action. Once such an organizational structure is set, specific report dates or target dates should be scheduled at which time the legislative contact people would report to the congressional district chairmen and the chairmen in turn reporting to the alumni office. It was suggested that all nine chairmen could be put on the phone at one time for an overall discussion and instruction.

The Senator feels that the most effective lobby is to know what an incumbent did - how he voted, how or why he took the stand he did - or his position at any particular time. This is especially important when applied to Finance and Appropriations Committee members. When alumni are talking to legislators, they should say that they realize, of course, that they are for the University. However, certain friends of theirs have raised questions on why they took this particular position (and then they name it) and voted as they did. This means the legislator realizes that the person talking to him knows his voting record. The next time he is talked to, he will be very receptive because he knows you are looking at his record.

15

Also, Les Westin feels that newly elected member of the legislature ought to be contacted immediately after election by the chairman in the district and be told that he realizes the big job ahead of him, that many people in the district are interested in the University, and that he would appreciate being kept informed; that many will be watching his vote on University matters. Once a contact has been made at the local level, thereafter when the legislature has convened a person will already have something to talk about. He can refer back to the earlier meeting and to what was discussed. It gives an important entry.

In order to check voting records, Mr. Westin says, the Finance Committee has filed its minutes in the Secretary of State Office and also in the Legislative Research Committee office. He thinks it would be well to check any plan that's set up with Jerry Mullin.

eb

Sept March 7 1958

Outline of Points to be Covered with President Morrill

1. The alumni Board has discussed the matter of Minnesota football at three different meetings.

2. The Board is concerned not because football is in trouble, but because the football situation is affecting the whole University and its relationships.

3. When the overall effect is detrimental to the best interest of the University, it becomes of real concern to the alumni Board.

4. For this reason - and this reason alone - the Board ~~wished~~ asked that we meet with you to discuss the situation, to relate its feeling on the matter, and to make certain recommendations.

5. The Board feels that the football situation is serious - more serious than it appears.

6. It feels that if some action is not taken this year to correct the situation, next year it would result in serious legislative repercussions.

7. There is no doubt in the minds of the Board members that the situation will hold over until next season - that unless something is done in the meantime, there will be a public blowup.

8. At present time a number of groups are or have been meeting regarding this matter:

   a committee of 50
   "M" Club committee
   several ad hoc committees

. No apparent action is forthcoming from these groups now.

. Sentiment and feeling is that

   Ike must go - that if we had a strong director, athletics at the University would be different.

Pressure is not strong against Warmath. They feel that if Warmath had a director who could operate, Warmath could make it.

Actually, the overall feeling is that it would be best to get rid of the whole gang - Ike and Warmath - and start clean.

Many, of course, blame the whole thing on President Morrill because he hired Ike who is weak and, therefore, caused the whole problem.

There is a deep-rooted feeling that the University does not want a strong intercollegiate program and President Morrill hired a weak athletic director, who hired a non-entity as a coach, so football would be de-emphasized.

17

15. So, what is wanted is:

Get rid of Ike as athletic director

16. or otherwise, get rid of Ike and Warmath both and start again.

17. The alumni Board now feels that the athletic problem at the University is one of long standing - and goes deeper.

18. It feels that only as the basic policy is changed, will the situation be straightened out; that a strong director would be of help but that just getting rid of incumbents is not the answer.

19. The Board feels that the central control of athletics has rested at least since 1920 with the administration.

20. This control has been through control of funds. TheAthletic Department has never had full say about the use of athletic monies. Always there has been a tight fisted fiscal policy which subordinated the best intents of a strong intercollegiate athletic program to the fiscal policy of the University. This problem has been complicated over the years because of weak man in the position of athletic director.

21. The athletic problem has been further complicated by a somewhat negative approach on part of the University as regards relations between town and gown. This policy has been reflected in athletic relations policy, so that there never has been good relations with the various groups concerned - press, "M" Club, downtown boosters, faculty, students, alumni and thoughtful fans.

22. The current athletic problem has been complicated further, too, by a seemingly lacking understanding as regards University policy on athletics between the President's office and athletic director.

23. President Morrill has made it clear many times in public that there were no restrictions on the University of Minnesota athletic program other than Western Conference rules. However, there has been a great reluctance on part of Athletic Department to act within the scope of the rules. This non-action within the rules has been of constant concern to the many groups, and especially to those who have been contributing to the support of Williams Scholarship program.

Therefore - in light of these points - it is the Board of Directors recommendation that:

1. The fiscal policy of the University in relation to the athletic income be reviewed and clarified, so that athletic monies will be used solely to build a strong program of intercollegiate athletics.

2. The overall University public relation policy as regards athletics be reviewed and clarified, so that the Athletic Department is free

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota
Board Meeting
Monday, February 3, 1958
MINUTES

of any restrictions relating to a positive program of public relation with the press, "M" Club, downtown businessmen, faculty, students, and alumni.

3. The overall athletic policy of the University be clearly set by President Morrill so that all groups concerned know what the policy is, and the line of communication as to the athletic policy be direct between the President's office and the office of Athletic Director.

Pursuant to notices sent to members of the Board of Directors of the Minnesota Alumni Association, a meeting was held in the Women's Lounge of the Campus Club, Coffman Memorial Union, Monday, February 3, 1958, 5:30 P.M. In attendance were: Russell S. Bassett; Mrs. B. W. Bierman; Wendell T. Burns; Mrs. Horace M. Chope; Elmer L. Engelbert; Nolan C. Kearney; Richard L. Kozelka; Orem O. Robbins; James E. Seidel; Leif R. Strand; Milton S. Wunderlich; Janet H. Wilson; Duke Johnson; and Ed Haislet.

The minutes of the January 13th Executive Committee Meeting were approved. The communication from President Morrill regarding the request of the Alumni Office for new office quarters was considered. President Leif Strand announced the appointment of Marco Wilkey, chairman of the Expansion Committee. President Leif Strand announced the appointment of Mr. Ray Mithun to replace Howard W. LeVander, resigned. The Board confirmed the appointment.

Dr. Nolan Kearney reported for the Special Committee which met with President Morrill in the Regents Room on January 29th. Other members of the Committee were: Senator Lee Metcalf, and Ed Haislet. The President was most cordial in the reception given and most interested in the suggestions made. He said he had read the minutes of the meeting and had talked with Ed Haislet so that he was about the meeting, but there were two questions he would like to clarify before going on with the purpose of the meeting. (1) He felt that Ed Haislet should be a member of any or all committees that would come to see him. He also felt that Mr. Haislet should hear firsthand the things that he had to say and what went on at the committee meetings. He said that he had already told this to Mr. Haislet, but asked that the committee bring this to the attention of the Board. (2) He noted in the procedure that alumni committees would meet with the President or Regents. He felt that alumni committees would meet with him, not both; that it would be a very difficult spot if they met with both, himself and then the Regents, or vice versa. He thought it would be better if they met with him as President and if he felt it should go to the Regents, he would certainly be the first to suggest it. He said there might be some place along the line where that kind of a problem might arise. Dr. Kearney and Senator Metcalf said that it was the feeling of the Board on the matter of the Regents that the Board probably would want to talk to the Regents only about the person who would succeed Mr. Morrill as President of the University and that otherwise they had no intention of going to the Regents as far as they knew. They thought the Board would agree that the right procedure would be to go directly to President Morrill with all matters except the one concerning a new president. President Morrill thought it was proper for an alumni committee to go to the Regents on the matter of a new president because the alumni, as well as the faculty, are the parties that are particularly concerned.

19

of any restrictions relating to a positive program of public relation with the press, "M" Club, downtown businessmen, faculty, students, and alumni.

3. The overall athletic policy of the University be clearly set by President Morrill so that all groups concerned know what the policy is, and the line of communication as the athletic policy be direct between the President's office and the office of Athletic Director.

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota

Board Meeting
Monday, February 3, 1958

MINUTES

Pursuant to notices sent to members of the Board of Directors of the Minnesota Alumni Association, a meeting was held in the Women's Lounge of the Campus Club, Coffman Memorial Union, Monday, February 3, 1958, 5:30 P.M. In attendance were: Russell E. Backstrom; Mrs. B. W. Bierman; Wendell T. Burns; Mrs. Horace M. Chope; Elmer E. Engelbert; Nolan C. Kearney; Richard L. Kozelka; Orem O. Robbins; Glenn E. Seidel; Leif R. Strand; Milton S. Wunderlich; Janet H. Widseth; Duke Johnson; and Ed Haislet.

The minutes of the January 13th Executive Committee Meeting were approved. The communication from President Morrill concerning the request of the Alumni Office for new office quarters has been turned over to the Expansion Committee, chaired by Malcolm Willey. President Leif Strand announced the appointment of Mr. Ray Mithun to replace Bernhard W. LeVander, resigned. The Board confirmed the appointment.

Dr. Nolan Kearney reported for the Special Alumni Committee which met with President Morrill in the Regents Room on January 29th. Other members of the Committee were: Senator Les Westin, and Ed Haislet. The President was most cordial in the reception of the group and most interested in the suggestions made. He said he had read the minutes of the meeting and had talked with Ed Haislet so that he knew about the meeting, but there were two questions he would like to discuss briefly before going on with the purpose of the meeting. (1) He felt that Ed Haislet should be a member of any or all committees that would come to see him. He also felt that Mr. Haislet should hear firsthand the things that he had to say and what went on at the committee meetings. He said that he had already told this to Mr. Haislet, but asked that the committee bring this to the attention of the Board. (2) He noticed in the procedure that alumni committees would meet with the President and/or Regents. He felt that alumni committees should meet with one, not both; that it would be a very difficult spot if they met with both, himself and then the Regents, or vice versa. He thought it would be better if they met with him as President, and if a matter should go to the Regents, he would certainly be the first to suggest it. He said there might be some place along the line where that kind of a problem might arise. Dr. Kearney and Senator Westin said that it was the feeling of the Board on the matter of the Regents that the Board probably would want to talk to the Regents only about the person who would succeed Dr. Morrill as President of the University and that otherwise they had no intention of going to the Regents as far as they knew. They thought the Board would agree that the right procedure would be to go directly to President Morrill with all matters except the one concerning a new president. President Morrill thought it was proper for an alumni committee to go to the Regents on the matter of a new president because the alumni, as well as the faculty, are the parties that are particularly concerned.

Dr. Kearney then opened up the matter concerning what the Board had asked the committee to see the President about, that is, the speaking out against public education by members of the faculty. It was indicated that the Board felt such attacks were detrimental to the best interest of the University; that it disturbed an otherwise good relationship with the public school people; that the secondary school people were particularly disturbed; that many think that when a top official such as a dean speaks, he speaks for the University. Dr. Kearney indicated that some of the educational groups were discussing retaliatory measures -- for instance, some want to go into what's wrong with the University and its various departments? For these reasons the Alumni Association felt keenly about this matter and believed that if a statement could be made from someone of the top administrators, but particularly the President, it would help the situation immensely.

The committee also pointed out that they had no desire to muzzle the faculty, and, of course, they knew the President would not do such a thing; but did feel there were times when the administration would have to speak out so that statements made by the faculty would not be interpreted as University policy.

President Morrill then stated his position in the matter, indicating that he wouldn't censor an opinion of the faculty; that he has been answering letters on the matter; that, of course, all educators can be criticized no matter on what level, but they shouldn't be too defensive about the criticism. He hopes that the school people of the State will remember that he has made at least three speeches in the presence of school men in which he indicated that all the eggs of public education are in one basket; that intramural squabbles in public were injurious to all; that all people in education have more than they can do and must stand together. He said he has made this statement a number of times and certainly the school people of the State must remember it. He said, too, he as well as the University had always supported the public school legislation in every possible way; he has served on many Boards in support of public education; also, that the University of Minnesota is at the present time reaching out in every possible way to work with the schools and they have a huge program now in operation; that the University record is a good record.

He said he, too, has been puzzled on just what to do about an answer. He said they had been feeling out the possibility that Dean Blegen might be the one to make the statement. Nolan Kearney suggested that it should be someone who is in more direct contact with first and second year students. This, of course, limits it to Dean Cook and Dean McDiarmid. It was felt that the President speaking for the whole University is the one who should make the statement. The President then said that it was possible that he could make such a statement before the American Association of University Women whom he is scheduled to speak to soon; that he is going to be on a national TV program but didn't know if that would do any good because it would not answer the local criticism. Senator Westin suggested that with Charter Day coming up the President review our education in the State and make a statement in support of public education. President Morrill said he usually only talks a few minutes. It was the feeling of the group that a few minutes would be all that would be necessary. Les Westin suggested it might be that the President

21

could write a letter for the Centennial issue of the Minnesota Educational Association Journal, in which he could review and support public education in the State. If this was felt to be a good idea the invitation to President Morrill could be easily obtained. President Morrill said he had some reservations about such an idea because it looked like he was seeking a stage from which to make his remarks. He would check, however, with Mr. Mork on faculty, who is President of the MEA this year. However, the more the matter was discussed, the more it was felt that the proper time for the statement was at the Charter Day Luncheon. The matter was closed in this manner. The meeting adjourned at 5:15 p.m.

However, directly after the meeting Stan Wenberg said that he had just realized that President Morrill would not be on campus for the February 27th meeting; that he would be scheduled for a talk at Greenbriar, so that depleted the possibility of President Morrill speaking on the twenty-seventh. Nolan Kearney, upon hearing this, felt that there was no real rush, but thought that President Morrill should take the opportunity to make the statement sometime before Easter Week when Schoolmen's Week is held.

After the report by Dr. Kearney, it was voted that Ed Haislet be made ex-officio of any and all committees of the Association and of those committees going to see the President. Also, the normal procedure of the Board will be to contact the President on all matters of special concern and they will only go to the Board of Regents, if after discussion with the President, it is felt that the matter is of proper Regents' concern.

Under new business, Duke Johnson, Alumni Senate Committee Representative and Chairman of the Awards Committee for Senate Committee on Intercollegiate Athletics, reported on the tentative proposal of the Awards Committee to ask the Minnesota Alumni Association to sponsor outstanding athlete trophies in all sports. In the discussion that followed, it was felt that the Association, if asked, would be happy to cooperate as it will create a close contact and an official channel for the Association to be in contact with the athletic picture at the University of Minnesota and the "M" Club. At this time, it was voted that the Executive Secretary work out an amendment to the By-Laws which would permit the bringing of the President of the "M" Club and any other such group as might be desired to ex-officio membership on the Board of Directors of the Association. Duke Johnson also reported that as regards the current Athletic Aid Program that sentiment is gaining as to the elimination of a need factor. He also reported on the dissolving of a Western Hockey League of which Minnesota was a part.

Under old business, the Board discussed the Minnesota football situation. After considerable discussion, it was the feeling of the Board of Directors that the information the Board had in its possession should be brought to the attention of the President, and that possibilities of solving the situation should be discussed with him. However, because of the confidential nature of the matter the discussion is not to be reported in the minutes. Dr. Leif Strand and Ed Haislet were appointed by the Board to meet with President Morrill and bring the matter of the Board concerning the football situation to the President's attention and to indicate suggestions for assisting and clarifying the situation.

On motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:lab

CONFIDENTIAL

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota

Pursuant to notices sent to members of the Board of Directors of the Minnesota Alumni Association, a meeting was held in the Women's Lounge of the Campus Club, Coffman Memorial Union, Monday, January 13, 5:30 p.m. In attendance were: Mrs. Horace M. Chope; George L. Faber, Chicago; Hibbert M. Hill; J. D. Holtzermann; Nolan C. Kearney; Malvin J. Nydahl; Orem O. Robbins; Leif R. Strand; Leslie E. Westin; Janet H. Widseth; Robert P. Provost; and Ed Haislet.

In lieu of the fact that a quorum of eleven members was not present, it was voted that this be a meeting of the Executive Committee.

The minutes of January 8 were approved as sent out. The resignation from the Board of Bernhard W. LeVander was accepted with regret and it was voted that a letter of appreciation for his service be sent. The Board voted to accept the compromise settlement of the Department of Employment Security.

Under new business the new alumni policy of positive action was presented by President Leif Strand with comments by the Executive Secretary. After a great deal of discussion covering many different points, it was felt that there was no reason why the Association whose only purpose is to support the University, should not maintain closer relationships with the Administration and Regents of the University. It was felt that the President and Regents would welcome consultation from the alumni Board - that any discussion or consultation with the President, Regents or administration should be on the basis of idealism not on a prejudice basis. However, whenever an alumni committee goes to the President or administration to talk on a problem, it should have a positive suggestion to make.

The discussion covered the various areas in which the alumni might take consultative action. Then the following actions were adopted:

1. A policy of positive action. Hereafter, on matters as deemed important and necessary by the Board of Directors of the Minnesota Alumni Association, a committee of the Board will discuss such matters with the University President, administrative officers, and Regents.
See Feb 3, 58

2. That before such consultative action is taken, there must be discussion and consolidation of a Board view point. This will be determined by a 2/3 vote of the members of the Board attending, a quorum being necessary.

3. That consultation with the present Administrative Officers and Regents will be implemented through a committee appointed by the President of the Minnesota Alumni Association. This committee will be appointed immediately following a favorable vote of the Board on the matter under discussion. The membership of the committee appointed by the Minnesota Alumni Association must be confirmed by Board action.

Policy of positive action — See Exutive Comm Mtg 1/13/58

Final action was to appoint a committee consisting of Nolan Kearney, Chairman; Les Westin, and Leif Strand, to meet with President Morrill on the need for clarification of statements made recently by faculty members concerning public education. It is felt imperative that President Morrill find an opportunity to state that the views expressed by faculty members on public education are not the official views of the University and that a vigorous statement in defense of public schools be made. Because of the statement of Dean Spilhaus there is a real misunderstanding among the public school people - superintendents, principals, and teachers. Unless corrected, this misunderstanding will greatly affect the close relationship between the secondary schools and the University.

The next meeting of the Board of Directors will be held on Monday, February 3. At this time the football situation at the University of Minnesota will be discussed in reference to consultative action with the President.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

PLEASE NOTE: These matters are extremely confidential. Any publicity would defeat the purpose of the new policy of positive action.

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota

Meeting of Special Committee with President Morrill
January 29, 1958

The special committee with Dr. Nolan Kearney, Chairman; Senator Les Westin; and Ed Haislet, met with President Morrill in the Regents Room at 4:00 p.m. The President was most cordial in his reception of the group and most interested in the suggestions made. He said that he had read the minutes of the meeting and had talked with Ed Haislet so that he knew about the meeting and that there were two questions he would like to discuss briefly before going on with the purpose of the meeting. (1) He felt that Ed Haislet should be a member of any or all committees that would come to see him - he felt Mr. Haislet should hear first hand the things that he had to say and what went on at the committee meetings. He said that he had already told this to Mr. Haislet but asked the committee to bring it to the attention of the Board. (2) He noted in the procedure that alumni committees would meet with the President and/or Regents. He felt that alumni committees should meet with one - not both; that it would be a difficult spot if they met with both himself and then the Regents or vise versa. He thought it would be better if they met with him as President and if they felt a matter should go to the Regents, he would certainly be the first to suggest it. He said there might be some place along the line that that kind of a problem might come up. Dr. Kearney and Mr. Westin said that it was the feeling of the Board on the matter of the Regents that the Board probably would want to talk to the Regents about the person who would succeed Dr. Morrill as President of the University and that otherwise they had no intention of going to the Regents as far as they could see at this time. They thought the Board would agree that the right procedure would be to go directly to President Morrill with all matters but the one concerning a new President. President Morrill thought it was proper for the alumni committee to go to the Regents on such a matter because certainly the alumni as well as the faculty are the parties that are particularly concerned.

Dr. Kearney then opened up the matter concerning what the Board had asked the Committee to see the President about - that is, the speaking out against public education by members of the faculty, especially Dean Spilhaus. The committee felt strongly that the faculty should have the right to speak out as they feel - but when they did so it should be made perfectly clear that they speak as individuals and not representing the University point of view. It was indicated that the Board felt such attacks were detrimental to the best interest of the University, that it disturbed an otherwise good relationship with the public school people; that the secondary school principals were particularly disturbed; that many think that when a top official such as a dean speaks - he speaks for the University. Dr. Kearney indicated that some of the educational groups were discussing retalitory measures - for instance, some want to go into what's wrong with the University? For these reasons the Alumni Association felt keenly about this matter and believed that if a statement could be made from someone of the top administrators, but particularly the President, it would help the situation immensely.

President Morrill said that he was horrified with Dean Spilhaus' statement but naturally he couldn't censor an opinion of the faculty; that he has been answering many letters (eight or nine, anyway); that of course, all educators can be criticized no matter on what level, but they shouldn't be too defensive about the criticism. He hopes that the school people of the state will remember that he has made at least three speeches in the presence of school men in which he indicated that all the eggs of public education are in one basket; that intramural squabbles in public were

injurious to all; that all people in education have more than they can do and must stand together. He said he has made this statement a number of times and certainly the school people of the state must remember it. He said too, he as well as the University had always supported the public school legislation in every possible way; he has served on many Boards in support of public education also, that the University of Minnesota is at the present time reaching out in every possible way to work with the schools and they have a huge program now in operation; that the University record is a good record.

He said he, too, has been puzzled on just what to do about an answer. He said that the reason it is so serious and damaging is that Spilhaus has such a large following. He says that Spilhaus has many fine points as a major administrator of the University, has up graded the caliber of the Institute of Technology; that he is an important scientist in his own right; that he serves on many high level science committees. However, Spilhause was brought up on the English system of education his children all go to private schools, and he does not have the feel of American Public Education. President Morrill said that they had been feeling out the possibility that Dean Blegen might be the one to make the statement. Nolan Kearney suggested that it should be someone who is in more direct contact with first and second year students. This, of course, limits it to Dean Cook and Dean McDiarmid. It was felt that the President speaking for the whole University is the one who should make the statement. The President then said that it was possible that he could make such a statement before the American Association of University Women whom he is scheduled to speak to soon; that he is going to be on a national TV program but didn't know if that would do any good because it would not answer the local criticism. Senator Westin suggested that with Charter Day coming up the President review our education in the state and make a statement of public education. President Morrill said he usually only talks a few minutes. It was the feeling of the group that a few minutes would be all that would be necessary. Les Westin suggested it might be that the President could write a letter for the Centennial issue of the Minnesota Educational Association Journal, in which he could review and support public education in the state. If this was felt to be a good idea the invitation to President Morrill could be easily obtained. President Morrill said he had some reservations about such an idea because it looked like he was seeking a stage from which to make his remarks. He would check, however, with Mr. Mork on faculty, who is president of the MEA this year. The more, however, the matter was discussed, the more it was felt that the proper time for the statement was at the Charter Day Luncheon. The matter was closed in this manner. The meeting adjourned at 5:15 p.m.

However, directly after the meeting Stan Wenberg said that he had just realized that President Morrill would not be on campus for the February 27 meeting, that he would be scheduled for a talk at Greenbriar so that depleted the possibility of President Morrill speaking on the twenty-seventh. Nolan Kearney, upon hearing this, felt that there was no real rush but thought that President Morrill should take the opportunity to make the statement sometime before Easter Week when Schoolmen's Week is held.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

27

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota

January 8, 1958

Pursuant to notices sent to members of the Exeucutive Committee of the Minnesota Alumni Association, a meeting was held in Room 205 Coffman Memorial Union on Monday, January 6, at 4:00 p.m.

In attendance were: Dr. Leif Strand, President; J. D. Holtzermann; Catherine C. Knudtson; Sam Campbell; Les Westin; and Ed Haislet.

A letter from Clifford C. Sommer, Alumni King, requested President Strand to express his thanks to the officers of the Board for his opportunity to be Alumni King. For the information of the Committee, the Executive Secretary read a copy of an AAC questionnaire concerning rules and regulations for selection of membership on governing boards of state and/or land grant universities.

Under old business, the Charter Day Luncheon has been definitely scheduled for February 27. Promotion will be started during January. Dr. Strand indicated that the School of Dentistry Alumni Association is about ready to be formed, several meetings having been held. Ray Chisholm is now on leave of absence in Burma and his work with the constituent alumni groups and reunion meetings has been taken over by the Alumni Secretary. This means that the next two months will be especially heavy. The Alumni Honors Committee will meet Thursday, January 9, to make nominations for Outstanding Achievement Awards for Charter Day, 1959. The Nominating Committee will meet January 13.

Under new business, a new alumni policy of positive action was discussed. In the past the Minnesota Alumni Association has waited to be asked by the administration of the University to take part in an activity, serve on committees, to discuss matters, or to help in such ways as they could. As a result, little action has resulted. It is felt that the Alumni Board is now served by men and women of ability and maturity who could render real service to the University. The service now being rendered is mainly in areas of interpretation, fund raising, and general good will. An additional function - that of consultation - is one which the Association should perform. Any time the Board of Directors of the Association feel strongly about some particular facet of University activity, they should immediately sit down with the administration, and on occasion with the Regents, and discuss with them these matters. The discussions would be confidential in nature and there would be no publicity. It is the feeling that the Alumni Association could be of real help in bringing to the administration their view point.

This matter was felt to be of such import that President Strand is calling a special meeting of the Board on January 15 to consider this policy.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY
EH:jw

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota

1957

Pursuant to notices sent to members of the Board of Directors, Past Presidents, Committee Chairmen, and Trustees of the Greater University Fund, a meeting of the Minnesota Alumni Association was held in the Women's Lounge of the Campus Club, Coffman Memorial Union, on Monday, December 9, at 5:30 p.m.

In attendance were: Walter G. Benjamin, Mrs. B. W. Bierman, Sam W. Campbell, Mrs. H. M. Chope, George L. Faber, Hibbert M. Hill, Dean R. L. Kozelka, J. D. Holtzermann, Malvin J. Nydahl, Catherine Crowe, Maurice E. Salisbury, Leif R. Strand, Leslie E. Westin, Milton S. Wunderlich, Janet H. Widseth, Lawrence E. Johnson, Richard E. Kyle, Marie A. Wensel, Henry C. Mackall, Owen Hallberg, Ray Chisholm, and Ed Haislet.

The minutes of the Executive Committee meetings of October 7 and November 4 were approved as sent out. Communication from President Morrill on the Dad's Association's transfer was read and the Executive Secretary explained the change which has become necessary because of the increase in office work in connection with the constituent alumni program. The transfer of the Dad's Association will give some relief for at least a short time. Also a communication from Arthur H. Ogle was read thanking President Strand for his courtesy in inviting him to lunch.

A year ago the alumni Board directed the Executive Secretary to bring the employees of the Minnesota Alumni Association under the State Department of Employment Security. After considerable correspondence over a period of a year the Department of Employment Security has determined the Alumni Association is indebted for contributions of 2.70% from the first quarter of 1953 through the second quarter of 1957. The amount is $708.80 plus interest still undetermined. On motion duly made and seconded the Board authorized the payment of the indebtedness to be taken from savings.

The Executive Committee meeting on November 4 gave permission to the Alumni Secretary to promote a Minnesota Alumni European tour but directed him to be sure that the Association was not liable. Mr. Ben Palmer and Mr. Bernard LeVander both were asked to give their opinion. Both sent in corrections as to the wording of the Responsibility Clause which is to be signed by the person taking the tour. The wording will be compilied so that the Association is absolved of liability.

A letter from Ike Armstrong was read in which he indicated that the Senate Committee on Intercollegiate Athletics had approved the Alumni Association's recommendation that an E. B. Pierce Basketball Award be established and given to an outstanding basketball player of the year. He also said that at a later date the Senate Committee on Intercollegiate Athletics Awards Committee would meet with the Executive Secretary and work out the complete details on the matter. Bob Provost will work with the Executive Secretary on this matter. The Pierce family has been notified concerning the award.

Also reported were the football trips of October 9 to Eau Claire; October 10, Appleton; October 11-12, Evanston where a pre-game luncheon was held with 107 in attendance; November 7, Des Moines; November 9, Cedar Rapids and Davenport with ninty in attendance at Cedar Rapids and about fifty at Davenport. President Strand and Bernie Bierman spoke at the Davenport meeting. On November 15 at Michigan State University, East Lansing, a pre-game luncheon was held. President Strand accompanied the Alumni Secretary and was the main speaker along with Ike Armstrong and Biggie Munn.

Reporting on the Southwest trip the Executive Secretary said that President and Mrs. Morrill accompanied him for the meetings in Dallas on November 29-30, and in Phoenix on December 2. The Phoenix meeting was a regional meeting in which 82 people attended the dinner. It was held at Camelback Inn.

Ray Chisholm talked about his leave of absence and his work for the State Department.

Reported was the fact that the Alumni Secretary had visited Iowa State College at Ames on November 6 and Brigham Young University December 6 for the purpose of studying their IBM system as applied to alumni records. A report to the Board on record automation will be made during the year.

Under new business a letter from President Morrill concerning the Stadium Committee was read. The Alumni Secretary indicated that not only from President Morrill's answer, but from discussion with the President on the Southwest trip it is clear that the President had no intention of over looking the Alumni Association but had put together an ad hoc committee with whom he was familiar, and people whom he knew were interested in the Stadium problem. President Morrill felt that the alumni appointed on the committee represented the Association. A very frank discussion followed, both pro and con. It was felt, however, that the Association stands ready to assist the President at all times - and will cooperate in every possible way on the matter of the Stadium if asked. President Strand appointed the following nominating committee: Representing the Board, Russell Backstrom, Chairman; J. D. Holtzermann; Herman Rosenblatt, (candidate from last year); Larry Clark, Past President, School of Business Alumni Association; and Mrs. Wright Brooks, Past Board member. The Committee will meet to recommend nominees to the Board of Directors in time so that ballots can be printed in the March and April issues of the alumni magazine.

The Minnesota Alumni Charter Day Luncheon was discussed and the Board members were asked to mark the date of February 27 on their calendars as they will be hosts at the luncheon.

The 1958-59 preliminary plans for membership was discussed. This year a straight billing of all non-members was used. This plan, which has achieved great success in Wisconsin, is so far doing a better job this year in promoting memberships for the Association. The plans for 1958-59 include giving a gopher decal away for annual membership, for a five year membership - a song sheet, and for a life membership - the song record. A straight billing plan will be used, with a new fee structure going into effect July 1, 1958.

30

On motion duly made and seconded the meeting adjourned. The next meeting of the Board of Directors will be on February 3, in the Campus Club at 5:30 p.m. The next meeting of the Executive Committee is January 6, 1958, 4:00 p.m., Room 205 Coffman Memorial Union.

Respectfully submitted,

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union

Monday, November 4, 1957

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association a meeting was held in Room 205 Coffman Memorial Union on Monday, November 4. In attendance were: Leif Strand, President; Wendell T. Burns; George L. Faber of Chicago; and Ed Haislet.

Because a quorum was not present the minutes of the Executive Committee meeting for October 7 were laid over.

Communications from President Morrill, Vice President Middlebrook, Dr. Ruth Boynton, and Dr. E. B. Stanford relative to the University Directory prepared by the Alumni Association were read. Also, a letter from Regent James Ford Bell on flowers sent to him during the time he was in the hospital was read.

Under old business, Henry C. Mackall has accepted the trusteeship of the Greater University Fund replacing Mr. C. R. Carlson, Jr. who resigned, his term expiring in 1959.

Ray Chisholm's request for leave without pay from the Association to go to Burma for the State Department to assist in training of boxers for the Asiatic games was approved. The seventeen days he has coming for vacation will apply against his leave. The Executive Secretary is to expedite the Leave of Absence request through Civil Service.

Dr. Strand reported on the 1927 Team Reunion. He indicated it was one of the finest reunions of this type that he has ever attended and especially commended the Executive Secretary for the fine work done.

It was reported that President Morrill is going to visit the Dallas Alumni Club November 29 and the Southwest meeting of alumni to be held in Phoenix at the Camelback Inn on December 2.

The College of Veterinary Medicine Alumni Association, now an official constituent group, met Saturday morning November 2 to re-draft the Constitution and By-Laws to conform to the Minnesota Alumni Association combined membership plan.

The Executive Secretary read the letter from President Morrill dated October 28, in which the President indicates that due to the fact of a 2 per cent instead of 10 per cent increase in student enrollment and that the 1957-58 budget representations were in terms of new positions to take care of 10 per cent there is some $717,000 to be picked up through reversions during the coming year. The share of the Department of Alumni Relations is $2,687.

In explaining this to the Executive Committee the Executive Secretary said that he will not ask for reversions ordinarily returned to the Department of Alumni Relations; that he will try to get along without extra help while Ray Chisholm is gone for two months, thus returning in this manner a large portion of the reversion assigned to the Department.

Under new business the Executive Secretary explained that he would like to sponsor a Minnesota Alumni European Tour through the Gibbs Travel Agency in Chicago. The Gibbs Agency is the one who handles the Rose Bowl alumni and student trains and is working on an alumni European tour for the Ohio State University this year. He explained that there was no financial nor legal obligation. Details will be furnished very soon including amount of possible income to the Association. In discussion it was suggested that the legal side be carefully checked especially if the Alumni Association benefits financially from the trip. Also, the wording describing the tours should be carefully worked out. Under these conditions the Minnesota Alumni European Tour was authorized.

The next meeting of the Board of Directors has been changed from December 2 to December 9 due to the fact that the Alumni Secretary will be in Phoenix with President Morrill. Therefore, all Boardlmembers are asked to note this and change their calendars accordingly.

At the next Board meeting the presidents of alumni groups, which are not official constituent groups, are to be invited to attend the meeting as guests of the Association. As the speaker of the evening, Ray Quinlivan will be invited.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

Ed Haslet

ED HASLET
EXECUTIVE SECRETARY

EH:jw

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
Monday, October 7, 1957

Minutes

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association a meeting was held in Room 205, Coffman Memorial Union on Monday, October 7.

In attendance were: Leif Strand, President; J. D. Holtzermann; Catherine Coffman Knudtson; Leslie E. Westin; Roy W. Larson; and Ed Haislet.

Under communications the Executive Secretary had heard from Dean Summers regarding the projected office quarters move and that on the basis of the communication with Dean Summers concerning the office quarters, the Alumni Association quarters in TSMC will not be disturbed this year. Letters from P.K. Peterson and Earl L. Johnson were read thanking the Association for their kindness in having them to lunch and the football game. A letter from Malcolm Willey commending the Association for the fine job in compiling pertinent information on the University and distributing it to the various deans, department heads, and the administration.

Under old business the Executive Secretary indicated that a letter to the Senate Committee on Intercollegiate Athletics regarding the E.B. Pierce Award had been sent. Also, letters to the various Alumni Associations had been sent out concerning their alumni houses, practices and procedures. The Executive Secretary also reported on the Annual I.T. Alumni meeting on October 4 which was a fine success.

The next item of business was the consideration of a trustee to the Greater University Fund to replace Bob Carlson, resigned. Names submitted were Henry Stephenson, Harold Sweat, Shorty Long, John B. Faegre, The Alumni Secretary read a list of additional names for consideration as follows: Dreng Bjornaraa, Clarence E. Hill, Charles L. Horn, Kenneth E. Iverson, Henry C. Mackall, Harold W. Sweatt, Norris K. Carnes, William H. Oppenheiner, and Cy pesek. After discussion the following nominations were agreed upon in this order or priority: Harold W. Sweatt, Henry Mackall, Henry Stephenson, and Dreng Bjornaraa. The Executive Secretary was asked to contact the men in that order to see if they would accept the position as a trustee of the Greater University Fund, and report back as soon as possible.

Under new business, the School of Veterinary Medicine request for an official constituent group status was approved.

The resignation of Ray Chisholm as of November 1 was regretfully accepted.

Also, after discussion it was voted to invite presidents of other organized alumni groups, not presently constituent societies, to the meetings of the Board of Directors.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union

Monday, September 23, 1957

Minutes

Pursuant to notices sent to members of the Board, Past Presidents, Committee Chairmen, and Trustees of the Fund, a meeting of the Minnesota Alumni Association was held in the Women's Lounge of the Campus Club, Coffman Memorial Union, Monday, September 23, 5:30 p.m.

In attendance were: Russell E. Backstrom; Clara Bierman; Sam Campbell; Charlotte M. Chope; Hibbert M. Hill; J. D. Holtzermann; Nolan C. Kearney; Catherine Knudtson; Richard L. Kozelka; Glenn E. Seidel; Milton S. Wunderlich; Janet H. Widseth; Richard A. Rohleder; Owen Hallberg; Leif Strand, President; Ed Haislet; and Ray Chisholm.

On motion duly made and seconded the minutes of the Executive Committee meeting held on September 3 were approved as sent out.

A communication from President Morrill concerning the Annual Report with special reference to the legislative program and the action of the Executive Committee in appointing Leslie Westin to look into the matter of reporting legislature matters was explained by President Leif Strand. Also communications from Mrs. E. B. Pierce, thanking the Alumni Association for their kind telegram which was read at the funeral; a letter from Dr. and Mrs. Pankratz, who are now in Formosa, were passed around for the Board members to read.

In his remarks to the Board President Strand emphasized the importance of making a careful study of automation of records and said that it was the number one project to be accomplished this year. With the great number of alumni to be added to the files in the next ten years, automation is necessary if records are to be useful to the University.

Sam Campbell, Treasurer, reported on the audit of the 1956-57 books. On motion duly made and seconded the audit was approved and placed on file. As chairman of the Investment Committee he also reported that there is $10,000 of liquid assets ready to be invested and that a meeting of the Investment Committee will soon be called.

Sam Campbell also reported on the Greater University Fund Committee which is being continued. He said that the Committee has had several meetings, that it is a tremendous job, and that if any of the Board members found materials in regard to fund raising, scholarships, or other matters pertaining to the work of the Committee, he would appreciate it if they would send them to Louis Gross or one of the Committee members. The Committee will try to bring in their report by the first of the year.

35

Dean Kozelka reporting on the School of Business Administration Alumni Association said that their Annual Meeting and Institute is scheduled for November 1. However, they have had difficulty in obtaining a speaker and may have to change the date.

President Wunderlich of the Institute of Technology Alumni Association reported that their Annual Meeting and Round Table Discussion will be held October 4, that all plans have been made, and that it looks like another fine meeting.

Dr. Nolan Kearney, President of the College of Education Alumni Association, reported that plans are rapidly going ahead for the Third Annual Alumni Dinner of the College of Education. He said that a new membership plan was under way and that coordination with other educational associations and groups of the state has been achieved through their committee selected.

Under new business committee appointments as recommended by the Executive Committee were approved, including the University Camping Committee with Tom Salmen as alumni representative.

The matter of office space discussed at the Executive Committee meeting and recommended to the Board for consideration was gone into. President Strand was authorized to appoint a committee to study the matter and bring in their recommendations. Glenn Seidel was appointed Chairman together with Hibbert Hill, Milton Wunderlich, Sam Campbell, Treasurer, to serve ex officio.

A proposal that the Athletic Aid Plan of the University be called the Pierce Athletic Aid Plan and be submitted to the Board of Trustees of the Greater University Fund for consideration was discussed. It was voted to lay this on the table. On motion duly made and seconded it was voted to recommend to the Senate Committee on Intercollegiate Athletics that they consider an award to be given to the basketball player of the year and that this award be named the E. B. Pierce Award. The underwriting of the perpetual trophy will be by the Greater University Fund.

The resignation of Bob Carlson as a member of the Board of Trustees was accepted. On motion duly made and seconded the Executive Committee was empowered to select a new trustee from the following people suggested - Henry Stephenson, Harold Sweat, Shorty Long, and John B. Faegre - as well as from others who might be suggested to the Committee.

Brought to the attention of the Board for their information was the following: the Annual Report; the Special Issue; the American Alumni Council meeting in Pasadena and alumni meetings on the West Coast; legislative football luncheons; the heavy fall mailing schedule; the special events on the docket - the Homecoming, November 2; the 1927 Team Reunion on October 25; the 1927 Electrical Engineering meeting on the same date; the Dad's Association meeting of November 23; fall trips scheduled for Eau Claire, October 9; Appleton, October 10; Evanston, October 11-12, at which time a pre-game

3,0

football luncheon will be held; Des Moines, November 7; Cedar Rapids and Davenport, November 8; a pre-game luncheon at the time of Michigan State-Minnesota game at East Lansing on November 16; the proposed trip by President Morrill to visit alumni clubs and attend the Regional Southwest Alumni Meeting at Camelback Inn in December; St. Paul Quarterback meeting again being sponsored by the Minnesota Alumni Association and Bert Englebert.

Hibbert Hill explained the Alumni Committee for Information on Higher Education work and the problems involved.

On motion duly made and seconded the meeting adjourned. The next meeting will be held December 2, at 5:30 p.m., Campus Club.

Respectfully submitted,

Ed Haisley

ED HAISLET
EXECUTIVE SECRETARY

ELH:eb

R E P O R T

O N

E X A M I N A T I O N

MINNESOTA ALUMNI ASSOCIATION

OF THE UNIVERSITY OF MINNESOTA

MINNEAPOLIS, MINNESOTA

JUNE 30, 1957

HINES & WILKERSON
CERTIFIED PUBLIC ACCOUNTANTS

W-1181 1st National Bank Building
Saint Paul, Minnesota
August 29, 1957

oard of Directors
innesota Alumni Association
f the University of Minnesota
inneapolis, Minnesota

entlemen:

We have made an examination of the balance sheet of the innesota Alumni Association as of June 30, 1957 and the statements of ash receipts and disbursements of the various funds of the Association or the year then ended.

Our examination was limited to the operations of the ssociation as recorded on a cash receipts and disbursements basis and ncludes transfers of amounts between funds in July 1957 applicable to perations for the period ended June 30, 1957.

In our opinion, subject to the above comment, the accompanying alance sheet and statement of cash receipts and disbursements presents airly the financial position, on a cash basis, of the Minnesota Alumni ssociation at June 30, 1957 and the results of its operations for the ear then ended.

Respectfully submitted,

HINES & WILKERSON

By Wallace T. Johnson

BALANCE SHEET

ALL FUNDS

JUNE 30, 1957

ASSETS	All Funds	Operating Fund	* Savings Funds	Life Membership Fund
Cash in Bank - Checking	$ 9 449.99	$ 9 449.99	$	$
- Savings	40 212.01		40 212.01	
- Trust	14 410.70			14 410.70
Office Equipment	2 869.72	2 869.72		
Bonds (Cost) Detail A 1	54 925.00			54 925.00
Stocks (Cost) Detail A 2	43 612.57			43 612.57
Total Assets	165 479.99	12 319.71	40 212.01	112 948.27
RESERVES AND MEMBERS EQUITY				
Balance - July 1, 1956	$152 186.44	$ 8 747.15	$ 32 182.42	$111 256.87
Cost of Securities Sold	(17 000.00)			(17 000.00)
Cost of Securities Purchased	8 693.57			8 693.57
Furnishings Capitalized	806.20	806.20		
Excess of Receipts Over Disbursements	20 793.78	2 766.36	8 029.59	9 997.83
Total Reserves and Members Equity	165 479.99	12 319.71	40 212.01	112 948.27

*Savings Funds

Minnesota Federal Savings and Loan Association	$ 10 013.75
Twin City Federal Savings and Loan Association	6 633.92
Hennepin Federal Savings and Loan Association	9 990.30
Farmers and Mechanics Bank	9 977.74
Northwestern National Bank-Savings Account	1 696.30
-Savings Certificate	1 900.00
	40 212.01

Class Savings Fund	$ 2 899.78
Five Year Membership Reserve Fund	10 225.60
Five Year Membership Reserve Operating Fund	13 028.78
Buttz Estate	1 000.00
Song Fund	13 057.85
	40 212.01

CASH RECEIPTS AND DISBURSEMENTS

ALL FUNDS

FISCAL YEAR ENDED JUNE 30, 1957

	All Funds	Operating Fund	Savings Funds	Life Membership Fund
Balance-Beginning (Note 1)	$ 43 278.92	$ 6 683.63	$ 32 182.42	$ 4 412.87
Receipts				
Memberships:				
Annual	27 710.80	27 710.80		
Five Year	6 954.00		6 954.00	
Life	2 920.00			2 920.00
Buttz Estate	1 000.00		1 000.00	
Advertising	4 954.67	4 954.67		
Lists	403.18		403.18	
Interest and Dividends on Securities	4 299.88			4 299.88
Sale of Securities	17 348.75			17 348.75
Interest-Savings Accounts	1 167.01		1 167.01	
Sale of Merchandise	3 709.98		3 709.98	
Royalties	68.94		68.94	
Class Contribution	252.20		252.20	
Transfer of Funds		8 700.42	(2 901.42)	(5 799.00)
Total Receipts	70 789.41	41 365.89	10 653.89	18 769.63
Disbursements				
Departmental Expenditures				
Magazine Production-Schedule I	21 750.72	21 750.72		
Memberships-Schedule II	6 392.54	6 392.54		
Field Service-Schedule III	3 140.63	3 140.63		
Constituent and Events - Schedule IV	1 680.88	1 680.88		
Office - Schedule V	6 077.13	6 077.13		
Purchase of Securities	8 693.57			8 693.57
Agency Fees and Postage	78.23			78.23
Purchases and Postage on Merchandise	2 624.30		2 624.30	
Equipment Purchased	806.20	806.20		
Legislative Expense (Net)	77.80	77.80		
Postage Credit-Other Sources	(1 326.37)	(1 326.37)		
Total Disbursements	49 995.63	38 599.53	2 624.30	8 771.80
Excess of Receipts Over Disbursements	20 793.78	2 766.36	8 029.59	9 997.83
Balance-Ending (Note 2)	64 072.70	9 449.99	40 212.01	14 410.70

Note 1: After transfers between funds in July 1956 applicable to fiscal year ended June 30, 1956.

Note 2: After transfers between funds in July 1957 applicable to fiscal year ended June 30, 1957.

SECURITIES ON HAND

JUNE 30, 1957

Bonds	Rate	Maturity	Face Value	Cost
U. S. Treasury	2½%	12-15-68/63	$10 000	$ 9 787.50
U. S. Savings Bonds Series G	2½%	6-1-58	10 000	10 000.00
U. S. Savings Bonds Series G	2½%	3-1-59	18 900	18 900.00
U. S. Savings Bonds Series G	2½%	6-1-59	1 000	1 000.00
U. S. Savings Bonds Series G	2½%	6-1-60	3 000	3 000.00
U. S. Savings Bonds Series G	2½%	7-1-61	5 000	5 000.00
Gardner-Denver Co.-Convertible Debentures	4¼%	10-1-76	5 000	5 237.50
Northern Pacific Railway Co. Prior Lien Railways Land Grant Bonds	4%	1-1-97	2 000	2 000.00
Total Bonds				54 925.00

Stocks - Common	Par	Shares	Cost
American Can Company	12.50	60	$ 2 531.01
Commonwealth Edison Company	25.00	60	2 425.90
Baltimore Gas and Electric Company	No Par	100	2 623.00
E. I. Dupont De Nemours	5.00	40	3 620.12
General Electric Company	No Par	120	3 593.20
General Foods Corporation	No Par	60	2 585.09
General Mills, Inc.	No Par	50	2 900.59
General Motors Corporation	1.67	150	4 768.49
Northern States Power Company	5.00	200	3 419.16
Sears Roebuck and Company	No Par	122	2 568.50
Shell Oil Company	7.50	55	2 425.24
Standard Oil Company of New Jersey	7.00	150	3 675.85
Union Carbide and Carbon Corporation	No Par	40	3 020.35
United States Steel Corporation	16 2/3	50	3 456.07
Total Stocks			43 612.57
			98 537.57

Magazine Production:	Schedule I
Editors Salary	$ 4 608.34
Printing	14 728.50
Engraving	998.12
Photos	287.12
Postage	1 072.48
Newspaper Subscriptions	56.16
	21 750.72

Memberships:	Schedule II
Membership Clerk Salary	$ 2 556.00
Membership Drives	1 254.51
Renewals	374.09
Postage	2 207.94
	6 392.54

Field Service:	Schedule III
Travel	$ 1 027.76
Special Travel	793.31
Conferences	125.00
Audio-Visual Aids	651.78
Mimeo-Printing	143.05
Postage	399.73
	3 140.63

Constituent and Events:	Schedule IV
Institute of Technology	$ 268.21
School Business	60.41
Education	(10.00)
Postage	754.64
Homecoming	138.17
Charter Day	845.04
Reunions	(276.13)
Other	(99.46)
	1 680.88

Office Expense:	Schedule V
Executive Secretary Salary	$ 1 200.00
Other Salaries	854.00
Band	24.00
Insurance	125.00
Letterhead - Envelopes	428.34
Office Supplies	618.66
Postage	321.76
Car Allowance and Expense	420.00
Travel	800.05
Staff Relation	135.30
Payroll Taxes	50.22
Audit and A.A.C. Dues	190.00
Board Expense	411.38
Special Mailing	51.82
Other Expense	446.60
	6 077.13

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota

Tuesday, September 3, 1957

Minutes

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association a meeting was held in room 205 Coffman Memorial Union on Tuesday, September 3. In attendance were: President Leif Strand, J. D. Holtzermann, Wendell T. Burns, Catherine C. Knudtson, Sam Campbell, Leslie E. Westin, George Faber, and Ray Chisholm.

Under communications President Strand read a letter from President Morrill commenting upon the Annual Report of the Association. Among the President's comments was the need, he felt, for a more adequate accounting as regards the alumni part in the legislative campaign. In other words - how often did the alumni contact the legislators and with what results? The Executive Secretary said that the program was started late and that it wasn't fully inaugurated. Originally it was set up so that contacts would be made by alumni in communities where alumni clubs were located. Also an assignment of a contact to some 93 special legislators was planned - members of the Appropriations, Finance, and University Committees. The first part was implemented but the 93 contacts were not set up. However, beyond that the program was extended to some 2300 individuals. While reports were asked for on several occasions and many reports were received, the greater proportion did not respond. Many verbally reported in casual contacts indicating that they had contacted their legislator. It is a difficult job to properly assess the results - as it is to install a reporting system that works. It can be said with certainty that in the 55 communities where alumni clubs are established definite contact was made with the legislators. After discussion it was voted that Senator Leslie Westin, member of the Executive Committee, look into the whole problem and bring in suggestions as to how a better reporting job could be done.

Letters of commendation were read on the Annual Report from Bill Nunn, Malcolm Willey, and John Berge of the Wisconsin Alumni Association.

President Leif Strand welcomed to the Executive Committee Mr. George Faber from Chicago, Catherine Knudtson, and Mr. Roy Larsen. In setting up his program for the year President Strand felt that the same pattern as established by Glenn Seidel last year should be followed - that is, the good relations with the Administration should be continued as well as the further implementation of the legislative program. He indicated that he felt that the special issue of the GOPHER GRAD going to all alumni was of special importance and should be continued another year if possible. Doctor Strand also said that he was going to continue the special committee on the study of the Greater University Fund and hoped the committee could make a report this year. He felt that the one real project facing the Board this year was the study of the complete automation of records. He asked the Executive Secretary to make a study of the problem and turn in a report intended for the Annual Meeting of the Board.

Under old business the bookkeeping plan started some 12 months ago will be implemented this year. All the 13,000 cards now have been transcribed and the job remaining is that of punching these cards for Key Sort. With the lack of personnel and the heavy mailing schedule it will be a difficult job to complete this year.

The matter of alumni quarters was discussed. The Executive Secretary explained the fact that the Shevlin Hall idea had been abandoned after several discussions with the Room Scheduling Committee. However, the matter of quarters is before the Board now for several reasons: (1) The Temporary Building now housing Membership, Records, and Mailing Departments of the Association is due to come down in 1960. (2) The Union is pressing for space. (3) The Room Scheduling Office is pressing the Association for the present quarters of the Temporary Building for uses other than alumni. (4) Also the need for combined alumni operation in one office is more evident every day. It was voted to recommend to the Board at the next meeting that a committee be established to study this problem and bring in their recommendations.

Ray Chisholm discussed the travel and field program which has been altered somewhat. Rather than staying in the field full time in the fall as he has in prior years he will spend half of his time in the field this fall and half of his time in the office taking care of work with constituent groups. However, in the spring Mr. Chisholm will be out and complete his contact work.

President Strand recommended the following committee appointments (See Attached) for the 1957 school year. The Executive Committee voted to recommend approval to the Board of Directors.

At this time the photographer came to take pictures of the new Executive Committee and so further items on the agenda were held over to the meeting of the full Board. The meeting adjourned.

The next Executive Committee meeting will be October 7 and the next full Board meeting September 23.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

46

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union
University of Minnesota

Committee Appointments

July, 1957

SENATE COMMITTEES

Senate Committee on Student Affairs	Telephone	Expiring
Mrs. William E. Proffitt (Deborah Dahl) (1938 BSEd) 800 Meadow Lane Tyrol Hills Minneapolis, Minnesota	FR 7-0438	1958
Mrs. George H. McCune (1933 Ph.D.) 80 Seymour Avenue S. E. Minneapolis, Minnesota	FR 1-7596	1959
Senate Committee on Athletics		
Lawrence (Duke) E. Johnson (1929 B.Arch.E.) res: 1317 W. Minnehaha Pkwy., Minneapolis bus: Northern States Power Co. 15 S. 5th Street, Minneapolis	FE 2-6251	1958
Hibbert M. Hill (1923 I.T.) res: 4512 Wooddale Avenue, Minneapolis bus: Northern States Power Company, Minneapolis	WA 2-5212 FE 2-6251	1959
Senate Committee on Military Affairs		
Richard A. Rohleder (1946 BA; 1947 BBA; 1950 LLB) res: 3031 Simpson Avenue, St. Paul, Minnesota bus: 1st National Bank Bldg., St. Paul, Minnesota	CA 4-5495	1958
Richard E. Kyle (1925 BA;' 27 LLB) res: 18 Lake Avenue, White Bear Lake, Minnesota bus: W-First Nat'l Bank Bldg., St. Paul, Minnesota	GA 9-4815 CA 2-1774	1959
Representatives on Union Board of Governors		
Farm Campus - Owen Hallberg (1946 BSAg; 1947 MSAg) res: Chisago Lake, Chisago City, Minnesota bus: St. Paul Bank for Cooperative	CA 2-6341	1958
Main Campus - Marie A. Wensel (BA - 1948) res: 3445 Emerson Avenue South, Minneapolis bus: Hennepin County Welfare Board	FE 9-1662	1959

Investments	Telephone	Expiring
Wendell T. Burns (1916 BA) res: Rt. 1, Excelsior, Minnesota bus: N. W. Nat'l Bank, Minneapolis	FE 2-0123 Exc. 356W	
Sam W. Campbell (1925 BA; 1927 LLB) Chairman res: 4916 Harriet Avenue, Minneapolis bus: Jamieson & Co., 1st Nat'l Soo Line Bldg., Mpls.	TA 4-3611 FE 3-8235	
James C. Harris (1947 MBA) res: 500 Prospect Avenue S., Minneapolis bus: Assoc. V.P., N.W. Nat'l. Bank, Minneapolis	TA 5-3641 FE 2-0123	(Committee to hold constant as possible)
Paul Reyerson (1917 BA; 1919 LLB) res: 2936 Dean Blvd., Minneapolis bus: Trust Dept., 1st Nat'l Bank Bldg., Minneapolis	FR 7-2133 FE 2-7111	
Honors		
Betty Sullivan (1935 Ph.D.) Chairman res: 4825 Queen Avenue S., Minneapolis bus: Russell-Miller Milling Co. Midland Bank Bldg., Minneapolis	WA 2-1885 FE 8-8771	1959
Algot Johnson (1910 EM) res: 4521 E. Lake Harriet Blvd., Minneapolis bus: Al Johnson Construction Co. 608 Foshay Tower, Minneapolis	FE 2-0588 FE 2-0588	1960
Arnulf Ueland (1917 BA) res: 3850 Richfield Road Minneapolis 10, Minnesota bus: Midland National Bank, Minneapolis	WA 2-2179 FE 2-0511	1961
SPECIAL COMMITTEES		
Legislative		
Dr. William F. Braasch (1900 BS; 1903 MD) 416 9th Avenue S.W., Rochester, Minnesota	3139	
Victor Christgau (1924 BSAg) bus: Room 5334, 330 Independence Ave. S. W. Washington, D. C.		
Dr. George Earl (1906 BA; 1909 MD) res: 1559 Summit Avenue, St. Paul bus: Midway Hospital, St. Paul	MI 4-4905 MI 6-7371	
Arthur R. Hustad (1916 BA) res: 2765 Thomas Avenue S., Minneapolis bus: 1700 1st Nat'l. Soo Line Bldg., Minneapolis	FR 7-9045 FE 2-4331	

egislative (Continued)	Telephone	Expiring
ibbert M. Hill (1923 I. T.)		
es: 4512 Wooddale Avenue, Minneapolis	WA 2-5212	
is: Northern States Power Company, Mpls.	FE 2-6251	
rthur O. Lampland (1930 BBA; 1934 LLB)		
es: 737 Ridge, St. Paul	MI 9-4422	
is: Lampland Lumber Co., 419 8th St., St. Paul	CA 2-8531	
rancis (Pug) Lund (1931-35)		
es: 4849 Fremont Avenue S., Minneapolis	TA 5-7155	
is: 545 N. W. Bank Bldg., Minneapolis	FE 2-8226	
r. Harvey Nelson (1922 MD)		
es: 801 N. Tyrol Trail, Minneapolis	FR 7-1393	
is 1453 Medical Arts Bldg., Minneapolis	FE 3-7283	
en W. Palmer (1911 BA; 1913 LLB; 1914 MA)		
es: 2727 Thomas Avenue S., Minneapolis	FR 7-5081	
is 752 N. W. Bank Bldg., Minneapolis	FE 5-0139	
r. Erling Platou (1919 BS; 1921 MD)		
es: 4700 White Oaks Road, Minneapolis	WA 2-7755	
is: 953 Medical Arts Bldg., Minneapolis	FE 2-2509	
lenn E. Seidel (1936 I. T.)		
es: 45 East Luverne, Minneapolis	TA 4-5264	
is: Minneapolis-Honeywell Reg. Co. 2753 Fourth Avenue S., Minneapolis	FE 2-5225	
Vells J. Wright (1936 LLB)		
es: 4800 Fremont Avenue S., Minneapolis	TA 2-4925	
is: 638 N. W. Bank Bldg.	FE 3-0417	
dgar F. Zelle (1913 BA)		
es: 2280 W. Lake of Isles Blvd., Minneapolis	FR 7-0594	
is: 1st Nat'l. Soo Line Bldg., Minneapolis	FE 2-7111	
Iniversity Scholarship Committee		
Milton Kuhlman (1940 MA)		
es: 5607 Sherwood Avenue, Minneapolis	WA 6-0842	1958
'rancis (Pug) Lund (1931-35)		
es: 4849 Fremont Avenue S., Minneapolis	TA 5-7155	1959
is: 545 N. W. Bank Bldg., Minneapolis	FE 2-8226	
Mrs. Harold Holden (Harriet Thwing) (1933 BA)		
es: 610 W. Minnehaha Pkwy., Minneapolis	TA 4-7311	1960
Board of Trustees - Greater University Fund		
Louis Gross (1925 LLB)		
es: 5140 Irving Avenue S., Minneapolis	WA 2-4162	1960
is: 23 N. 4th Street, Minneapolis	FE 3-0351	

Board of Trustees - Greater University Fund (continued)

Lloyd A. Hatch (BS Chem. E'23) bus: Minnesota Mining & Manufacturing Co. 900 Fauquier Avenue, St. Paul	PR 6-8511	1960
Betty Sullivan (1922 B.S. Chem.; 1935 Ph.D.) res: 4825 Queen Avenue S., Minneapolis bus: Russell-Miller Milling Co. Midland Bank Bldg., Minneapolis	WA 2-1885 FE 8-8771	1958
Edwin A. Martini (1930 LLB) res: 3432 E. 2nd Street, Duluth, Minnesota bus: Martini, Perkins and Harper 613 1st Nat'l. Bank Bldg., Duluth, Minnesota		1958
C. R. Carlson Jr. (1923 BSAg; 1924 MS) res: 5121 Lake Ridge Road, Minneapolis 20 bus: VP & Gen. Mgr., Deere & Webber Co., Minneapolis	WE 8-2827 FE 2-5451	1959

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota

Monday, June 3, 1957
Minutes

Pursuant to notices sent to members of the Board, Past Presidents, Committee Chairmen, and Trustees of the Fund, a meeting of the Minnesota Alumni Association was held in the Women's Lounge of the Campus Club, Coffman Memorial Union, Monday, June 3, 1957, at 5:30 p.m. In attendance were Russell E. Backstrom, Mrs. B. W. Bierman, Mrs. Wright Brooks, Wendell T. Burns, Sam W. Campbell, Mrs. Horace Chope, Hibbert M. Hill, J. D. Holtzermann, Janet Widseth, Mrs. Earl A. Knudtson, Richard L. Kozelka, Melvin J. Nydahl, Orem O. Robbins, Maurice E. Salisbury, Glenn E. Seidel, President, Harold Van Every, John Richter, Lawrence Duke Johnson, Dick Rohleder, Owen Hallberg, Bob Provost, and Ed Haislet.

This being the final meeting of the year a special dinner was prepared under the supervision of Dale Shepard of the Campus Club. The Board members were very appreciative and asked that Dale be brought in to receive their thanks.

President Glenn Seidel opened the meeting by announcing the Board election results as follows:

Re-elected

Wendell T. Burns '16 BA, Minneapolis - for a three-year term expiring June 30, 1960.

Charlotte Winget Chope '27 BA, Wayzata - for a three-year term expiring June 30, 1960.

Elected

Russell E. Backstrom '25 BSME; '27 MSME, Minneapolis - for a four-year term expiring June 30, 1951.

Walter G. Benjamin '21 MD, Pipestone - for a four-year term expiring June 30, 1961.

Janet Hart Widseth '39 BS(HE), Minneapolis - for a four-year term expiring June 30, 1961.

President Seidel introduced Janet Hart Widseth and Russell Backstrom, newly elected Board members. Dr. Walter G. Benjamin of Pipestone was not able to be present.

The minutes of the Executive Committee of April 15 and May 13 were approved as sent out to members. Wendell Burns presented the budget and recommended approval by the Board. On motion duly made and seconded the budget for 1956 - 57 was adopted. (To be appended to the

official copy of the minutes.) As regards the budget, the Executive Secretary explained that this was actually 40 per cent of the total budget inasmuch as the budget of Department of Alumni Relations was not yet final but about $69,000. As soon as approved, it will be mimeographed and sent out to Board members. The Executive Secretary indicated that President Morrill had made available for additional positions, $4,481, because the Alumni Association is student enrollment connected and as the number of degrees increases the work of the Association likewise increases. The money will be used for a Senior Clerk position with the balance going for miscellaneous help which is used to meet peak loads. For supplies and equipment $758 was received which again will help because of the increase of work in records and mailing. President Seidel reported briefly on the University appropriation monies received from the legislature as follows: $21,281,979 was requested for buildings and granted was $16,530,518. Hospital requested $7,887,291 - granted $7, 907,291; special research requested $3,325,900 - granted $3,610,000; maintenance requested $34,117,938 - granted $33,156,417. However, in looking at the maintenance figures it is important to realize that a $10 increase per quarter in tuition was added to the University appropriations or almost a million and one-half dollars. As regards the legislature, President Seidel read a letter from President Morrill concerning the proposed continuance of the alumni legislative program in which he indicated that he felt the program should be discussed at the University Legislative Steering Committee before any final action was taken. It was agreed that this would be done.

Under new business the calendar of Board meetings for 1957 - 58 were adopted as follows:

Monday, September 23, 1957	Campus Club, Coffman Union, 5:30 p.m.
Saturday, November 2, 1957	11:00 a.m.-1:00 p.m., Homecoming Buffet, Main Ballroom, Coffman Union; Coffee Hour after the game, Women's Lounge, Coffman Union
Monday, December 2, 1957	Campus Club, Coffman Union, 5:30 p.m.
Monday, February 3, 1958	Campus Club, Coffman Union 5:30 p.m.
Thursday, February 27, 1958	Charter Day Convocation - 11:30 Northrop; Honors Luncheon, Main Ballroom - 1:00 p.m.
Monday, April 14, 1958	Campus Club, Coffman Union, 5:30 p.m.
Monday, June 2, 1958	Annual Meeting of Board of Directors, Campus Club, Coffman Union, 5:30 p.m.

Also the calendar of Executive Committee meetings was adopted as follows:

July 15, 1957	January 6, 1958
September 3, 1957	March 3, 1958
October 7, 1957	April 14, 1958
November 4, 1957	May 19, 1958

52

Wendell Burns made his report as follows:

This is the annual report of the Treasurer. The fiscal year ends June 30 each year so that it is not the most convenient time for a Treasurer's report. Subsequent to our last annual meeting last year, the books of the Association were audited by the accounting firm of Hines and Wilkerson for the year ended June 30, 1956. While the examination was limited to the operations of the Association as recorded in cash receipts and disbursements, the auditors found that the balance sheet and statement of cash receipts and disbursements as disclosed by the audit (copies of which were furnished to members of the Board) represented fairly the financial position on a cash basis of the Association on that date and the results of its operations for the year then ended. On that date the Association's money in banks and savings and loan associations for funds other than the Life Membership fund totaled $36,486.05.

The current operations including the handling of receipts and disbursements and all funds other than the Life Membership fund come under the supervision of the Executive Secretary. He lives on a budget approved part by the Board of Directors of the Association and part by the Regents and it would appear from his most recent report that the Association will live within its budget during the current year.

The Life Membership fund is held in safekeeping at the Midland National Bank of Minneapolis. It is handled by the Treasurer with the approval of an investment committee. In the account, we have securities costing $110,537.50. The market value of those securities on May 31, 1957, was approximately $131,627,34 or an apparent realizable profit of a little over $21,000.

In the account, we have a book value of $66,925.00 of bonds and book value of $43,612.57 of stocks. We have a small loss in the bonds so that all of the profit in the account is in the stock which have a market value of $65,833.50. In the investment of new funds, we are limited in the purchase of common preferred stock at the time new investments are made so "that the combined market value of all such stocks shall not exceed 50% of the total fund".

The Association holds in the Life Membership Fund $12,000 of United States Savings Bonds, Series "G" that have just matured on June 1. Under our rules, it will be necessary to reinvest all or substantially all of this money in bonds. This is undoubtedly a conservative limitation on the purchase of stocks.

As of May 31, we had cash in the Life Membership Fund in the amount of $1,354.24 in the principal account and $3,164.46 in the income account. It is anticipated that on June 30 the Life Membership Fund will be required to pay over to the Association approximately $5,275.00 representing the proportion of funds to be furnished to current operations of the Association under its rules. On July 1, we are to receive in the Life Membership fund from the Association about $2,755.00 collected during the preceding year for the Life Membership fund. It is evident from these adjustments that there is very little money

to be invested for the Life Membership Fund other than the $12,000 just now being received from the maturity of the Series "G" bonds. It is the expectation of the Treasurer that the accounts of the Association will be audited for the year ending June 30, 1957, and reports will be furnished to members of the Board. The Treasurer is indebted to the members of the Investment Committee for excellent help and advice. The members other than the Treasurer are Sam Campbell, James Harris and Paul Reyerson.

Except for the fact that we would like to collect dues on many more memberships, it would appear that the financial affairs of the Association for the past year have been operated on a reasonably sound basis.

The report was accepted and placed on file. President Seidel commended the fine work of Wendell Burns the past three years as treasurer for the Board and Chairman of the Investment Committee. In his remarks to the Board, President Seidel indicated that he felt the real gain this year was in the establishment of a better working relationship with the Administration, and closer understanding of what the Alumni Association was trying to do on behalf of the University, and what the Administration felt should be done. Also that the alumni legislative program definitely had some effect on the results at the legislature. It is hoped that the program will be continued. He commented on the time it was necessary for him to be away, the work of Leif Strand, the fine work of the Executive Committee, and the support of the whole Board. He said he was sorry to have it come to an end because it was not only fun, but a truly memorable experience to work in behalf of the University. Glenn then presented the two retiring members of the Board present, Gladys Brooks and Harold Van Every, with Service Citations. Other members retiring from the Board at this time are Dr. Theodore Fritsche of New Ulm who has served six years, as well as Mrs. Harold Stemsrud of Alexandria, Minnesota. Gladys Brooks in commenting upon her work on the Board the past six years, said that certainly the six years had gone awfully fast and that she felt the work of the alumni with the legislature was the most thrilling aspect of the work. Harold Van Every indicated he had been very happy to see the inner workings of the Association and achieved a greater understanding of the University because of it. He hoped that he might serve again at another time. For reasons of health he had been unable to be as act as he had wanted to.

Hibbert Hill, Chairman of the Nominating Committee, presented the followin slate of officers and members of the Executive Committee for the fiscal year 1957 -58. It was unanimously approved.

President - L. J. Strand '29 DDS, St. Paul

First Vice President - J.D. Holtzermann '21 BA, Minneapolis

Second Vice President - Wendell T. Burns '16 BA, Excelsior

Secretary - Catherine C. Knudtson '23 Ed, Minneapolis

Treasurer - Sam W. Campbell '25 BA, '27 LLB, Minneapolis

Executive Committee:

Leslie E. Westin '40 Ed, St. Paul

Roy W. Larsen '13 BA, Minneapolis

George L. Faber (1916-17), Chicago

Bob Provost, Director of the Greater University Fund, was asked to say a few words and he reported upon the progress of the fund and upon the present mailing that is just going out.

The Executive Secretary was then called upon for his annual report. He offered his thanks to the Board for their splendid support and to the Executive Committee for carrying on the detailed work of the Association, to Glenn Seidel for the leadership he has given to the Association this year. In reviewing the year he felt that the real advance had been in the realm of legislative activity as outlined by President Seidel, and now that a firm base has been established that even better results will accrue in the future. He indicated that in some phases the Association work was down. For instance, in the realm of field work because of the need to assign Ray Chisholm, Assistant Director, so that legislative work could be done; that the new membership bookkeeping plan which was approved over a year ago is still not in effect because of the inability to transcribe the 13,000 cards necessary to do so. The hope is that it can be accomplished by July 1 this year or soon thereafter; that as regards membership the Association seems to be holding its own or gaining slightly but no great growth has occurred. This is discouraging in view of the effort put out and the high per capita cost of trying to get new members. However, he assured the Board that everything would be done to improve in this particular aspect of the work. As regards the constituent program, although no new associations were formed this year, work with many had gone on and next year should see addition of several new constituent groups. The new reunion program was successful. While only one less reunion was held than a year ago, a gradual fall off can be expected as class size rises. The Charter Day Program was a success and will be continued. It was felt the magazine has continued on a good level, but there is room for improvements. This implies no criticism on the present Editor who is handicapped considerably by lack of help.

Thinking in terms of problems ahead, the Executive Secretary felt that the need for new quarters was one of the real pressing problems, not only to create greater efficiency in the department, but because of the additional prestige that would be gained by the Alumni Office in having its own alumni house or quarters - a place for alumni to gather on the campus of the University. The automation of records was touched upon and the need to achieve same as soon as possible; that the travel and field work side of the program must be brought up to higher level this next year.

Glenn Seidel asked for any further remarks. J. D. Holtzermann, newly elected First Vice President, presented retiring President Glenn Seidel a citation for outstanding leadership as past president of the University of Minnesota Alumni Association. He did this in behalf of Leif Strand, newly elected president who was unable to be present.

The Board ask that Ed Haislet send a letter to Dr. Pankratz, former Board member, who resigned to take up a medical missionary in Formosa and also to Ray Chisholm, Assistant Secretary, who is in the hospital.

On motion duly made and seconded the annual meeting adjourned.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

THE MINNESOTA ALUMNI ASSOCIATION

BUDGET ESTIMATE 1957-58

Operating Budget

I. INCOME

	Audit 1953 - 54	Audit 1954 - 55	Audit 1955 - 56	Estimate & Revised 1956 - 57	Estimate 1957 - 58
ADVERTISING	$3,010.00	$2,800.00	$4,362.17	R $3,400.00 E $3,400.00	$3,400.00
LISTS & INTEREST			$1,000.00	R $ 403.00 E $1,000.00	$1,000.00
MEMBERSHIP					
Annual	$14,239.50	$14,660.00	$16,531.20	R $14,500.00 E $14,879.00	$15,076.00
5-Year Reserve	$ 3,289.00	$ 3,858.00	$ 4,812.20	R $ 5,200.00 E $ 4,787.20	$ 5,300.00
Regents	$11,010.00	$11,560.00	$11,320.00	R $12,000.00 E $11,115.00	$12,015.00
Life	$ 5,439.00	$ 5,304.00	$ 5,556.00	R $ 5,760.00 E $ 5,667.00	$ 5,781.00
	$36,987.50	$38,182.00	$43,581.57	R $41,263.00 E $40,848.20	$42,572.00

HOW INCOME IS FIGURED

1. Advertising - On basis of present schedule $3,400.00

2. Lists and Interest - On basis of present policy $1,000.00

3. Membership

A. Annual (Actual figures)

March, 1953	3601	(-81 or 2 1/2% decrease)
March, 1954	3490	(-111 or 3% decrease)
March, 1955	4095	(+605 or 17% increase)
March, 1956	3816	(-279 or 6% decrease)
March, 1957	3798	(-18 or 1/2% decrease)

3482 x 4.00	13,928	
316 x 3.00	948	
3798	14,876	$14,876
Figure increase of 50 new members @ 4.00		200
		$15,076

B. Five Year Membership

March, 1953	1054	(+298 or 28% increase)
March, 1954	1360	(+306 or 22% increase)
March, 1955	1434	(+ 74 or 5% increase)
March, 1956	1378	(-56 or 4% decrease)
March, 1957	1553	(+175 or 12.7% increase)

Have in five year reserve the sum of $3660.00 for those expiring in 1958. In past three years, have average 300 five year members per year. This would mean an additional $1200 or an estimate of $4860.00 plus $440.00.

$ 5,300.00

C. Regents Estimates from the Office of Admissions and Records.*

June, 1957	2157	
July, 1957	319	
August, 1957	378	
December, 1957	677	
March, 1958	542	
UMD		
June & August, 1957	385	
	4458 @ $2.50	$11,145.00
		870.00
		$12,015.00

*Estimates from Office of Admissions and Records this past year were less than actual number of degrees granted. Estimates were for 4446 degrees and 4817 were granted or difference of 371 degrees, an increase in income of $927.50. The estimate for next year of 4458, while a fraction higher than the estimate this year, is undoubtedly lower than the actual number will be by some 350 = (870.00)

D. Life

March, 1953	1809	Increase of 32 or 2%
March, 1954	1768	Decrease of 41 or 2%
March, 1955	1832	Increase of 64 or 3 1/2%
March, 1956	1889	Increase of 57 or 3%
March, 1957	1923	Increase of 34 or 2%

Using 1923 as base and an average of one life membership for April, May and June, the figure for estimate for 1958 can be figured as

1927 x 3.00 = $5,781.00

II. EXPENDITURES

	1955-56	1956-57	Estimated 1957-58
Salaries			
1. Exec. Secy. (Pd to U of M)	$ 900.00	$1,200.00	$1,500.00
2. Editor	4,800.00	4,600.00	4,800.00
3. Membership Clerk	2,400.00	2,556.00	2,664.00
4. Miscellaneous Help	300.00	775.00	933.00
	$7,500.00	$9,131.00	$9,897.00
Magazine			
5. Printing	$14,383.00	$14,653.00	$14,653.00
6. Engraving	1,350.00	1,500.00	1,400.00
7. Photos	150.00	150.00	200.00
8. Postage	1,050.00	1,050.00	1,050.00
9. Newspaper Subscription	—	75.00	75.00
10. Cost Increase of 5%	—	—	732.00
	$16,933.00	$17,428.00	$18,110.00
Memberships			
10. Drives	$2,400.00	$2,500.00	$2,200.00
11. Renewals	500.00	500.00	400.00
12. Postage	2,500.00	2,300.00	2,500.00 *
	$5,400.00	$5,300.00	$5,100.00
Field Service			
13. Travel	$1,600.00	$1,640.00	$1,000.00
14. Special Travel	700.00	700.00	1,000.00
15. Conferences	125.00	125.00	125.00
16. Audio-Visual Aids	1,585.00	1,016.00	790.00
(a) Football pictures (10 @ $70.00)	$700.00		
(b) Hi Lites	75.00		
(c) Projector	15.00		
17. Mimeographing and Printing	100.10	125.00	150.00
18. Postage	250.00	300.00	325.00
	$4,360.10	$3,906.00	$3,390.00

* $350.00 in Supply Budget - Total $2850.00

Constituent Alumni Groups and Events

19.	I.T. Alumni Association	$200.00
20.	School of Business	200.00
21.	Education	200.00
22.	Other Groups	100.00
23.	Homecoming	250.00
24.	Reunions	200.00
25.	Charter Day	750.00
		$1900.00

Office

26.	Bond	$ 24.00
27.	Letterheads, envelopes	300.00
28.	Office Supplies including Post office fee	150.00
29.	Postage	400.00
30.	Insurance, Car Allowance, Expenses	605.00
31.	Travel	1200.00
32.	Staff Relations	150.00
33.	F.I.C.A. Taxes	173.00
34.	Audit and AAC dues ($200 and $40)	240.00
35.	Board Meetings	350.00
36.	Other - Annual Report; Football Tickets	583.00
		$4175.00

GRAND TOTAL $42,572.00

GRAND TOTAL OF BUDGET BY YEARS
Audited Figures

1947-48*	$23,251.00
1948-49	$24,590.88
1949-50	$36,452.44
1950-51	$38,488.44
1951-52**	$31,124.34
1952-53	$38,838.33
1953-54	$37,405.86
1954-55	$42,553.03
1955-56	$43,581.57
1956-57	$41,263.00 Estimated
1957-58	$42,572.00 Estimated

* Year before I took over as Alumni Secretary

** Shifted in depository money from Life Fund until after end of fiscal year ($5,370). Actual figures would have been $36,494.00

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota

May 13
~~April 15~~, 1957, Minutes

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association a meeting was held in Room 205 Coffman Union on Monday, May 13 at 4:00 p.m. In attendance were Glenn Seidel, Sam Campbell, Dr. Leif Strand, Gladys Wright Brooks, Charlotte Chope, J. D. Holtzermann, Ed Haislet, and Ray Chisholm.

The minutes of the Executive Committee meeting on April 15 were approved. A letter from President Morrill approving Ray Chisholm's title of Assistant Secretary was read. Glenn Seidel also read President Morrill's reply in answer to his letter of April 16. The Executive Secretary reviewed the University Appropriations voted by the legislature indicating that $44,673,708 was voted by the legislature for general maintenance, hospitals, and research projects for the next two years. Included was a $14,542,031 maintenance appropriation for the first year of the biennium and $18,614,386 for the second year. The appropriation included a 15 per cent faculty raise in 1957 and a 5 per cent raise in 1958. Actually, the maintenance appropriation was only $228,000 less than what was requested because of the fact that the legislative request increased tuition $10 a quarter or $30 per year. This amounted to $1,466,818 additional revenues for the University, which was subtracted from the appropriations requested. For buildings, the University received $16,530,518 for the biennium. The University received $1,500,000 for necessary across-the-river expansion. The University hospitals request was fully supported as was the request for St. Paul campus buildings. Actually, the University received more for buildings on the St. Paul campus than requested - receiving a million dollars instead of $100,000 for the Dairy Building and an increase from $450,000 to $600,000 for building and equipping an animal-poultry diagnostic laboratory.

Legislative bulletin No. 15 is going out on what the University received from the legislature and asking alumni to write the legislators and thank them. The Executive Secretary explained that the projected move to Shevlin Hall is out. After several discussions with the Room Scheduling Committee it was felt that the move was inappropriate by all concerned after careful study. As regards the Reunion Program, May 23, classes of 1907, 1912, 1922, and 1932 are holding reunions. Glenn Seidel will be unable to meet the classes as he will be in Los Angeles. Dr. Leif Strand will substitute for him. The second meeting of the Greater University Fund Study Committee was held April 17. Clarence Larson, head of the University Trust Department, spoke on the University procedure for accepting gifts. The next meeting of the committee is scheduled for Monday, May 27 at 5:30 p.m.

Under new business the possibilities for a continuing legislative program was discussed. After considerable discussion it was voted that if approved by President Morrill, that the legislative bulletins should be continued the year around on a modified basis. It was felt that the football luncheons with legislators was a good thing but instead of inviting only one legislator and his wife, that eight football tickets should be secured allowing three couples of legislators to be invited each Saturday. Also that at one of the Board meetings each year, the Minneapolis and St. Paul legislative delegations might be invited as guests so Board members

could become better acquainted with their legislators. Also, if some special event was to be held at the University, legislators should be selected and brought to the event at which time a luncheon or dinner would be held to which they would be invited. It was felt that at these luncheons or dinners someone from the University faculty and administrative staff always should be invited. The Alumni Secretary discussed his field trip, May 14 - 22 to Owatonna; Davenport, Iowa; Chicago, Illinois; Milwaukee, Wisconsin; Appleton, Wisconsin; and Eau Claire, Wisconsin. Also reported was that a Teller's Committee had been appointed to meet on May 27 to count the ballots and that the Nominating Committee had been appointed by President Seidel consisting of Hibbert Hill, Chairman; Harold Van Every, Catherine Knudtson, and Gladys Wright Brooks.

The Alumni Secretary was granted permission to attend the Alumni Council in Los Angeles from June 30 - July 4, and the Big Ten Secretaries Meeting from July 28 - 31. The Annual Meeting of the Board was set for June 3, 5:30 p.m., Campus Club, Coffman Memorial Union.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

63

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota
April 15, 1957

MINUTES

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in Room 205 Coffman Union on Monday, April 15th at 4:00 p.m. In attendance were Glenn Seidel, President; Wendell Burns; Hibbert Hill; Dr. Leif Strand and Ed Haislet.

The purpose of the meeting was the consideration of the budget estimate for the Minnesota Alumni Association for 1957-58. After consideration of the various items in comparison with last year's figures, a discussion of increases and decreases, and discussion of items 1, 2, and 3 under Salaries; item 5 under Magazine; items 19, 20, 21 and 30 under Office, it was moved that the budget be presented to the Board of Directors with recommendation for approval at their annual meeting on June 3rd.

As regards approval of the salary increase for the Alumni Secretary of $300 for 1957, $250 for 1958 and $250 for 1959, until the total of $2,000 was being paid to the Secretary as part of his salary, it was felt that only the first step would be authorized at this time and each succeeding Board would have to take action on the remaining parts of the plan. It was moved that this matter of an increase in the Alumni Secretary's salary of $300 should be called to the attention of President Morrill with the stipulation that if it should in anyway embarrass the University the sanction would be reversed. President Glenn Seidel said he would write President Morrill a letter and report on this matter. It was the hope of Dr. Strand, as chairman of the special committee appointed by President Seidel as regards the salary of the Executive Secretary and Director of Alumni Relations, that the University would take steps to raise his salary comparable to other jobs on the same level at the University. It was felt by the committee that this was important to the overall prestige of the job itself and also as a reward for the good work of the Secretary.

On motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
Thursday, April 11, 1957

Minutes

Pursuant to notices sent to members of the Executive Committee, Committee Chairmen, and the Board of Trustees of the Greater University Fund, a meeting of the Minnesota Alumni Association was held in the Women's Lounge of the Campus Club, Fourth Floor, Coffman Union, on Monday, April 11th, 5:30 p.m. In attendance were: Russell Backstrom, Mrs. B. W. Bierman, Mrs. H. M. Chope, Hibbert M. Hill, Mrs. Earl A. Knudtson, Bernhard W. LeVander, Dr. Leif Strand, Harold Van Every, Lloyd Hatch, Owen Hallberg, Regent Marjorie Howard, and Ed Haislet.

In the absence of President Seidel, Vice-President Strand presided. A letter from President Morrill was received advising of approval of the request for $364 for the partitioning of Ray Chisholm's office and $546 to bring Records up to date. Also a communication was received from Mr. W. T. Middlebrook, Secretary of the Board of Regents, advising that at a meeting of the Board of Regents on January 11, 1957, President Morrill discussed the legislative committees and hearings and the Alumni Association program in support of the University request.

Under old business the By-Laws of the Association were amended to conform to the action of the Board on January 21, 1957 in adopting the new membership fee plan. The amended section of the By-Laws as approved are as follows:

ARTICLE IV - Members and Meetings

Section 1. Members

(B) (1) Any such graduate or former student, upon payment of $5.00 annual dues shall become a regular member. He may become such a member for a period of five years upon payment of $20.00. If a non-resident of the United States, he may become such a member upon payment of $6.00 annual dues. Four dollars of the annual dues of any regular member shall constitute the subscription price to the alumni publication, at present THE GOPHER GRAD.

(2) Any such graduate or former student may become a life member upon payment of $75.00. Such member shall not be obligated to pay any further dues, and shall be entitled to all rights and privileges of membership, including subscription to the alumni publication, at present THE GOPHER GRAD, during his lifetime.

(3) Husband-Wife Memberships are authorized as follows:

Annual..... Upon payment of additional $1.00 or a total membership fee of $6.00
Five-Year.. Upon payment of additional 80¢ a year ($4.00) or a total membership fee of $24.00.
Life..... Upon payment of an additional $25.00 or a total membership fee of $100.00

(4) Special membership rates are available to all graduates out of school not more than six years as follows:

1st year out.....Regent's membership (free)
2nd year out.....Membership fee of $1.00
3rd year out.....Membership fee of $2.00
4th year out.....Membership fee of $3.00
5th year out.....Membership fee of $4.00
6th year out.....Membership fee of $5.00
Thereafter.....Regular membership fee as determined by the By-Laws of the Association

Also reported was that the Civil Service Department of the University had indicated to the Alumni Secretary that they had recommended an increased rating for Ray Chisholm's job from Civil Service classification 21 to 24 and a salary raise from $385-$486 to $433-$526; that as of July 1, 1957, they will be glad to come over and study the possibilities of the reclassification of the job. In the discussion that followed it was voted that Ray Chisholm should have the title of Assistant Alumni Secretary subject to the approval of President Morrill.

The Alumni Honors Luncheon on Charter Day was discussed and it was felt that the combination of the Charter Day Convocation and Luncheon was excellent, that one complimented the other, and that the program should be continued. The Alumni Study Committee of the Greater University Fund chaire by Louis Gross will hold a second meeting April 17th. The Executive Secretar reported that so far thirteen legislative bulletins have been sent out with another one in the process to go April 15th. Also the report of the Nominating Committee and candidates for election to the Board were discussed. The Executive Secretary discussed the need for new quarters and the possibility of Shelvin Hall as an Alumni Building and the recent visit from Vern Ausen, Room Scheduling Office, in regard to moving the records, mailing and member ship offices out of the TSM-C to some other building. A good deal of discussio resulted concerning the possibility of Shevlin Hall as an alumni house. It was the concensus of the Board that such a move was especially desirable in lieu of the great number of alumni that will be added in the next fourteen years. It was felt that there should be an alumni lounge, a place where alumni meetings could be held. The support of President Morrill on this matter was gratefully acknowledged.

President Seidel had asked the Executive Secretary to call attention of the Board to the bill now before the legislature supporting Maria Sanford as the second representative for Statuary Hall in the National Capitol in Washington. The Minnesota Federation of Womens' Clubs is sponsoring the bill asking for $25,000 for a statue of Maria Sanford. In 1916 the legislature appropriate $7,500 for a statue of Henry M. Rice. Since 1944 there has been effort made to name Maria Sanford as the second Minnesota representative. In 1947 a commission was set up by Luther Youngdahl and a bill was passed by the legislature but no money appropriated. At the present time 37 states are fully represented and six states with one statue. After discussion it was voted to table the matter.

66

Under new business the Board was informed that the 1957-58 budget was in preparation and would be considered by the Executive Committee April 15th. Also that a $100 gift has been received from North Central Publishing Company through the Greater University Fund for use by the Alumni Association, at the discretion of the Alumni Secretary, for purposes of communication. Also presented was a letter from President Morrill in which he discusses the possibility of what might be done for the recipients of Outstanding Achievement Awards such as sending them the Alumni Magazine or the "Minnesotan." The Alumni Secretary asked to be instructed on the matter. He said he had checked the membership of the Outstanding Achievement Award Recipients and 40% were members and 20% give to the Greater University Fund. After considerable discussion there was a feeling of the Board members that something more personal should be done, such as a report from President Morrill once or twice a year. Also indicated was that all the various University publications are now sent to Outstanding Achievement winners. The final discussion was on the new Athletic Aid plan of the Western Conference.

Vice President Strand called upon the Honorable Marjorie Howard, Regent of the University of Minnesota from Excelsior. Mrs. Howard told about the experience of being a Regent; some of the problems that face the Board of Regents and how they operate. It was well presented and very enlightening to the members of the Board. After Mrs. Howard's discussion there was a question-answer period in which a number of questions were raised.

On motion duly made and seconded, the meeting adjourned at 9:00 p.m.

Respectfully submitted,

Ed Haslet

ED HASLET
EXECUTIVE SECRETARY

EH:jw

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota
February 18, 1957

Minutes

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in Room 205 Coffman Union on Monday, February 18th at 4:00 p.m. In attendance were: Leif Strand, Charlotte Chope, Gladys Brooks, Sam Campbell, Ed Haislet, and Ray Chisholm. Vice President Strand presided in place of Glenn Seidel who was absent.

Minutes of the Executive Committee meeting on January 14th were approved as sent out. Letters from President Morrill were read in which it was indicated that special legislative expenses would be taken care of from the Regents Reserve; that as regards office partitions and help for records room, the matter was under consideration. Also a note from Catherine Knudtson thanking the Association for the Memorial on the death of her mother, Mrs. Lotus D. Coffman.

Under old business, the Executive Secretary explained that as regard Unemployment Insurance the law now states that employers who have four or more individuals employed for some 20 weeks or more during the year must take out unemployment compensation. This is a change from the eight employee requirement formerly in effect. The Association now falls under this requirement, and the Executive Secretary was directed to take such necessary steps as to comply with the state and federal unemployment laws. Under old business it was reported that a letter had gone to Hedwin Anderson, Director of University Personnel, concerning the reclassification of Ray Chisholm's job, also that before new membership rates could be put into effect the By-Laws of the Association must be amended at the Annual Meeting. Detailed information on the Charter Day Alumni Honors Luncheon and the 1957-58 membership plan were gone into. The tenth Legislative Letter is now in preparation and will go out next week. From comments received it is felt that the legislative letters are having some effect on the climate in which the University Appropriations bill is being presented. The report of the Nominating Committee was given and the ten persons nominated to the Board are as follows: Wendell Burns; Mrs. Horace Chope; Clarence J. Hemming, Alexandria; Mrs. Janet Widseth, Minneapolis; Rufus W. Hanson, Wayzata; Lawrence S. Clark, Sr., Minneapolis; Russell E. Backstrom, Minneapolis; Herman L. Rosenblatt, Minneapolis; Dr. Walter G. Benjamin, Pipestone; and Hartwell Wilkerson, St. Paul.

There being no new business to come before the Executive Committee, the meeting adjourned.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota
January 21, 1957

Minutes

Pursuant to notices sent to members of the Executive Committee, Past Presidents, Committee Chairmen, and the Board of Trustees of the Greater University Fund, the meeting of the Minnesota Alumni Association was held in the Main Dining Room of the Campus Club, Fourth floor, Coffman Union, Monday, January 21st at 5:30 p.m. In attendance were: Russell Backstrom, Mrs. Bernie Bierman, Mrs. Brooks, Wendell Burns, Sam Campbell, Mrs. Horace Chope, Bert Engelbert, George Faber of Chicago, Dr. Ted Fritsche of New Ulm, Hibbert Hill, J. D. Holzermann, Dean Richard Kozelka, Dr. Malvin Nydahl, M.E. Salisbury, Dr. Leif Strand, John Richter, Mrs. Harold Holden, Senator Les Westin, Duke Johnson, Ray King, Dick Rohleder, Ray Chisholm, Juanita Opstein, Bob Provost, and Ed Haislet.

In the absence of President Seidel, Vice President Strand presided. The minutes of October 18th and November 5th were approved as sent out and the minutes of January 14th approved as read. Vice President Strand introduced Mrs. Harold Holden of the Senate Committee on Student Affairs and Mr. Ray King of the Senate Committee on Intercollegiate Athletics.

Under the reports of officers and committees, Wendell Burns, Chairman of the Investment Committee and Treasurer reported that at the present time the book value of the life membership fund is $110,000, the market value is $127,400, and an appreciation of $18,000, on hand was $1,300 cash, with $1,800 in the income account or a total of $113,000 book value. The report was placed on file. Bob Provost reported on the Greater University Fund study and indicated the committee had met under the chairmanship of Louis Gross and they had set up objectives and procedures for reviewing the Greater University Fund and on its relationship to other fund activities at the University. At the first meeting the Administrative Structure of the University and the place of the Department of Alumni Relations and the Greater University Fund in the administrative structure were covered. The committee will proceed with the study although it will take a considerable amount of time on the part of the committee members. The report was placed on file. Ray King reported on athletics. He said that at the last meeting the problem of financial aid to athletics had been discussed by the committee and the committee had voted against the idea of an aid program based on need without a scholarships consultation. The conference, however, had voted to accept the idea - six to four. He mentioned briefly the scheduling of Kansas State and Vanderbilt in football and said that generally speaking the reaction of the alumni that he had talked to had not been favorable. The report was accepted and placed on file. John Richter reported for the Union Board. He passed out materials, and reviewed some of the new programs such as WMMR and the Jazz Workshop. He indicated that the Union will probably be open more on Sundays in the future, told about the noon program for commuters, and emphasized that the cost of operating the Union is going up. The report was accepted and placed on file.

J. D. Holzermann reported on military affairs, saying that the program seems to be going along with no particular change in sight. He said that there seems to be a need for help in getting students into the advance ROTC courses. It was felt that the alumni magazine, with a story about ROTC at the University, would be of real value. There was considerable discussion on the report. The report was placed on file. Bob Provost reported on the Greater University Fund indicating that the Fund had incre this last year from $233,000 to $320,000 and that under consideration is a bequest program of $37,500 and a further bequest through the estate of Adrian E. Buttz. The report was filed.

Under old business the Executive Secretary explained the new membership plan and answered questions. On motion duly made and seconded it was vo that the plan be adopted to go into effect on July 1, 1958 as recommended. A copy of the report is attached. The plan in summary is: Life members to go from $65 to $75; annual membership from $4 to $5; five-year membe ship from $16 to $20 paid in advance; foreign membership $6 a year; husb wife membership annual, payment of an additional $1 or $6 a year; five ye husband-wife membership, payment of additional 80 cents a year or $24; life, husband-wife membership, payment of additional $25 or $100. That special five year Regent membership plan be put into effect, first year out free Regent membership, second year out $1, third year out $2, fourth ye out $3, fifth year out $4, and sixth year out $5, thus a cost of $15 for the f year on the annual basis or on a special five year paid in advance basis - $ Included also was permission for the Executive Secretary to reduce the an membership fee of new members for special drives, but not lower than th of the average annual price of the five year paid in advance membership price.

Under old business the Executive Secretary pointed out the fine job done b the auditors, Hines & Wilkerson; that beyond this they had made many recommendations for changing the bookkeeping system; that in order to help set up the books they had spent a considerable amount of extra time. It was felt that some fee should be given for this service and the Executive Secretary recommended $50 additional. After discussion it was voted tha an additional $50 be paid to Hines and Wilkerson. Under old business the Executive Secretary talked to the group about the legislative plan in effect asking each of the Board members to be sure to contact their legislator in their own districts before the first of February.

Under new business Bob Provost reported for the Board's information so projections on future growth of the Alumni Association and the Greater University Fund. His suggestions included long range objectives and a procedure to use to accomplish these goals. Basically, it includes a joint billing for membership dues and annual giving in the amount of $5.00. Th idea being, to establish a responsibility minimum. The alumnus would no be asked by the University to give other than this amount, except during h 10th, 25th, 35th, and 45th class anniversary year. During these years, he would be asked to give a minimum of a dollar for each year. Personal type solicitation would be used via the class structure during these years avoid attempting to organize annual solicitation of all alumni. Bob also suggested that this procedure might be used as an incentive to increase lif

70

memberships which could be actuarially planned to take care of the annual gift, too. It is Bob's feeling that a program of this kind - easily understood by all alumni and students - would simplify procedures and provide for greater economy of operation.

Before closing the Executive Secretary was commended for the splendid work on the legislative program and he and his staff commended for the fine overall job they are doing, extra hours they are putting in in order to get the job done, and what they were doing was really appreciated by the Board.

On motion duly made and seconded, the meeting adjourned.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota

Special Report on Membership Fee Plan of Minnesota Alumni Association

In order to properly assess as to whether or not present membership fee is adequate or should be raised the following analysis should be made:

I. Actuarial report on Life membership fee
II. Actual cost of publishing magazine
III Income derived from memberships
IV. Unmet needs of Association
V. Present membership fees in relation to other Western Conference schools.
VI. Recommendation

Each will be considered separetly.

I. Actuarial report on life membership - see special report

II. Actual cost of publishing magazine.
Items to be considered:

(1) Actual publishing cost
(2) Editors salary
(3) Postage
(4) Editorial assistant - Out of U Budget
(5) Sports writer - Out of U Budget
(6) Mailing hour time - Out of U Budget
(7) Hauling of magazines to post office - Out of U Budget
(8) Time of Alumni Secretary, Field Representative, Fund Director - Out of U Budget

Only items 1 - 2 - 3 will be considered in this study.

(1) Actual Publishing Cost as of 1956 - 57 Budget

Printing Cost	$14,653.00
Engraving	$ 1,500.00
Photos	$ 150.00
Newspaper subscription	$ 75.00
	$16,378.00
(2) Editors Salary	$ 4,600.00
(3) Postage	$ 1,050.00
Total Cost	$22,478.00

The magazine is published 9 times a year, averaging 13,000 copies. (Have gone over 13,000 copies once this fall, and will probably be over 13,000 from February on).
9 x 13,000 = 117,000 copies per publishing year
In order to get single copy price you divide number of copies into amount or $22,478.00 ÷ 117,000 copies = $.19 1/5 per copy ($.1921)
$.1921 per copy x 9 issues = $1.73 per year per individual

III. Income Derived from Membership

While our alumni fee is $4.00 we average much less per member for the following reasons. We have

1512 five year members at $3.20 per year
4641 Regent members at $2.50 per year
1000 Special drives at $3.00 per year
1916 Life members at $3.00 per year

Total 9069

This leaves less than 4,000 members a year at $4.00 fee. Actual income from memberships is about $36,000 a year out of a $41,000 budget or about 90% of the budget; of this 61% goes to the magazine and the other 39% to take care of 74% of the Association's program. Out of the balance of membership income (plus advertising and lists - 26%) all other activities of the Association must be supported - salaries ($5531), membership renewals ($5300.00), Field services ($3906.00), Constituent groups ($1400.00), Office Expense ($3683.00), (legislative work not in budget - if paid by alumni budget it will have to come out of the five year reserve operating fund.)

IV. Needs of Association

Actually the work of the Association has been and is limited by its budget. The magazine itself has need of more money for a full time assistant, for an increase in quality of paper, for engravings and photographs. Also up to present time the magazine has already absorbed one 30% increase in postage with a new postage increase in the offing.
Field work is limited, among other things, by money alloted to travel budget.
Membership promotion is regulated by amount of money available.
There is need of an assistant Executive Secretary to take over actual office management and routine alumni work. This is a must soon, if additional constituent work is to be done. Present staff is at peak load since shift of duties because of legislative work of alumni secretary. If the University cannot pay this salary - Association should.
There is little or no money or staff time available for special promotional or legislative work.
There is need of at least a part time student to work in area of Student Alumni Relations.

V. Present membership fees in relation to other Western Conference Schools. Our present membership fees are below - an average of other Big Ten Schools.

	Annual	Life
Ohio State	5.00	100.00
Illinois	5.00	100.00
Michigan	5.00	100.00
Wisconsin	5.00	100.00
Purdue	5.00	100.00
Iowa	5.00	75.00
Indiana	**4.00**	**75.00**
Minnesota	4.00	65.00
Northwestern	Magazine free to all alumni 4 times a year.	
Michigan State	As above but in process of change.	

73

In view of the fact that our fees are less then all but one other school, and in view of the fact that money is badly needed for broadening the alumni program. I hereby recommend consideration of the following membership fee plan to go into effect July 1, 1958. (This would give one years time to use increase as basis of membership drive promotion.)

Life Memberships - $75.00

While at this time according to the actuarial study our present life membership of $65.00 is more than adequate, yet in adopting the new membership plan in 1951 (April 28) at which time life membership was increased from $50 to $65 it was noted that there was a surplus of some $18,000 in the life endowment fund that could not be accounted for. It will be noted that surplus is now only about $9,000 above the reserve necessary.

Annual membership from $4.00 to $5.00
Five year membership from 16.00 to 20.00 Paid in advance
Foreign membership - annual only at $6.00 a year
Husband - wife membership
Annual - Payment of additional $1.00 or $6.00
Five year - Payment of additional 80 cents a year or $24.00
Life - Payment of additional $25.00 or $100.00
Special five year - Regent members only:

$1.00	1st year
$2.00	2nd year
$3.00	3rd year
$4.00	4th year
$5.00	5th year

Thus the cost is $15.00 for the five year on an annual basis or on a special five year offer basis $12.50. (Paid in advance)

This would give a good promotional basis to capture a goodly number of alumni early and getting them started in the alumni habit and at a price they could afford. The special five year offer for Regent members figures out at $2.50 a year which more than covers actual cost of a magazine.

Finally that the Executive Secretary be permitted to alter membership fee for new membership promotion but not lower than the fee of the five year paid in advance membership price. This is to apply only to annual memberships offers to special groups on a time limit basis.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota
January 14, 1957

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in Room 205, Coffman Union on Monday, January 14th at 4:00 p.m. In attendance were Leif Strand, J. D. Holtzermann, Les Westin, Ray Chisholm, and Ed Haislet.

Inasmuch as a number of members were absent because of other commitments or out of town, a quorum was not present. Vice President Strand presided and a comphrehensive agenda was covered. The minutes of November 5th were approved as sent out.

Under the treasurers report a note from Wendell Burns was read stating that the Midland National Bank of Minneapolis had received, for the Association in the life membership account, one share and 21/100 fractional interest in a share of Sears Roebuck & Company stock. This stock distributed to stock holders; that treasurer had authorized the Midland Bank to sell the 21/100 shares of stock,

The Executive Secretary went into the alumni legislative plan. At the present time some 500 alumni and others are on a special mailing list for bulletins; this list is soon to be increased to 1,000. Six bulletins are to go out to this group between now and the first of February and thereafter one a week unless special bulletins are indicated. It was pointed out that this particular service along with the travel and other expenses involved, would cost the Association about $500 to $750. Inasmuch as there was no money alloted in the present budget for this type of work, where was the money to come from? It was suggested that this be brought before the University Legislative Steering Committee to see what help might be given by the University, especially as regards postage. It was suggested by Senator Les Westin that the newsletter could be sent out directly without an envelope by merely printing on the back side, and it might be done from time to time to vary the form and at the same time save some money. The present list as being set up will be kept up-to-date and used the year around with the idea that special bulletins on the University will go out from time to time to the whole list.

Also reported by the Executive Secretary was a meeting with the Law Alumni Association Board of Directors on November 16th at which time consideration as a constituent group was discussed - no action resulted; also a meeting with Dental Alumni on November 26th at which time a special committee was appointed with Dr. Henry Colby as chairman. This committee will convene on January 23rd again to consider a recommendation to the overall group concerning constituent status. The Dad's Day Luncheon, November 17th was reported as being a success with 492 in attendance. The I. T. Annual Meeting and Conference on November 30th was a success with 65 at the conference in the afternoon and 125 at the dinner in the evening. Plans are now underway for the School of Business Annual Meeting to be held January 25th.

Plans for the Charter Day Luncheon on February 28th were gone over - some 700 invitations being issued soon with the hope that 250 alumni will be at the Convocation and special Alumni Honors Day Luncheon. This is to be entirely sponsored and paid for by the Alumni Association.

It was also reported that the new bookkeeping system is now in operation. However, the bookkeeping system for membership is not in operation due to the fact that the records and mailing departments are some three months behind in their work and, therefore, there is no time available in which to change over the 13,000 cards involved in this particular task. Reported too was the fact that Louis Gross had convened the first meeting of the GUF Study Committee and that plans and procedures for furtherance of the study were made at that time. Also reported for information was a meeting of the University Administration with the Planning Commission on Wednesday, November 21st, which was called by the Executive Secretary. Indicated too was that 40 speakers have now been signed up for University of Minnesota Week with a briefing session to be held January 17th. At this meeting they will be informed about the University Appropriations and other matters by President Morrill, Vice President Middlebrook, Mr. Willey, and Mr. Nunn.

Under old business, the actuarial study made by Marsh McLennan was presented. The study indicated that on the basis of standard annuity table, the required reserve was $88,007; on basis of the 1949 table the level of required reserves is computed to be $97,490. Inasmuch as our life membe ship endowment has a book value of $106,830 and a market value of $121,28 the level of the endowment is in excess of the required reserve by about $90 and therefore, the fund is actuarially sound. The report recommended that the fee be kept at $65 although actuarially at present it might be lowered to $55, but with a prospect of a raise at another time; or that life membership fee be set up on an age level in five year periods.

Before decision on the report the Executive Secretary presented a report on the new membership fee plan for the Minnesota Alumni Association, copy attached. The recommendations of the plan are: that the life membership fee be increased to $75; annual membership from $4 to $5; five year from $16 to $20; foreign membership, annually $6 a year; husband and wife memberships, annual for payment of an additional $1 or $6; five year husband-wife membership for payment of an additional 80 cents a year or $24; and life membership, husband and wife, payment of an additional $25 or $100. Also that a special five-year Regent membership plan be instituted as follows: First year after the free membership $1; second year $2; third year $3; fou year $4 and fifth year out $5. Thus the cost is $15 for five years on annual basis or an a special five-year offer paid in advance would be $12.50. Afte discussion it was voted to recommend the plan for adoption by the Board at the next meeting.

Under new business it was explained by the Executive Secretary that the Records and Mailing Department of the Alumni Association is badly behind in its work. The reason being that the department got behind when they put

75

out the 1956-57 new membership plan by class. The work involved caused the departments to get behind and they haven't recovered. The situation has been observed closely, but it is now evident that special help is necessary to get the departments up-to-date. To do so three clerks, for one month, are necessary at a total cost of about $550. It was requested that the Alumni Secretary, because Records is a University matter, ask the President for relief in this matter. It was pointed out that being behind in Records affects the work of the whole Association - including GUF - including the legislative work being done, and at the same time it points up the need for automatic machines, such as an IBM system.

It was also explained that Ray Chisholm had been taken out of the field in order to assume additional duties now being handled by the Executive Secretary i.e., constituent groups, and reunions. The Executive Secretary pointed out the valuable assistance being performed by Ray Chisholm and that he deserves a new title and a raise. After discussion, it was voted to recommend to the Board that a new title be given to Mr. Chisholm - that of Assistant Executive Secretary, also that the Executive Secretary be instructed to contact University Civil Service on reclassification of Ray Chisholm's job to Assistant Director of Alumni Relations with a proper salary increase.

President Seidel has appointed Hibbert Hill, Chairman; Wendell Burns, Russ Backstrom, Wilbur Korfhage, Clifton French and Gordon I. Swanson to the Nominating Committee of the Board.

The need for additional office space was reported and the need for new quarters where all of the departments of the Association can be together. The Executive Secretary was asked to request help from President Morrill. (This matter has already been called to the attention of President Morrill, who indicated in a private conversation with the Executive Secretary that Shevlin Hall was under consideration for the Department of Alumni Relations). The problem of space at present, however, is serious. Ray Chisholm has need of some privacy. Business Partitions, Inc. submitted an estimate for 68 inch high partitioning-steel panels to 39 inches and topped by 28 inches of Bandfrost glass at a cost of $364.00 installed. It was voted that the Executive Secretary write Mr. Morrill to see if some relief on this matter could be given.

Because the time was growing late, Bob Provost, who was on the agenda for special presentation of a combined fund giving and membership plan, would be held over until the Board meeting on the 21st.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:jw

NOTE: The next meeting of the Executive Committee was set for February 18th at 4:00 p.m. in the office of the Executive Secretary at 205 Coffman Union. (This is a change from the original date scheduled. Please put on your calendar).

76

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota

November 5, 1956

MINUTES

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in Room 205 Coffman Union on Monday, November 5th at 4:00 p.m. In attendance were President Glenn Seidel, Sam Campbell, Hibbert Hill, Leif Strand, Les Westin and J. D. Holtzermann.

The minutes of the Executive Committee of October 8th were approved as sent out. Under communications, the letter sent from the Executive Secretary to President Morrill concerning building needs for the next fourteen years was read. The problem, as presented, is one of adequate space with all of the various divisions joused in one office. At the present time the mailing, membership, and records office are in another building. The fact also that the Alumni Association will continue to grow because of increase in number of graduates emphasizes the need for an alumni building. Also a letter from President Morrill was read concerning his opinion as to whether or not members of the Board of Regents should be invited to future Alumni Board meetings. Inasmuch as President Morrill saw no objections, it was voted that hereafter one Regent be invited to each of the Board meetings.

A letter from Comptroller L. R. Lunden was read concerning the recent decision of the Bureau of Internal Revenue concerning the possibility of a challenge of Alumni Association tax exempt status as was supplementary material received from the American Alumni Council concerning the same subject. According to the AAC the regulation referred to by Mr. Lunden had been published out of context whereas the full context clarifies the situation in regards to contributions qualifying for the additional 10 percent deduction over and beyond the allowable 20 percent of the taxpayers adjustable gross income. The Executive Secretary was asked to relay this information on to Mr. Lunden; a letter from Duffy and Haugland, attorneys for the Buttz estate,enclosing a check in the amount of $1,000 pursuant to the Will of Mr. Buttz. The Will of Mr. Buttz states that the gift, "Is to be used for general purposes for which the Association has been created." The Board authorized the money be placed into a savings account and to send a letter acknowledging receipt of the gift and thanking the Buttz estate; letters from Dean Williamson asking reconsideration on the disestablishment of Alumni Scholarship Districts and from President Morrill commenting on Dean Williamson's letter were read. The Executive Committee after fully reviewing the decision as made by the Executive Committee on July 23rd and approved by the Board on September 10th, reaffirmed its position and requested the Executive Secretary to send a letter to Dean Williamson stating the reasons for not reconsidering at this time; a request from Remington Rand for use of lists was authorized; a letter was read from the United Temperance Movement protesting the Alumni King Reception at the Curtis Hotel because refreshments were being served. This was to be referred to the Homecoming Committee.

Under reports of officers and committees, President Glenn Seidel reported on the Michigan trip. He stated that the whole trip was a very good one, that the trip did save the Alumni Association money inasmuch as part of the personnel was flown to the game on a Honeywell plane. There were 161 alumni members present for the Pre-Game Victory Luncheon at the Ann Arbor Union. Sam Campbell reported for the

Investment Committee indicating that it had met on October 16th and at that t: investment portfolios of the Life-Membership Fund was reviewed and the invest· ment of approximately $10,000 available cash was considered.

The Committee unanimously approved the purchase of 50 shares, United States Steel Corporation, Common at the market, and $5,000par amount of Gardner-Denv Company, 4¼ percent Convertible Subordinated Debentures due October 1, 1976, the market. The Committee also decided to sell 18 shares of Northern Illinoi Gas Company, Common because of the small amount in the account. After reviewi the bonds and stocks the Committee decided to hold the trust investments. The report of the Investment Committee was accepted.

Under old business, it was reported that the Homecoming program as a whole was a success. However, the alumni activities as operated by the Student Homecomi Committee were not particularly successful but that the Committee should be commended for its fine work in trying to anticipate the needs of alumni. Only 43 alumni showed up for the Alumni Football Rally Dinner on Friday evening, November 2nd; 100 alumni were present for the coffee hour after the football game; and 100 attended the Pre-Game Luncheon on Saturday noon. The Executive Committee voted that hereafter any Homecoming alumni activities be run by the Alumni Office and that Friday night alumni activities prior to Homecoming be discontinued entirely.

Dad's Day is set for November 17th and the Alumni Office has the promotional material in the mail as of November 5th. Some 500 dads are expected for the annual luncheon. The Institute of Technology Alumni Association is holding their Annual Dinner and First Annual Conference on November 30th. Panel membership has been set and all final details have been made. Promotional materials are at the printers at the present time. The School of Business Administration Alumni Association held a meeting of class chairmen, some 50 members being present, on Homecoming eve, November 2nd. At this time they worked out plans for obtaining greater membership in the School of Business Alumni Association and the General Alumni Association. Alsothe date of Januar 25th has been set for their Annual Meeting and Conference. The 1957 Charter D Convocation and Alumni Honors Luncheon is set for February 28th. The Executiv Secretary is working with Bill Nunn, Director of University Relations, on this event. Some eight or nine Outstanding Achievement Awards will be given at the time of the Convocation. The Luncheon,which will be alumni sponsored, will be an invitation affair, and will be held in the Main Ballroom on Thursday, February 28th. Invited to attend will be all Past Outstanding Achievement Award winners, members of the Regents, and former members of the Regents; members of the Alumni Board Past Presidents of the Board, Board of Trustees of the Greater University Fund, Administrative Committee members, and President of Minnesota Alumni Clubs. It was suggested that the Alumni Association pick u the tab for the Board of Directors, Fund Trustees, and Alumni Presidents, and if possible the Presidents Office or Public Relations Office pick up the tab for the Regents, Past Regents, and Outstanding Achievement Award winners. The Executive Secretary explained that a new bookkeeping system has been partially installed as a result of the recommendations of the new auditor, but, however, that use of the new bookkeeping machine was dependent upon a new membership record card and Key Sort plan which has now been designed and is on order. The whole plan will be put in effect just as soon as the material and equipment are on hand.

78

Under new business, the Executive Secretary presented the need for certain new items of office equipment. On motion duly made and seconded, the request in the amount of $642.10 was approved to come out of the 1952-53 Five-Year Reserve Operating Fund of $739.00. Also, reported was that the Executive Secretary is meeting with alumni members of the Senate Committee on Student Affairs together with Gordon Starr to go over the issue which is seemingly evolving concerning the authority for supervision of the Union Board's activities as a student organization.

The distribution of tickets, should the University of Minnesota go to the Rose Bowl, was discussed. It was felt that this was a matter of great importance as regards public relations to the University and this matter should be carefully planned and for this reason the matter should be called to the attention of Mr. Armstrong immediately even though there is only a slight chance that the University will go. It was pointed out that the University of Michigan already has materials printed and ready, should they be selected. It was felt that priorities should be as follows: (1) Students and faculty, (2) "M" Club and benefactors, and (3) Alumni members. It was felt that the procedure should be as follows, that as far as possible students and alumni participation should be determined and then the proper number of tickets be set aside for each group going on official football trains. It was felt that all tickets should be on a will-call basis on the West Coast about three or four days before the ball game itself. It was felt as regards alumni distribution, that tickets should go only to alumni members of the Association as follows: two tickets to each; alumni members in the 9th Federal Reserve District number 1 priority, West Coast Alumni members number 2 priority, all other alumni members number 3 priority. Should the allotment to alumni be insufficient to fulfill requests then the Executive Committee, acting as a committee of the whole, should determine who of the alumni should get the tickets. A motion was made to go on record in favor of such a plan, that the Alumni Secretary be instructed to contact Mr. Ike Armstrong and Marsh Ryman and University authorities to work out such a plan. Also that the Alumni President and Executive Secretary be authorized to go to the Rose Bowl, all expenses paid, should Minnesota be selected. It was also requested that no information on Rose Bowl be given out and that the Executive Secretary proceed as quietly as possible without any publicity on the matter.

The Executive Committee requested information as to the progress of the Past Presidents Committee on the legislative plan and whether or not President Morrill had called a meeting of the Legislative Steering Committee to act upon the second plan of the Past Presidents. The Executive Secretary was asked to contact Mr. Morrill to see if there is anyway this matter might be expedited due to the lateness of the season.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

Ed Haeset

ED HAESET
EXECUTIVE SECRETARY
EIH/R

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota

October 18, 1956
Minutes

Pursuant to notices sent to members of the Executive Committee, Past Presidents, Committee Chairmen and Board of Trustees of the Greater University Fund, a meeting of the Minnesota Alumni Association was held in the Women's Lounge of the Campus Club, Fourth Floor of Coffman Union on Thursday, October 18th at 5:30 p.m. In attendance were: Mrs. Wright Brooks, Wendell Burns, Sam Campbell, Charlotte Chope, George Faber, Dr. Fritsche, Hibbert Hill, Mrs. Knudtson, Dean Kozelka, Roy Larsen, Dr. Nydahl, Orem Robbins, Maurice Salisbury, Mrs. Stemsrud, Dr. Strand, Harold Van Every, Les Westin, Dr. Braasch, Ben Palmer, John Richter, Bob Provost, President J. L. Morrill, and Ed Haislet.

The purpose of the meeting was to meet with President Morrill with the hope that it will become an annual event. There were no other items of business and President Morrill discussed the problems ahead - the University building needs until 1970 as projected for the Interim Building Committee of the Legislature; the various committees on Higher Education now active on State and Federal levels; the Governor's Lay Committee on Higher Education; the Task Force on State Government; the President's Committee on Higher Education; the University Self-Survey; the University building needs for 1957 biennium which he said would be accelerated to take care of the rehabilitation of the buildings as the first step in preparing for the great influx of students. He briefly touched upon the legislative maintenance request for 1957 biennium which he said from the way it looks now, although the request has not been yet formulated, there would be an increase necessary for the biennium of at least $5,000,000. He discussed briefly the Junior College problem. He indicated that the Alumni Association had been trying to help in the legislative procedure through their Past Presidents Committee, and felt that the last plan they submitted looked more promising. In closing he said that Alumni leaders especially were thoughtful and wanted to be helpful, that the University was no empire builder, it was what the people have made it, it is an accretion of public demand. He said demands are made increasingly upon the University to do more, that the University must be sustained with enough money to operate if it is to keep its place among other State universities, that during the last four years the University had definitely been falling behind, especially salary-wise. It is his feeling, however, that it would work out and the Legislature and the people of the State would not let the University down. There were several questions asked of President Morrill after his presentation.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

ED HAISLET
EXECUTIVE SECRETARY

ELH/R

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota
Minneapolis, Minnesota
October 8, 1956

M I N U T E S

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in Room 205 Coffman Union on Monday, October 8, 1956 at 4:00 p.m. In attendance were Sam Campbell, Mrs. Charlotte Chope, Hibbert Hill, J. D. Holtzermann, Glenn Seidel, Leif Strand and Wendell Burns.

The minutes of the Executive Committee meeting, September 6, 1956, were approved as mailed. Communications from President Morrill to the effect that he would be glad to attend the meeting of the Minnesota Alumni Association Board on October 18th todiscuss the 1957-58 appropriations request and also that he would consider another allotment for a special issue of the Gopher Grad at the proper time. A letter was read from Loren Hickerson commenting on the fine Annual Report of the secretary and the fact that it was so unusual for an alumni association to do this.

Treasurer Wendell Burns reported on the audit and also presented the principle and income statements from the Trust Department of the Midland National Bank on the Life Membership Fund. On motion duly made and seconded the audit was accepted and the firm of Hines & Wilkerson was authorized as offical auditors for the Minnesota Alumni Association.

Under old business, the Alumni Secretary explained that a new legislative plan has been accepted by the Past Presidents. President Morrill, who received a copy, was going to call a meeting of the University Legislative Steering Committee to go over the matter.

Also in a letter from Mr. Charles Purdy of March & McLennan, Inc., he indicated that a complete acturial study would cost an amount not to exceed $150.00. A motion was duly made and seconded that $150.00 be allocated from the Life Membership Fund for the purpose of an official acturial study. A letter sent to Alumni Scholarship Committees on the disestablishment of the alumni district program was read. Reported also was that the class membership appeal was bringing in a great deal of comment from the various classes, with the hopes too that the return would be greater than usual. The Executive Secretary indicated that his visit to the West Coast with Dr. Asher Christensen was a great success, that around 85 alumni from Los Angeles turned out for a very excellent meeting; two meetings were held in San Francisco, one a Board meeting at noon and one a meeting of some 85 in the evening; and in Seattle 150 alumni met. He also stated that Dr. Asher Christensen did a superb job and was a real salesman for the University and the Association. Also reported was that Lloyd Hatch had accepted the appointment to the Greater University Fund Board of Trustees to fill out the term of Bradshaw Mintener, who resigned.

Under new business, the idea of inviting one member of the Board of Regents to each of the Board meetings was discussed. It was felt to be a fine idea but felt it should be cleared with President Morrill first to get his feelings on it. On motion duly made and seconded it was so voted.

The next meeting of the Executive Committee was set for Monday, November 5th at 4:00 p.m. at 205 Coffman Union. The next meeting of the Board of Directors will be October 18th at 5:30 p.m. in the Campus Club, at which time President Morrill will talk on the 1957-58 University appropriations request.

On motion duly made and seconded the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

ELH/R

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota
Minneapolis, Minnesota

September 10, 1956

MINUTES

Pursuant to notices sent to members of the Executive Committee, Past Presidents, members of the Board of Directors, committee chairmen, committee members, and members of the Board of Trustees of the Greater University Fund, a meeting of the Minnesota Alumni Association was held in the Women's Lounge of the Campus Club, 4th floor, Coffman Union on Monday, September 10th at 5:30 p.m. In attendance were President Glenn Seidel, Russell Backstrom, Mrs. Bernie Bierman, Wendell Burns, Sam Campbell, Mrs. Charlotte Chope, Owen Hallberg, Richard Kozelka, Bernhard LeVander, Dr. Malvin Nydahl, Mrs. William Proffitt, John Richter, Orem Robbins, Dr. Betty Sullivan, C. R. Carlson Jr., R. A. Rohleder, Mrs.Juanita Opstein and Ed Haislet.

President Glenn Seidel introduced newly elected Board Members Dr.Nydahl and Bernhard LeVander. Also presented were two new constituent members, Russell Backstrom, President of the Institute of Technology, and Orem Robbins, President of the School of Business Administration Alumni Association; C. L. Carlson Jr., newly elected to the Board of Trustees of the Greater University Fund, and Dr. Betty Sullivan of GUF and Alumni Honors Committee; new alumni representatives on the University Senate Committees, Mrs. William Proffitt for Student Affairs and Richard Rohleder for Military Affairs.

On motion duly made and seconded the minutes of the Executive Committee of July 23rd were approved.

Orem Robbins reporting for the School of Business Administration Alumni Association said that their Association was pleased to be a part of the over-all alumni group; that this is their second year of operation; that one of the important parts of their program is the Alumni Institute, the purpose of which is to bring the alumni up-to-date and keep them informed of the doings of the School; that as regards membership he had a class chairman for each of the 35 classes graduated since the beginning of the School of Business Administration. The class approach will be used on their membership drives. He explained that it was through the courtesy of Miss Irene Kreidberg of Remington-Rand that all of their class cards had been atuomatised so they can be used in any combination desired. This automation is something that he felt the Alumni Association would be interested in for their record system.

Mr. Russell Backstrom reported for the I.T. Alumni Association indicating that their Association is broken down by committees for each of the departments of the Institute of Technology. The committee chairmen keep in touch with department chairmen and in that way the Association is better able to support the needs of the departments; that they are in the process of formulating a scholarship program primarily for sophomores and juniors at the University; that they are asking the support of industry in this particular purpose; that they also have an Honors Committee which nominates alumni for Outstanding Achievement Awards in the field of Technology which are awarded at their annual banquet each year.

Under new business, the idea of inviting one member of the Board of Regents to each of the Board meetings was discussed. It was felt to be a fine idea but felt it should be cleared with President Morrill first to get his feelings on it. On motion duly made and seconded it was so voted.

The next meeting of the Executive Committee was set for Monday, November 5th at 4:00 p.m. at 205 Coffman Union. The next meeting of the Board of Directors will be October 18th at 5:30 p.m. in the Campus Club, at which time President Morrill will talk on the 1957-58 University appropriations request.

On motion duly made and seconded the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

ELH/R

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota
Minneapolis, Minnesota

September 10, 1956

MINUTES

Pursuant to notices sent to members of the Executive Committee, Past Presidents, members of the Board of Directors, committee chairmen, committee members, and members of the Board of Trustees of the Greater University Fund, a meeting of the Minnesota Alumni Association was held in the Women's Lounge of the Campus Club, 4th floor, Coffman Union on Monday, September 10th at 5:30 p.m. In attendance were President Glenn Seidel, Russell Backstrom, Mrs. Bernie Bierman, Wendell Burns, Sam Campbell, Mrs. Charlotte Chope, Owen Hallberg, Richard Kozelka, Bernhard LeVander, Dr. Malvin Nydahl, Mrs. William Proffitt, John Richter, Orem Robbins, Dr. Betty Sullivan, C. R. Carlson Jr., R. A. Rohleder, Mrs.Juanita Opstein and Ed Haislet.

President Glenn Seidel introduced newly elected Board Members Dr.Nydahl and Bernhard LeVander. Also presented were two new constituent members, Russell Backstrom, President of the Institute of Technology, and Orem Robbins, President of the School of Business Administration Alumni Association; C. L. Carlson Jr., newly elected to the Board of Trustees of the Greater University Fund, and Dr. Betty Sullivan of GUF and Alumni Honors Committee; new alumni representatives on the University Senate Committees, Mrs. William Proffitt for Student Affairs and Richard Rohleder for Military Affairs.

On motion duly made and seconded the minutes of the Executive Committee of July 23rd were approved.

Orem Robbins reporting for the School of Business Administration Alumni Association said that their Association was pleased to be a part of the over-all alumni group; that this is their second year of operation; that one of the important parts of their program is the Alumni Institute, the purpose of which is to bring the alumni up-to-date and keep them informed of the doings of the School; that as regards membership he had a class chairman for each of the 35 classes graduated since the beginning of the School of Business Administration. The class approach will be used on their membership drives. He explained that it was through the courtesy of Miss Irene Kreidberg of Remington-Rand that all of their class cards had been atuomatised so they can be used in any combination desired. This automation is something that he felt the Alumni Association would be interested in for their record system.

Mr. Russell Backstrom reported for the I.T. Alumni Association indicating that their Association is broken down by committees for each of the departments of the Institute of Technology. The committee chairmen keep in touch with department chairmen and in that way the Association is better able to support the needs of the departments; that they are in the process of formulating a scholarship program primarily for sophomores and juniors at the University; that they are asking the support of industry in this particular purpose; that they also have an Honors Committee which nominates alumni for Outstanding Achievement Awards in the field of Technology which are awarded at their annual banquet each year.

For the first time this year, along with their annual dinner and meeting, they are planning an Institute on the subject "Shortages of Engineering Man Power".

In the absence of BenPalmer, Chairman of the Past Presidents group, President Seidel asked the Executive Secretary to go over the suggested program that is set up for study by the Past Presidents concerning legislative support for the University. The plan was explained as being a long-range plan of Education in the field, year around. After explanation of the plan, the Board felt that the key to such a program would be the type of material that is sent out. The type of material and how it would be presented was also discussed. It was suggested that some types of information could best be spread by word of mouth rather than by printed word. It was felt too that working with legislators at local level through their own constituents was the best possible approach. It was also felt that the Board should be kept well informed of the facts and they should take upon themselves the responsibility of talking to key alumni, as well as legislators, that they know personally. It was suggested by one of the Board members that a meeting of the Board be built around the subject of legislative action so that the matter could be carefully discussed. It was agreed that this should be done.

Treasurer Wendell Burns talked on the background of the financial structure of the Association; the operation of the life membership fund, the investment committee, and the operating budget. He also recommended that the Association hire new auditors and that the firm of Ernst & Ernst should be considered becaus they are familiar with the auditing of non-profit organizations and would not charge more than the cost of the audit itself. On motion duly made and seconded it was voted that Wendell Burns, Dean Kozelka and Ed Haislet should be empowered to make the selection of the auditor.

A number of matters for the purpose of information were brought up: As regards constituent associations, it is hoped that during the coming year constituent groups will be formed for Law and SLA. Law has their own group at the present time but are considering constituent status. Material and forms of the 1956-57 membership campaign were passed around so that the Board Members could see the complete campaign layout. The special issue of the Gopher Grad was reported on. It was felt that while the number of memberships obtained was disappointing, nevertheless, the impact was much greater and would prove of real value for the University, Association and Fund, and that it should be continued. Actually, only 128 new members were obtained. The Executive Secretary reported on the Big Ten Alumni Secretaries meeting and handed out some mimeographed material which he felt to be pertinent. A copy of the material is attached. Alumni meetings have been arranged for Los Angeles, San Francisco, and Seattle in conjunction with the football game in Seattle on September 29th. Dr. Asher Christensen of the Department of Political Science will accompany the Executive Secretary as the main speaker at these meetings. A pre-game luncheon has been arranged for the Michigan game at Ann Arbor; a meeting the night before the game has been arranged at Madison for the Wisconsin game. Homecoming this year is November 3rd. The Alumni Association is cooperating closely with the Homecoming Committee for the event. However, the only event the Alumni Association is sponsoring is the post-game coffee hour. Dad's Day is scheduled for November 17th (Michigan State game). The Association is acting as Secretariat fo the Dad's Association. The Association is the co-sponsor of the St. Paul

Quarterback Club, furnishing the football pictures. The new Ohio State football plan was explained. This plan is one which eliminates all priorities, eliminates blocks of tickets for commercial groups, and starts clean - something Minnesota should emulate. The Medical School Alumni Association is holding their annual alumni dinner Friday, November 2, 1956. The Class of 1931 of the Medical School is holding a special 25th celebration at the same time. A new Minnesota song, Fight On to Win has been submitted to the Association by Tony Schoenhoff. Ray Chisholm, Field Representative, is making a tour of alumni clubs, holding two meetings a day, one at noon and one at night. He meets with the Executive Committees of the clubs and tries to get them to plan a years program and generally assist the local groups. In each club University committees are being set up as in the past. The Annual Report, sent to all Board Members, was discussed in the hope that Board Members would read the Report. Especially pertinent is the information on membership.

Under new business, a need for a Student-Alumni Relations Program was discussed. It was agreed that there was a real need but in view of some of the projects now underway, it was felt that this should be held until such time as some of the other programs are completed.

It was the consensus of the Board that President Morrill should be invited to speak on the needs of the University for the coming legislative session at the next Board meeting, October 18th.

On motion duly made and seconded the meeting adjourned.

Respectfully submitted,

Ed Haisley

ED HAISLEY
EXECUTIVE SECRETARY

CONFIDENTIAL

TO: BOARD OF DIRECTORS
MINNESOTA ALUMNI ASSOCIATION

FROM: ED HAISLET, EXECUTIVE SECRETARY

SUBJECT: Pertinent Information Obtained at Alumni Secretary's Big Ten Meeting

	Membership		Membership Fee	
(1)	Ohio State	25,890	$ 5.00	$ 100.00
(2)	Illinois	22,486	5.00	75.00
(3)	Wisconsin	20,804	5.00	100.00
(4)	Michigan	14,750	5.00	100.00
(5)	Indiana	13,876	4.00	100.00
(6)	Purdue	13,000		
(7)	Minnesota	12,554	4.00	65.00
(8)	Michigan State	5,365	4.00	No Life
(9)	Iowa	4,343	5.00	75.00
(10)	Northwestern	Free to All	Free	

Number of Address Plates

(1)	Illinois	97,000	
(2)	Wisconsin	95,000	
(3)	Michigan	95,000	(Have 160,000)
(4)	Indiana	93,000	
(5)	Ohio State	84,023	
(6)	Minnesota	83,877	
(7)	Northwestern	83,000	
(8)	Pu rdue	55,000	
(9)	Iowa	52,000	
(10)	Michigan State	50,000	

BUDGET INFORMATION

	Total Budget	% from Ass'n.	Fund	Total
Illinois	$131,247 (4)	45% (4)	$82,600 (3)	$213,847 (3)
Indiana	173,988 (1)	43% (5)	36,000 (6)	209,988 (4)
Iowa	70,157 (10)	22% (8)	10,600 (9)	80,757 (9)
Michigan	164,050 (2)	66% (2)	104,692 (2)	268,742 (1)
Michigan State	102,000 (7)	0% (9)	36,330 (5)	158,330 (5)
Minnesota	102,062 (6)	40% (6)	31,000 (7)	133,062 (6)
Northwestern	86,518 (8)	0% (9)	22,975 (8)	108,493 (8)
Ohio State	150,000 (3)	50% (3)	100,000 (2)	230,000 (2)
Purdue	75,224 (9)	40% (6)	37,500 (4)	112,724 (6)
Wisconsin	104,500 (5)	71% (1)	--	--

86

Salaries

School	Editor		Fund Director	Alumni Secretary	
Illinois	$4,764	(3)		$13,545	(3)
Indiana	4,100	(6)		12,000	(4)
Iowa	5,500	(1)	$8,000	9,000	(10)
Michigan	4,112	(5)	14,000	15,000	(1)
Michigan State	—		7,500	9,700	(9)
Minnesota	4,600	(4)	8,004	11,400	(6)
Northwestern	4,000	(7)		10,000	(8)
Ohio State	—			15,000	(1)
Purdue	—			10,800	(7)
Wisconsin	5,500	(2)		12,000	(4)

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota
Minneapolis, Minnesota

September 6, 1956

MINUTES

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in Room 205 Coffman Union on Thursday, September 6, 1956 at 4:00 p.m. In attendance were Sam Campbell, Mrs. Charlotte Chope, Hibbert Hill, J. D. Holtzermann, Glenn Seidel, Leif Strand, and Les Westin.

The minutes of the Executive Committee meeting of July 23, 1956 were approved as sent out. The matter of obtaining a new auditor was discussed. Albers & Stebbing, who have been the auditors for the last number of years, are now unable to handle the job. The Executive Secretary had talked to Wendell Burns about the matter and it is the opinion of Mr. Burns that Ernst & Ernst are a good firm and have his recommendation. The idea of a Minnesota alumnus who might do the audit at a more reasonable rate was discussed and it was agreeable to Wendell Burns as long as the firm is a certified public accountant. He said that Ernst & Ernst would probably charge about $250.00. The Executive Committee discussed the matter and felt that, all things being equal, the audit should be made by a Minnesota alumnus. Two names were suggested as possibilities. They were Joe Lonegeren, of Lonegeren & Scott, and James T. Wood. Also suggested was Hartwell Wilkerson, who is the Vice President of the School of Business Alumni Association. The matter was left up to the discretion of the Treasurer and the Executive Secretary to make the proper selection.

A suggested legislative plan, prepared for presentation to the Past Presidents Committee, was discussed for the information of the Executive Committee. The Past Presidents will meet on this matter on September 13th. The plan which is in keeping with the wishes of the administration actually is a long range plan of education. The Executive Committee felt that the key to the success of the legislative plan presented would be a bulletin service prepared by someone in the administration which would give the contact people proper information. It was felt that some of the vital questions in the minds of the legislators and alumni should be answered more fully than has been done, such as, Is the University too Big? Senator Les Westin said this was the $64,000 question. Also, where do the University graduates go? How many stay in the State? Who goes to the University? The emphasis and impact of alumni graduates on local leadership and the worth of the University in relation to the State economy should be stressed. All of these things are matters which ought to be emphasized in bulletin service and by word of mouth.

Under old business, on motion duly made and seconded, it was voted to nominate Lloyd Hatch, Vice President in Charge of Research for Minnesota Mining, to take the place of Bradshaw Mintener resigned, on the Greater University Fund Board of Trustees. Alternates were John Pillsbury Jr. and Charles Horn Sr.

Also discussed was the information received from Arnulf Ueland concerning the acturial study. He said that a study had been made in 1951 by Marsh & McLennan, Inc. The conversations were with Charles Purdy, head of the Agency Life Department. President of the agency is a good alumnus Clair I. Long. No charge was made for the 1951 study and probably no charge would be made this time.

The Executive Secretary reported on the following items: The Annual Report has been sent out to the Board of Directors, Board of Trustees of the Greater University Fund, Past Presidents, committee chairmen, and administrative officers of the University. Attention was called to the covering letter which shows some of the progress made during the last eight years; also referred to especially was the section on membership, pages 9, 10, and 11, indicating membership by college ranked according to total numbers, and according to percentage of membership. Membership by class was also shown. Executive Committee members felt that this was useful and interesting information and should be made into a story for use in the alumni magazine. The Big Ten Directors Meeting was reported on. Some of the material which came out of that meeting will be mimeographed and distributed at the Board Meeting on September 10th. Alumni meetings are being arranged as follows: Los Angeles on September 24th; two meetings in San Francisco on the 26th and 27th of September; and a meeting on Friday, September 28th in Seattle, Washington. Asher Christensen, Professor of Political Science, will accompany the Executive Secretary on this trip. Alumni Office participation in Homecoming is limited to a post-game coffee hour in Coffman Union. The Alumni Office, however, is cooperating fully with the Homecoming Committee. The St. Paul Quarterback Club will again be co-sponsored by the Alumni Association with the help of Bert Engelbert. It will be held at the Minnesota Club each Monday noon during football season. Complete membership campaigns for 1956 and 1957 were discussed and the materials gone over.

The next meeting of the Executive Committee is set for Monday, October 8th at 4:00 p.m., Room 205 Coffman Union.

The motion was duly made and seconded that the meeting adjourn.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union
University of Minnesota
Minneapolis, Minnesota

Monday, July 23, 1956

MINUTES

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association a meeting was held in Room 205 Coffman Union on Monday, July 23, 1956, at 4:00 P.M. In attendance were Glenn Seidel, President, Wendell T. Burns, Charlotte Chope, Hibbert Hill, J. D. Holtzermann, and Leif Strand. Minutes of the Executive Committee of April 23rd were approved.

President Glenn Seidel announced the appointment of Roy W. Larsen, President of Twin City Federal, Minneapolis, to the Alumni Board of Directors to fill out the unexpired term of Dr. Pankratz, resigned, term expiring 1958. He asked confirmation by the Executive Committee and on motion duly made and seconded the appointment was confirmed.

On motion duly made and seconded, Mr. C. R. Carlson, Jr., Vice President and General Manager, Deere & Webber Company, Minneapolis, was recommended to the Board of Directors of the Association to fill the vacancy on the Board of Trustees of the Greater University Fund for a three year term expiring 1959. Mr. Carlson is replacing Mr. John Fesler, who has completed his two consecutive terms.

The following University Senate Committee nominations were approved and recommendations sent to President Morrill for his approval and confirmation by the University Senate:

University Committee on Student Affairs
Mrs. B. W. Bierman '17BA, St. Paul, expiring 1957
Mrs. William E. Proffitt '38BSEd, Minneapolis, expiring 1958 (new member)

Senate Committee on Athletics
Ray W. King '34-38, Minneapolis, expiring 1957
Lawrence "Duke" Johnson '29BArchE, Minneapolis, expiring 1958 (new member)

Senate Committee on Military Affairs
J. D. Holtzermann '21BA, Minneapolis, expiring 1957
Richard A. Rohleder '46BS; '47BBA; '50LLB, St. Paul, expiring 1958 (new member)

The following appointments to alumni committees on recommendation of President Glenn Seidel were approved:

Representatives on Union Board of Governors
Main Campus - John Richter '47BBA, Minneapolis, expiring 1957
St. Paul Campus - Owen K. Hallberg, '46BSAg; '47MS, St. Paul, expiring 1957

Investment Committee
Wendell T. Burns '16BA, Chairman, Excelsior
Sam W. Campbell '25BA; '27LLB, Minneapolis
Paul Reyerson '17BA; '19LLB, Minneapolis
James C. Harris '47MBA, Minneapolis

Honors Committee
George W. Morgan '05BA, Chairman, St. Paul, expiring 1957
Betty Sullivan '22 BSChem; '35PhD, Minneapolis, expiring 1958
Algot Johnson '00FS, Minneapolis, expiring 1959

Past Presidents
Ben W. Palmer '11BA; '13LLB; '14MA, Chairman, Minneapolis
Dr. William F. Braasch '00BS; '03MD, Rochester, Minnesota
Victor Christgau '24BSAg, Washington, D. C.
Dr. George Earl '06BA; '09MD; St. Paul, Minnesota
Hibbert Hill '23IT, Minneapolis
Arthur O. Lampland '30BBA; '34LLB, St. Paul
Francis "Pug" Lund '31-35, Minneapolis
Dr. Harvey Nelson '22BA; '25MD, Minneapolis
Dr. Erling Platou '19BS; '21MD, Minneapolis
Wells J. Wright '36LLB, Minneapolis
Edgar F. Zelle '13BA, Minneapolis

University Scholarship Committee
Milton H. Kuhlman '40MA, Chairman, Minneapolis, expiring 1957
Francis "Pug" Lund '31-35, Minneapolis, expiring 1958
Mrs. Harold Holden '33BA, Minneapolis, expiring 1959

Greater University Fund - Board of Trustees
Bradshaw Mintener '29LLB, Washington, D. C. expiring 1957
Louis Gross '25LLB, Minneapolis, expiring 1957
Betty Sullivan '22BSChem; '35PhD, Minneapolis
Edwin A. Martini '30LLB, Duluth, expiring 1958
C. R. Carlson, Jr. '23BSAg: '24MS, Minneapolis, expiring 1959

The need for another actuarial study was raised and discussed. Five years ago the MAA Board on the basis of an actuarial study of life membership authorized that for each life member on the books at the end of the fiscal year, $3.00 should go to operating fund; that the interest accruing from endowment to stay in the endowment fund. A proviso was added that at the end of five years an actuarial re-study should be made to substantiate the decision of 1951 which was based on fragmentary figures. Since 1951 a study of the age of all life members has been made and the information on age obtained from all new life members. On motion duly made and seconded, it was voted that the Executive Secretary check with Arnulf Ueland as to who made the actuarial study; to instigate another study unless there is a fee involved, and in that case to report fee back to the Executive Committee for approval. On the basis of the results of the actuarial study, it was felt that the whole membership fee structure of the Association should be restudied with the possibility of a raise in annual and five year as well as life membership; also to institute a husband-wife membership plan. The Executive Secretary was authorized to proceed with such study and to have it ready to present to the Board at the time the actuarial study report is ready.

On the basis of reports brought in by the Executive Secretary and with support from Mrs. Chope, who has served on an Alumni District Scholarship Committee, on motion duly made and seconded, it was voted to disestablish the Alumni District Scholarship Committees. Mrs. Chope pointed out that the high school principals and superintendents did not welcome the pressure or interference by alumni and also that on the committee on which she had served, the personal angle was prevalent. She felt all of this would be eliminated through the gross screening which now would be done by the Bureau of Loans and Scholarships. It was felt that district committee personnel should be informed of the disestablishment, indicating that the function of the Alumni District Scholarship Committees have now been fulfilled. The report on the Disestablishment of Alumni Scholarship Committees is herein attached.

Wendell T. Burns, Treasurer, presented the financial statement which was accepted. He indicated that a monthly statement of the operating fund would be sent to members of the Executive Committee for their perusal and a quarterly statement of assets and liabilities would be presented. He questioned the present auditors now used by the Association because they are not certified public accountants and felt that the auditing should be done by CPA's. He was authorized to look into the matter and make recommendations back to the Executive Committee.

Reported for information was the matter of the insufficiency of the present record addressing system used by the Minnesota Alumni Association and the Department of Alumni Relations. Eight years ago an addressograph with the selector system was installed. At that time all different methods were studied and although IBM was most advantageous in every possible way it could not at that time do addressing. At the present time, due to the large number of plates it is impossible to effectively use the addressograph system. To select out any group of plates from the 83,000 now on file takes four days of straight machine operation. As it can be seen, this is entirely inoperable as the result. Except for long runs by college most of the work is now being done by hand. The Executive Secretary is investigating IBM and the possibility of its installation. Further report will be made back to the Board as the information is gathered.

The Alumni Secretary requested authorization to spend funds to purchase additional bookcases for his office. He was asked to get estimates and bring them back to the Board.

Also raised was the idea that on one outstate trip a year, which ordinarily the Alumni Secretary takes either during the football season or otherwise, that a faculty member be taken along. It was felt this had real advantage due to the fact that the alumni would have a chance to see one of the top faculty people and of course to hear him speak about his own specialty and the University. The matter was left to the discretion of the Alumni Secretary with the feeling that it was a good idea and when feasible it should be put into practice. Travel money to be charged against the alumni travel budget already approved.

The next meeting of the Executive Committee was set for September 6th, 4:00 P.M., in the Alumni Office.

On motion duly made and seconded, the meeting was adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE COMMITTEE

EH:lab

9r

TO: Executive Committee and Board of Directors
Minnesota Alumni Association

Re: **The Dis-Establishment of Alumni Scholarship District Committees**

The Minnesota Alumni Freshman Scholarship program was inaugurated in 1950 after a year's study by an alumni committee, and in cooperation with the Greater University Fund as regards the financial part. The original Alumni Study Committee was chaired by John Pillsbury, Jr. His report recommended the establishment of alumni scholarship committees in each of the Associations twenty-two districts. Memberships on the committees to be appointed by the Alumni Office from people in the districts and directives on their function to be sent out to them by the Alumni Office.

The function of the district alumni scholarship committee was two-fold: to promote and sell the idea of the Freshman Scholarship program by working with the school superintendents and principals; by urging good students to apply. This was felt necessary because it was a new program and needed this kind of help to get it known about. The second function of the district committees was to screen applications. In order to do this, the committee members were to check all applications to see that they were complete before the time of the district scholarship meeting when the gross screenings were made.

The same report also suggested the formation of a University Scholarship Committee consisting of three alumni, one of whom was to be chairman, and three University faculty members, the Dean of Admissions, the Dean of Students, and the Chairman of the Senate Committee on Education. The purpose of this committee was to make final selection of scholarship recipients. The Director of the Bureau of Loans and Scholarships was made the Executive secretary of the University Scholarship Committee. His office was the one, therefore, charged with the responsibility of administering the whole program, with the exception, of course, of the alumni part.

This report of the alumni committee was adopted both by the Alumni Board and the Board of Trustees of the GUF and became the established program for the University. It can be seen, therefore, that the Minnesota Alumni Freshman Scholarship program as structured consists of four agencies -- The Greater University Fund, which raises the money for the Alumni Freshman Scholarship program through alumni giving; the University Scholarship Committee, which makes final scholarship selection; the Bureau of Loans and Scholarships, which through the University Scholarship Committee has the responsibility of administering the program; and the Minnesota Alumni Association, which actually is only an assisting agency, and as it turns out actually a complicating one. The facts which cause the complications result from the effort of the Alumni Office to keep the Alumni Freshman Scholarship Program completely identified in the minds of the alumni as their own program. By so doing it was hoped it would stimulate the alumni to participate and to give financial help. In order to keep the program identified as an Alumni program the Alumni Office asked that (1) the alumni program be kept separate and not merged or submerged with other University scholarship programs;

(2) separate poster announcements, not as a part of a general University scholarship program; (3) separate publicity releases; (4) the Alumni Office be informed as soon as the University Scholarship Committee made its selections so that the Alumni Office could notify District Chairmen and Committeemen directly of the results - this to be at the same time or before the time of the regular announcement; (5) fifty percent of the recipients be boys; (6) at least one scholarship to go back to each of the twenty-two alumni districts.

Because of these points the Alumni District Scholarship Committee have from the start complicated the way the Bureau of Loans and Scholarships seemed to want to administer the program. Also because, the Alumni committee people have come to feel that they have a small voice in the program they are naturally interested in the results. However, for the most part, they have not been informed until after a general announcement which, of course, has embarrassed them in their own communities and districts. Also, because the Alumni Office insisted that the program be completely identified alumni-wise, it has caused some misunderstanding between the Alumni Office and the Office of the Bureau of Loans and Scholarships.

Therefore, in view of the fact that the alumni part of the program has now been achieved, that is, the complete acceptance of the program as indicated in the increased number of applicants from some 100 to almost 700; that from the beginning it has been an extraneous assisting function rather than an integral necessary one; in lieu of the fact that it does cause some misunderstanding and irritation among alumni district scholarship committee people; in view of the fact that the alumni screening part of the program could be better and more easily done by the University Scholarship Committee, therefore, for all these reasons, it seems best at this time to dis-establish the Alumni Scholarship Committees.

Respectfully submitted,

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY
EH:mc

MINNESOTA ALUMNI ASSOCIATION
205 Memorial Coffman Union

UNIVERSITY OF MINNESOTA
Minneapolis, Minnesota

May 24, 1956

Minutes

Pursuant to notices sent to members of the Executive Committee, past presidents, members of the board of directors and committee chairmen, the annual meeting of the Minnesota Alumni Association was held in the Women's Lounge of the Campus Club, 4th floor, Coffman Union on Thursday, May 24th at 5:30 p.m. In attendance were Mrs. B. W. Bierman, Mrs. Wright Brooks, Wendell T. Burns, Charlotte Chope, Lawrence Clack, George M. Faber, Owen Hallberg, Hibbert Hill, J. D. Holtzermann, Theodore Knudson, Mrs. Earl A. Knudtson, Richard Kozelka, Glenn Seidel, Leif Strand, Emmet Williams, Also staff members Ray Chisholm, Bob Provost, Curtis Erickson, Ed Haislet and special guests Carlton Cronin, President of the Dad's Association; Ray Amberg and Senator Jerry Mullin.

President Hibbert Hill introduced Mr. Carlton Cronin, president of the Dad's Association, and commended him upon the fine work of the Dad's Association in behalf of the University. He also asked Mr. Ray Amberg to introduce the Association's special guest, Senator Jerry Mullin, after which Senator Mullin was presented an honorary life membership in the Association and an official University of Minnesota ring. The Honorable Theodore Knudson was given the citation for his service on the board as was Victor Christgau, both of whom are the retiring members of the board.

The minutes of February 20, March 19, April 23, 1956 were approved as sent out.

Under old business, the budget estimate for 1956-57 was approved as recommended by the Executive Committee.

Suggested changes in the by-laws which had been sent to the board on April 22 were approved. The amendment reduces the board to twenty members elected at large, and one member each for the constituent alumni societies, with the exception that constituent societies representation will not exceed 19 under the amendment. Directors shall serve one four year term with five members being elected each year beginning in 1956 with the newly elected members. The action is not retroactive and any board members now serving have the right to serve two consecutive terms of three years each, if nominated and elected.

Under new business, President Hill indicated the five incumbents who stood for election to the board again had been re-elected for

three year terms: Mrs. Bierman, Maurice Salisbury, Leif Strand, Les Westin, and Hibbert Hill. Two new members of the board elected for four year terms are Bernard W. LeVander and Malvin J. Nydahl.

On motion duly made and seconded, the calendar of board meetings for 1956-57 was voted. They are as follows:

Monday, September 10, 1956	5:30 p.m.	3rd Floor, Coffman Union
Thursday, October 18, 1956	5:30 p.m.	Campus Club, Coffman Unio
*Saturday, November 3, 1956	11:00 a.m. 1:00 p.m.	Homecoming Buffet, CM
Thursday, November 29, 1956	5:30 p.m.	Campus Club, Coffman Unio
Monday, January 21, 1957	5:30 p.m.	3rd Floor, Coffman Union
*Thursday, February 28, 1957	Charter Day Honors Convocation	Northrop Auditorium 11:30 a.m.
	Charter Day Alumni Honors Luncheon	Junior Ballroom, 3rd Fl. CM 1:00 p.m.
Thursday, April 11, 1957	5:30 p.m.	Campus Club, CMU
Monday, June 3, 1957	5:30 p.m.	3rd Floor, Coffman Union

*Special Alumni Functions

On motion duly made and seconded, the calendar for the Executive Committe was voted as follows:

Meetings to be held 205 Coffman Memorial Union, 4:00 p.m., on following Monday dates:

June 11, 1956	January 14, 1957
August 27, 1956	February 11, 1957
October 8, 1956	March 11, 1957
November 5, 1956	April 15, 1957
December 10, 1956	May 13, 1957

Under report of Officers and Committees, Mr. Wendell Burns, treasurer, made a written financial report.

The Minnesota Alumni Association each year works on a budget which is approved by the Board of Directors. The budget for the ensuing year will be presented at this the annual meeting. The budget for the 1955-56 year as revied (to be approved at this meeting) is in the amount of $41,087.20 and expectations are that the Association will live within that budget for the year ended June 30, 1956.

The affairs of the Association are audited each year. The last audit was for the fiscal year ended June 30, 1955 and was and is available for members of the board. An audit for the current year will be made after the close of the fiscal year and will be presented in due course to the Board of Directors. The current financial operations of the Alumni Association are handled in the office of the Executive Secretary.

The principal assets of the Association are in the Life Membership Fund. The Treasurer of the Association is authorized, with the approval of the Investment Committee of the Board of Directors, to invest and re-invest from time to time the funds of the Life Membership Fund in accordance with limitations set down by the Board of Directors.

The Life Membership Fund is carried in an Agency Account at the Midland National Bank of Minneapolis and, as of May 16, 1956, we had $3,293.65 in the income account and a book value of $109,585.22 in the principal account. Of the principal amount, $2,755.22 was uninvested and the book or cost value of securities was $106,830.00. The Life Membership Fund as of May 21, 1956 for the present fiscal year will owe on June 30, 1956 the current account of the Association for the year's contributions, in lieu of annual dues from the life members, $5,670.00 and the Association has collected in life memberships for the same period $3,150.00 to be paid into the Life Membership Fund on July 1, 1956. This will call for approximately a net difference of $2,500.00 for the Life Membership Fund to pay to the current account of the Association and will reduce the amount in the income account of the Life Membership Fund to a nominal amount, which leaves only the $2,755.00 of cash in the principal account to be invested.

The securities in the Life Membership Fund with a book value of $106,830.00 have a market value as of May 22, 1956 of $121,287.00. The reflected market profit of over $14,000.00 is entirely in the common stocks carried in the Fund. The division of securities in the Fund as to type based upon the market as of May 22, 1956 is as follows:

	Amount	Per Cent of Total
United States Government Bonds	$58,075.88	47.9
Other Bonds	7,530.00	6.2
Common Stocks	55,681.25	45.9
Total	$121,287.13	100.0

In the discussion that followed it was felt that there should be an annual written financial statement presented at the time of the annual meeting and that the alumni secretary should see that monthly financial statements are forthcoming to the Executive

Committee. On motion duly made and seconded, the Treasurer's report was accepted. Bob Provost talked briefly on the Fund and said that the Fund was 39% ahead on dollars at the present time and 84% on number of contributions. Owen Hallberg reported on the St. Paul Campus Union building and changes made in the building plans. Retiring board member Theodore Knudson reviewed his experience on the board and said that he felt strongly that the one real alumni contribution in support of the University is a strong legislative program.

President Hibbert Hill in his President's Report reviewed the past year, indicating the gains made on constituent alumni plans, that the one issue of the magazine to all alumni had been achieved; that the new reunion program had been voted and would be put into effect in 1956-57. He also reported the efforts of the Alumni Association in behalf of a new legislative program for the University. In conclusion he recommended that better lines of communication be set up between the University administration and the Alumni Association. He felt that in order to achieve this communication that once a year a traditional meeting with the President should be established. He suggested that those to be invited to meet with the President of the University should be the Past Presidents and the Executive Committee. He suggested that it should be an informal occasion with time enough to discuss problems, plans, procedure which would better serve the University. Maurice Salisbury brought in the report of the Nominating Committee as follows:

President	Glenn Seidel, '36, BME
1st Vice-President	Leif Strand, '29, DDS
2nd Vice-President	J. D. Holtzermann, '21 BA
Secretary	Mrs. Charlotte Chope, '27, BA (Charlotte Winget)
Treasurer	Wendell T. Burns, '16 BA
Past President	Hibbert M. Hill, '23 BSCE
Board Members	Sam W. Campbell, '25; 27 LLB
	Leslie E. Westin, '40 BSEd
	Mrs. Wright W. Brooks, '36 BA

On motion duly made and seconded, it was voted to close nominations and caae unanimous ballot for the slate. President-elect Glenn Seidel then presented Mr. Hibbert Hill with the citation for his service as president of the Association during the past year.

The Executive Secretary then made his yearly report, indicating that a full report would not be available until after the end of the fiscal

year at which time it is printed and sent to all members. He felt this was a year which is going ahead on all fronts, but the fact the magazine has been sent to all alumni once a year and a new reunion plan was achieved. On membership he said it is about holding its own - doesn't seem to be gaining or losing particularly; that membership had been broken down by class and by college and that such figures will be presented to the Executive Committee and Board. He also brought to the attention of the board the fact that in order to be ready with a direct mail program for the 1956-57 fiscal year started by July 1st, that it had to be designed and printed prior to July 1st; that for the most part this had been achieved but that it did present a special problem -- that it meant paying for membership materials twice in one year, therefore, materials were all ordered in June but not delivered until July and therefore, billed in July. He felt this was a distinct gain by getting the materials ready ahead of time and did again want to underline the fact that it meant paying twice in one year for membership materials which budgetwise does penalize the Association this year. He indicated that President Morrill had given the Alumni office a new bookkeeping machine which when put into operation will mean a revision of the whole membership procedures and bookkeeping processes of the Association. In looking ahead, the Executive Secretary feels there will be consistent gains as regards constituent groups; that the new reunion program has already been planned for next year; that for the first time in history, the Alumni Association will be on the commencement program. He thanked President Hill, the Executive Committee and all members of the Board for the splendid support of the Association and their University.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY
EH:mc

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union

UNIVERSITY OF MINNESOTA
Minneapolis, Minnesota

April 23, 1956

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, the meeting was held in Room 205 of Coffman Memorial Union on Monday, March 23, 1956 at 4:00 p.m. In attendance were Hibbert Hill, Mrs. B. W. Bierman, Mrs. Horace Chope, and Judge Theodore Knudson.

The minutes of the Executive Committee of March 19th were approved.

The following communications were received and filed:

> Letter from Jerry Mullin indicating that he would be at the Alumni meeting on May 24th; letter from the Minneapolis Jewish Council concerning a meeting on May 8th; note from Mrs. Wright Brooks commenting upon the new recommended changes in the By-Laws; notice from Bill Nunn accepting the committee appointment dealing with fund raising at the University of Minnesota; indicating he felt it was a step in the right direction; notice from Attorneys Waldron and Kenner stating that a contest by objections was filed in the estate of Adrian E. Buttz, deceased, of Leeds, South Dakota, by his two children.

Under old business, the Alumni Secretary indicated that he had sent a letter to Dr. Peter Pankratz concerning his replacement; that President Morrill had met with the alumni clubs in Virginia, Cloquet and Ely and that all the meetings were exceptionally good ones; that the special issue of the magazine is in its final phase of preparation; that notices of changes in the By-Laws have been sent to all Board members as legally required; that the Reunions are well underway -- all the mailings are either out or ready with the exception of the Class of 1911.

Under new business, the matter of whether the President of the Dads' Association should attend meetings of the Board of Directors as a guest was discussed. After the discussion, on motion duly made and seconded it was voted that the President of the Dads' Association be asked to attend the annual meeting and to receive recognition from the Minnesota Alumni Association.

Budget estimates for 1956-1957, which had been mailed out prior to the meeting, were discussed - both for the Department of Alumni Relations, which is the University side, and for The Minnesota Alumni Association. It was explained in regard to the University side that a $619.00 allotment had been received from President Morrill and that it had been allocated as follows: $250.00 for travel and $369.00 for miscellaneous help. Otherwise, all other items were fixed by the

University. The Alumni budget was gone over; the estimated income by item and the expenditures by item. President Hibbert Hill said that he received calls from several Board members to the effect that the unobligated $300.00 should be added to the Alumni Secretary's salary which would raise his salary from the Association from $900.00 to $1200.00. Mrs. Bierman said that Leif Strand had called her on that matter and he had intended to propose same but was unable to be here and asked her if she would propose such a recommendation to the Board. On motion duly made and seconded, it was approved that $300.00 be added to the Executive Secretary's salary. With that change, the budget estimate for 1956-57 was recommended for approval by the Board of Directors at their annual meeting, May 24th.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

100

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union

UNIVERSITY OF MINNESOTA
Minneapolis, Minnesota

March 19, 1956

MINUTES

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, the meeting was held in Room 205 of Coffman Memorial Union on Monday, March 19, 1956, at 4:00 p.m. In attendance were Hibbert Hill, Glenn Seidel, Maurice Salisbury, Mrs. B. W. Bierman, Mrs. Horace Chope, and Francis Lund.

The minutes of the Executive Committee of February 20 were approved.

A report of a special committee on revision of the bylaws to change the term of office was made by Maurice Salisbury. In brief, it changed the term to one term of four years. The Board is twenty members, five elected each year. Other necessary changes in the bylaws were made in order to bring it up to date. On motion duly made and seconded, the amendment was approved to be brought before the Board for action May 25.

Francis Lund brought forth the feeling on the part of the Board members that there should be more than three Board meetings a year, and even more so when the term becomes four years. On motion duly made and seconded it was voted the Board meet six times a year.

President Hibbert Hill, following out the action taken by the Board February 20, appointed the following committee to make a study on the Greater University Fund: Chairman, Louis Gross, Mrs. Horace Chope, Sam Campbell, Bob Provost, and William Nunn, ex officio. He indicated that The executive with the assistance of Bob Provost to do the leg work involved, the committee would digest the material and make recommendations, as necessary.

Due to the fact that Dr. Pankratz of Mountain Lake, who has served only one year of a three year term, will be out of the Country for the last two years for the remainder of his term, it was felt that a replacement should be made. It was felt this to be especially important, due to the change over of number on the Board and length of term. The Executive Secretary was instructed to write to Dr. Pankratz concerning this matter.

The President, Hibbert Hill, appointed Dr. George Earl as Chairman of the Honors Committee, and Dr. Betty Sullivan as a replacement for Walter Wheeler, whose term expired. In case Dr. Sullivan is unable to serve,

Arnulf Ueland will be asked to serve. This change was made necessary due to the new reunion program and the change in the Honors Luncheon. In view of the fact that the Honors Luncheon will be in February and nominations to the University Honors Committee must be made six months prior to the event, it means the Alumni Honors Committee must make their nominations this spring.

The Executive Secretary indicated that the constituent Alumni Association, the College of Education Association, has been informed as of March 15 that Mr. Emmett Williams, Superintendent of Ramsey County Schools, is the new President. The Executive Secretary was instructed to invite Mr. Williams to Board membership.

On motion duly made and seconded the meeting was adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/en

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union

UNIVERSITY OF MINNESOTA
Minneapolis, Minnesota

February 20, 1956

MINUTES

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, the meeting was held in 205 Coffman Memorial Union on Monday, February 20, 1956, at 4:00 p.m. In attendance were Hibbert Hill, Mrs. Horace M. Chope, Judge Theodore Knudson, Maurice Salisbury, Glenn Seidel, and Dr. Leif Strand.

The minutes of the Executive Committee of January 26, 1956 were approved.

Under old business the Executive Secretary reported that the Reunion Program was progressing satisfactorily, that the Master of Ceremonies will be Dr. Vern Smith of the class of 1931, and the speaker Hedley Donovan, Editor of Fortune Magazine. He also reported that the recommendations of the Alumni Honors Committee have been approved by the University Honors Committee, and letters will soon go out. Also reported was the fact that a number of communications have been received concerning the Reunion on December 6, 7, 8, and 9 at Camelback.

The citation for Jerry Mullin was read and it was voted that the citation should be given to Mr. Mullin at the spring meeting of the Board, to be held May 24 at 6:00 p.m. at the Campus Club.

Maurice Salisbury requested the Board to consider the changing of the two consecutive terms policy of two three-year terms to one term of three years to four years. He felt that a six-year term is too long a time to serve, in view of the large body of alumni. Also, the fact was brought out that it is impossible to elect new alumni when incumbents are running for second terms. It is the general concensus of the Executive Committee that a one-term plan would be preferable, and it was voted that the President appoint a Committee to prepare an Amendment to the by-laws to limit the term to one three, or one four-year term, except, however, those now serving on the Board to be excluded from the provision until they have completed their terms. Also to be included in the Amendment was specific coverage governing appointments of Trustees to the Board of the Greater University Fund, limiting terms of Trustees to two three-year terms. At the present time that is the practice. Judge Ted Knudson, Maurice Salisbury, and Ed Haislet were named to the Committee to frame the Amendment.

Also under new business was the discussion of the Greater University Fund. At the meeting of the Executive Committee of January 26 the possibility of a new plan and structure of the Greater University Fund was discussed briefly and was placed on the agenda for the February 20 meeting.

Under new business was the request of the Trustees of the Greater University Fund in their minutes of December 13, asking consideration of the Board of Directors to increase the membership of the Board of Trustees by three additional members to be selected by the Board of Trustees through a special nominating committee. Also requested by the Board of Trustees was that the two-term rule of the Minnesota Alumn Association for serving on the Board and on its Committees should be changed as regards the Board of Trustees. After considerable discussio of these two matters, it was the unanimous feeling of the Executive Comm that the two-year term of three years should not be changed with referenc to the Board of Trustees, and that as regards increase in the number of members on the Board of Trustees, the Executive Committee will be ver glad to talk with the Committee appointed concerning this particular point however, no formal action was taken until such time as the Committees o the Greater University Fund have had the opportunity for full presentation of their viewpoint.

The Executive Secretary backgrounded the Executive Committee on the background of the Fund, how it was started, sponsorship, purposes, objectives, some of its procedures, and after discussion it was thought that this whole matter of the Greater University Fund should be studied and an analyses made of the present structure, implementation and procedures, and such recommendations for changes that might be forthcoming. The President was authorized to appoint a Committee for that purpose.

Bob Provost, Director of the Greater University Fund, then was invited to talk to the Trustees and he went into the background of the annual giving program; the fund projects; work with foundations; and a long range develo ment plan. He then brought up the question of "Where do we go from here He felt that at the present time we are not getting the job done with alumni or through alumni support, in view of the fact that only 4,000 alumni out of 85,000 are giving about $100,000 a year. He broached the idea of a lon range program of giving. The plan could start with current classes and work backwards to other classes. Each class would be asked at a certain period; for example, at the 10, 20, and 40 year reunion to give toward a capital gift program. Other than that they would be asked to give annually, alumni responsibility being determined at a set amount, each would give according to his ability. He also went into other possibilities of fund raising and structure.

After some questions and discussions, Mr. Provost was invited again to ap before the Executive Committee concerning his ideas on the fund.

On motion duly made and seconded the meeting adjourned.

Ed Haisley

ED HAISLET
EXECUTIVE SECRETARY

EH/en

104

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union

UNIVERSITY OF MINNESOTA
Minneapolis, Minnesota

January 26, 1956

MINUTES

Pursuant to notice sent to members of the Executive Committee, Past Presidents, members of the Board of Directors, Committee Chairmen, the winter meeting of the Minnesota Alumni Association was held in ~~Reading~~ Room 354, Coffman Union, Thursday, January 26. In attendance were Mrs. Bierman, Wendell Burns, Sam Campbell, Mrs. Chope, Larry Clark, Owen Hallberg, Dr. Fritsche, Hibbert Hill, Dick Kozelka, Dr. Pankratz, John Richter, Maurice Salisbury, Leif Strand, Les Westin, Walter Wheeler, Ray Chisholm, Curtis Erickson and Ed Haislet.

The minutes of January 23 were briefed and the minutes of November 21, sent to all members, were approved. President Hibbert Hill brought before the Board the report of the special President's Committee on the new reunion program of October 3. He indicated that the report of the special committee has been considered by the Executive Committee November 21, and action taken was to recommend to the whole Board that the Committee Report be adopted, and that he was therefore presenting that recommendation for their consideration. After carefully briefing the Board on the whole matter, President Hill asked members of the committee to supplement with any remarks that they had. There were a number of questions raised and considerable discussion, but it was the general agreement that this was the plan to proceed with. On motion duly made and seconded the new reunion plan and report of the special committee was adopted.

Treasurer Wendell Burns reported that the Alumni Office operates on a budget adopted once a year by the Board; that he receives monthly reports which indicate that the Alumni Secretary keeps within the budget. He also reported for the Investment Committee, of which he is Chairman, indicating that there is $106,000.00 in the Investment Account at book value, $2700.00 in cash, $2,018.95 income account, and appreciation of roughly $15,000.00 in stocks, bringing the total sum to $120,945.25. On motion duly made and seconded the report was accepted.

Mrs. B. W. Bierman reported on the Senate Committee on Student Affairs and outlined some of the policy matters that have come before the committee of the Board in order to give an idea of the type of thing that a member on the Senate Committee of Student Affairs has to consider. On motion duly made and seconded the report was accepted.

Mr. John Richter reported on the Union Board of Governors, Main Campus. He went through a number of items indicating the problems before the Union Board; that this was the Fifteenth Anniversary of the Union, and it is a big year for them and they are thinking in terms of the student bulge, which has already hit the building which was built for 14,000 students. Now the student population is approximately 23,000. It is estimated that approximately 60,000 individuals use the Union in any one school week. There is a lack of office space and there is a need for a larger commuters' lunch room. The Board's plan is for an addition to the Union for around $300,000.00 to $400,000.00. There is need of real repair in the building. The Regents authorized a raise of the Union fees from $1.00 to $4.00 or $5.00. Also, that relationship between the Alumni Association on the Union Board was being explored by the Union Board of Governors. On motion duly made and seconded the report was accepted.

Mr. Owen K. Hallberg reported on the St. Paul Campus and indicated that on January 13 the Board of Regents authorized a bond issue of $400,000.00. He also thanked the Alumni Association for the support given in the drive. On motion duly made and seconded the report was accepted.

Walter Wheeler, Chairman of the Honors Committee, outlined the process followed in making recommendations of alumni for the Outstanding Achievement Award, eventually approved by the Regents. On motion duly made and seconded his report was accepted.

Mr. Larry Clark, President of the School of Business Alumni Association, reported on his Association. He said the membership letter is out and raised the question to the Alumni Secretary as to the percentage of return. It was revealed that the School of Business had almost a 5% return, which is exceptionally good. He also indicated that the annual meeting is being planned and asked that Dean Kozelka report regarding those plans. Dean Kozelka said that three names for Outstanding Achievement Awards had been recommended to the University Honors Committee, and that Mr. Orrin Robbins was named Chairman to work on a program committee for Alumni Day. Preliminary plans call for luncheon, which will be the business meeting without speakers, followed by a coffee hour, followed by the Alumni Dinner with a speaker, then the awarding of Outstanding Achievement Medals. The dual report was approved.

Curtis Erickson reported on the magazine and indicated that the average number of pages of advertising this year is 7.8, which is above the 5 pages heretofore averaged.

Ray Chisholm reported on the field service. He said that in the University of Minnesota Week program some thirty-four faculty members and meetings have been arranged; also, regarding covering the scholarship program. There was considerable discussion concerning the scholarship program following Mr. Chisholm's report, which was approved.

106

Ed Haislet indicated that Ray Chisholm had been assigned to the job of organizing and perfecting constituent groups, and also made certain comments on the scholarship program.

Under new business Sam Campbell raised the question of what can be done by the Alumni Board to get more alumni interested in the Association and its work, especially to raise more money which could be used for the scholarship program. It was suggested that now is the time to lay concrete plans to motion such a plan. President Hill indicated that certain things had been done; one, that the magazine was to be sent to all alumni with the hopes that it would help both the fund and membership in the Association; two, that the key articles in the special issue of the magazine would be built on the human interest approach; and three, that a proposal was now before the Executive Committee to review with the Board of Trustees of the Fund, new ideas as regards fund raising; finally, that the Past Presidents' Committee has not as yet heard from President Morrill on a definite proposal laid before him this last fall. He also indicated that any new ideas forthcoming or definite plans would be greatly appreciated, that everything possible was being done, and it was just a matter of how to get hold of the problem, which was a big and difficult one to augment, to put into action. On motion duly made and seconded the report was accepted.

Dr. Pankratz, who is leaving in March to become a medical missionary in Formosa, was commended for his good work on the Board, and best wishes were offered for success in his new work.

On motion duly made and seconded the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/en

THE MINNESOTA ALUMNI ASSOCIATION
205 Coffman Memorial Union

UNIVERSITY OF MINNESOTA
Minneapolis, Minnesota

January 23, 1956 Minutes

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, the meeting was held in 205 Coffman Memorial Union on Monday, January 23, 1956 at 4:00 p.m. In attendance were Hibbert Hill, Mrs. B. W. Bierman, Mrs. Horace M. Chope, Judge Theodore Knudson, and Glenn Seidel.

Under communications, a letter from John P. Summers, Secretary of the Tucson Alumni Club, expressing appreciation of the visit with the Executive Secretary of Tucson, was read. A letter from Attorneys Duffy and Haugland, Devils Lake, indicating that the Minnesota Alumni Association had been left $1,000 in the will of Adrian E. Buttz, deceased, was received. An Admission of Service was signed and sent back as requested.

Reported for information were the following items: The Honors Committee Report, approved by the Executive Committee was sent on to the University Honors Committee for their action; a Nominating Committee consisting of Ted Knudson, Chairman, Wendell Burns, Douglas Manuel, Dreng Bjornaraa, John Pillsbury, Jr., was appointed by President Hill and will meet January 24.

The Alumni Secretary reported on his alumni tour of clubs at Kansas City, Tulsa, Dallas, Houston, and that a new club had been formed at Phoenix; also that he had visited the North Dakota Camelback Inn Reunion, and a Minnesota Alumni Reunion had been worked out for next year for December 6, 7, 8, and 9 at a special rate of $14 per day, American plan. He also indicated the Homecoming date has been set for November 3, 1956, which is the Pittsburgh game. Twenty-seven of the faculty who are going out to alumni clubs during University of Minnesota Week were brought together for a briefing. The briefing, at which the Executive Secretary presided, Ray Chisholm talked about the clubs; Bob Provost talked about the Greater University Fund; President Morrill talked about the Junior College system and the coming student bulge; Bill Nunn talked about people in the community that the speaker should be aware of. Several good suggestions were forthcoming for this meeting. This is something new. It is a way not only of keeping the faculty informed of some of the current problems of the University, but also an opportunity to talk to them and make them aware of alumni program in action. Also announced was that President Morrill will meet with Alumni Clubs February 27, 28, and 29 at Jackson, Blue Earth, and Albert Lea, respectively, and then tentatively on April 16, 17, and 18 on the range. A New Football History, to be written by Dick Gordon and published by the University of Minnesota Press is under way. An ad hoc committee met twice and will meet once more on that publication.

A special issue of the Gopher Grad to all alumni, approved by the President with a $6500.00 grant for that purpose, is now scheduled for publication on or about May 1. The deadline is April 5. A special committee of William Harris, Otis Dypwick, Helen Siegelman, Jean Lovaas, Francis Tobian, Bob Provost, Curtis Erickson, Bill Nunn, and Ed Haislet have met and laid out the editorial format for the magazine. Another meeting was scheduled with Vice Presidents Willey and Middlebrook, Stan Wenberg, Bill Nunn, and Ed Haislet meeting to go over the format and make additional suggestions concerning the President's part in the magazine.

The question was raised as to whether or not in the special issue some inducement should be made to alumni who have never before been members. Special inducements are now given to the first year of a new constituent group, and to the reunion classes at a special price of $3.00. After discussion it was moved, seconded, and voted that a special price of $3.00 per year should be given to alumni who have never before belonged to the Association, with a limited time for acceptance of the offer, and a coupon that will have to be used in order to obtain the special price.

Under new business the idea of a joint meeting with a Board of Trustees of the Greater University Fund and the Executive Committee of the Minnesota Alumni Association was discussed. The purpose of such a meeting could be to discuss the present fund and its effectiveness and new ideas that might be forthcoming. For instance, enlargement of the fund office with one man working on fund raising for the corporations, and another man working on background material of wealthy alumni, and making contacts for same. In the discussion following, questions were raised as to the relation between public and private Universities as regards support via fund raising; should the University receive all the support from the State? Salary range for faculty members? Etc. On motion duly made and seconded, it was voted that an agenda be prepared which could be the basis of a combined meeting between the two Boards to be presented at the meeting of the Executive Committee scheduled for Monday, February 20.

Also under new business was discussed the matter of official recognition by the Board of Directors of Minnesota Alumni Association of alumni membership on the Board of those groups of Minnesota alumni already organized and operating, but who have not joined the official constituent alumni plan. It was felt that nothing should be done until after Ray Chisholm, who has been assigned the project of following up on constituent groups, has made contact with all groups, and his report heard.

On motion duly made, seconded, and voted the meeting was adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/en

109

MINNESOTA ALUMNI ASSOCIATION

University of Minnesota
205 Coffman Memorial Union

TO: Executive Committee

SUBJECT: Recommendations of the Alumni Honors Committee

The Alumni Honors Committee composed of Chairman Walter Wheeler, Dr. George Earl and George W. Morgan, met on December 1 and again on December 16, to nominate alumni to receive the Outstanding Achievement Award at the time of the 53rd Annual Alumni Day Banquet on May 25, 1956.

Materials were sent to the Committee members for their consideration in November. At the first meeting Chairman Walter Wheeler submitted a list of twenty alumni for consideration of the Committee asking for suggestions from others. The list was reduced to twelve alumni at the first meeting. At the second meeting the following eight alumni were nominated with the idea that six would be awarded at the time of the Annual Alumni Day Banquet. The six selected are as follows:

William Dawson BA 1906
Benjamin C. Gruenberg BS 1896
John Henry Ray BA 1908
Thomas W. Phelps BA 1923
John B. Sanborn AB 1905
General Merwin H. Silverthorn ng 1914-17

The two alternates selected to be named only if any of the above six are not acceptable to the University Honors Committee are:

William H. Oppenheimer LL.B. 1904; LL.M. 1905
Kenneth Taylor BA 1906; MA 1907; MD 1914

In order to expedite action, a resume of their accomplishments is attached. Inasmuch as the University Honors Committee has the requirement of six months time prior to receipt of the Award, your immediate approval is requested. Unless I hear to the contrary by January 3, I will submit the list to the University Honors Committee for their consideration.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

110

THE MINNESOTA ALUMNI ASSOCIATION

University of Minnesota
205 Coffman Memorial Union

November 21, 1955
MINUTES

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Memorial Union, on Monday, November 21, at 4:00 p.m. In attendance were: Hibbert Hill, Maurice Salisbury, Mrs. B. W. Bierman, Mrs. Horace M. Chope, Dr. Leif Strand, Francis Pug Lund and Ed Haislet.

Under communications, a thank you note received from Mrs. Theodore Christianson was read. Also a notice from the Greater University Fund that a contribution to the Heart Disease Research Fund in behalf of Theodore Christianson, Jr., had been received and the family notified.

President Hill reported the fact that inviting legislators to football luncheons had not been too successful because of last minute reasons of business, most of them had to cancel. Senator Val Imm and Mrs. Imm were the only ones who attended this year. He reviewed briefly the football trip to Michigan State, the Homecoming Luncheon, and Dad's Day. It was his suggestion that probably a professional MC might add a lot to the Dad's Luncheon.

A report of the Special Committee on Reunions was held until further information had been reported. The Executive Secretary reported that in regard to liability, all instructions have been carried out by both he and Ray Chisholm. Also, that he had talked to Jerry Mullin and Jerry Mullin was very pleased about the life membership. It was felt that Mr. Mullin should be presented the certificate of life membership at the winter meeting. Also reported was that Ray Amberg had discussed the possibility with the Executive Secretary of giving a University of Minnesota Ring to Jerry Mullin. On motion duly made and seconded, it was moved that this be done. Also reported, was that Bill Nunn and his staff and the Alumni Office and their staff, were meeting to decide the format for the special issue and that a professional writer would be assigned to do the writing.

As regards the President's Committee, Ben Palmer had indicated that he had met with President Morrill but was awaiting further word from him. It was reported that the I. T. Alumni Dinner is to be held December 9, with Joseph A. Anderson, General Manager of the AC Spark Plug Division of General Motors as the Main Speaker. That he and Norman S. Cassel, Vice President and Director of Research for the Interchemical Corporation, were to receive Outstanding Achievement Awards.

Also indicated was the fact that the Alumni Honors Committee would meet in January. There was some discussion on how the Outstanding Achievement Award nominations were initiated. Also reported was that the Class of 1906 and 1911 Reunion Committees were already active and that the other Reunion

111

Committees will meet in January. The Nominating Committee to nominate a slate of fourteen directors to the Board should be appointed so they can meet in January.

Hibb Hill reported that the Special Committee on the New Reunion Program had met October 3 and that their report had been mailed to them. That the last paragraph held the gest of the report and that the Committee had recommended that the constituent alumni plan replace the class reunion program but those classes that still wanted to meet should still be served by the Alumni Office. It was agreed also, that the Alumni Office would contact all five year classes as in previous years to advise them that the Alumni Office would assist them but let the classes take action as to their program. Reunion Committees would subsidize their own program. The Alumni Office of course would be glad to do the work involved as desired and would be paid for same. It was recommended that the Annual Alumni Day Banquet should be dropped because the Outstanding Achievement Awards are now being given at the annual meetings of the constituent groups. That in lieu of the Annual Alumni Day Banquet, an Honors Luncheon or an Honors Dinner on Charter Day would be substituted.

The report of the Special President's Committee on the New Reunion Program is attached. It is the special feeling of Mrs. Chope that SLA should be organized probably when they are juniors or seniors in order that they have a nucleus to organize after they are out of school.

After discussion, on motion duly made and seconded, it was voted to recommend to the Board that the Committee Report be adopted but that the final action to be acted upon by the whole Board at the time of the winter meeting. January 26.

On motion duly made and seconded, the meeting adjourned.

Ed Hazlet

ED HAZLET
EXECUTIVE SECRETARY

EH/baw

MINNESOTA ALUMNI ASSOCIATION

SPECIAL PRESIDENT'S COMMITTEE ON NEW REUNION PROGRAM

October 3, 1955
MINUTES

The Committee consisting of Ted Knudson, Mrs. Horace Chope, and Lawrence Clark, met in Room 354 Coffman Union, Monday evening, October 3 for the purpose of considering the proposal of a new reunion program as assigned by President Hibbert Hill.

The Committee asked the Executive Secretary to background them. The Executive Secretary indicated that Douglas Manuel, representing the I. T. Alumni Association, though not present, had brought the matter before the I. T. Board and after backgrounding them on the facts, had gone on record as favoring the new alumni plan, the further development of constituent groups, and the elimination of the Alumni Day Banquet.

The Executive Secretary reported to the committee that at a meeting of the Big Ten Alumni Secretaries this last August, this same question was discussed on the program. It seems that most of the schools have been considering discontinuing their reunion programs and in a school by school poll, only Illinois, Purdue and Michigan indicated that they were going to continue their reunion program as is. Ohio State is discontinuing their reunion program this year. Wisconsin is seriously considering whether to continue. Michigan State has a problem before them now because President Hannah has questioned the worthwhileness of the reunion program. Iowa and Indiana are starting to get away from reunions by dropping out certain classes each year.

In discussing the plan, points considered were, the present class plan -- its effectiveness, the size of classes, activity of classes other than their reunions, the work and effort of the Alumni Office in maintaining the class reunion, cost of the class reunion, the new plan of constituent groups with their annual meetings and conferences on a professional basis.

After discussion the committee recommended that the constituent alumni plan replace the class reunion program but those classes that still wanted to meet should be served by the Alumni Office. It was agreed that the Alumni Office should contact all the five year classes each year to advise them that the Alumni Office would assist them but let the classes take action as to their program if there was to be any at all and too, the classes to subsidize their own program. The Alumni Office would do any work involved as desired by the classes and to be recompensed for same. That the Annual Alumni Day Banquet should be dropped because the Outstanding Achievement Awards are now being given at the annual meetings of the constituent groups.

113

THE MINNESOTA ALUMNI ASSOCIATION

University of Minnesota
205 Coffman Union

October 1, 1955
MINUTES

Pursuant to notices sent to members of the Executive Committee, Past Presidents, members of the Board of Directors, and Committee Chairmen, the fall meeting of the Minnesota Alumni Association was held in Room 305 Coffman Union, Saturday, October 1. In attendance were: Mrs. B. W. Bierman, Mrs. Wright Brooks, Wendell T. Burns, Mrs. Horace M. Chope, Larry Clark, George L. Faber, Hibbert M. Hill, J. D. Holtzermann, Judge Theodore Knudson, Dean Richard L. Kozelka, Francis Pug Lund, Maurice E. Salisbury, Dr. Leif R. Strand, Harold Van Every, Leslie Westin, Louis Gross, Wells J. Wright, John Richter, Owen K. Hallberg Bob Provost, Ray Chisholm, Curtis Erickson, and Ed Haislet.

President Hibbert Hill welcomed Larry Clark, President of the School of Business Administration Alumni Association, to membership on the Board and also welcomed John Richter, the new representative on the Union Board of Governors. On motion duly made and seconded the minutes of the Board meeting on May 19 and the minutes of the Executive Committee on June 20, July 19 and September 19 were accepted as sent out. President Hill commented on the fact that the Executive Committee had awarded an honorary membership to Senator Jerry Mullin. If agreeable with the Board, that he would contact Mr. Mullin and make the presentation at a time and place preferred by Mr. Mullin. It was agreed that no publicity should be put out on this matter.

President Hill then indicated that the special committee on the new reunion plan, consisting of Theodore Knudson, Mrs. Horace Chope, Larry Clark, and Douglas Manuel, was meeting and backgrounded the Board on the purpose of the Committee. He also indicated that President Morrill had authorized $6,500.00 for a special edition of the alumni magazine to go out to all alumni. He also commented on the Past Presidents Committee which is to meet October 5 to consider the new legislative plan as set up by Ben Palmer, Chairman of the Past Presidents Committee. He said the procedure would be then to discuss the plan adopted by the Past Presidents Committee with the Executive Committee and then present it to President Morrill.

Wendell T. Burns, Treasurer reviewed the audit of the 1954 55 budget made by the Albers-Stebbing Company. After reviewing the statement of assets liabilities, income and disbursements, he called their attention to the investments of the Association, bonds, stocks, debentures and other, indicating that since the resolution of the Board allowing investment in stocks, there has been appreciation as of the date of the meeting of some $18,000. On motion duly made and seconded, the audit was accepted.

Bob Provost, Director of the Greater University Fund, reviewed for the Board some of the things that he is now doing bringing them up-to-date on Fund activities. He told them about the fund raising projects he is attempting with the various classes. He also reported on his direct solicitation program and the fact that the Board of Trustees appointed an idea committee to come up with some new ideas on how to raise funds. One suggestion was that there should be a Know Your University Year. This program he felt would be of interest to the Past Presidents on a general plan in support of the University. Ray Chisholm reviewed the club situation and raised the question of emphasis on our present club program. George Faber, President of the Chicago Club, indicated that he felt leadership was most important and if the wrong person was selected, the club would die. Curtis Erickson explained the recent changes in the format of the alumni magazine and also spoke about his column Backtalk (which is Letters to the Editor). He said he kept it controversial on purpose and at the meeting of the American Alumni Council, it was cited as being an example of a good letter column.

Under new business, it was unanimously adopted that a resolution on the death of Ted Christianson should be drawn up and Judge Theodore Knudson and J. D. Holtzermann were named to bring in this resolution.

Reported for information was the fact that this month the magazine had ten pages of advertising which is a record as far as the Association is concerned. Football meetings are being planned for Urbana, Michigan State and Iowa and Hibbert Hill is going to accompany the Executive Secretary to Michigan State. Also indicated was a new campus film in color but not in sound, of the Minneapolis, St. Paul and Duluth campuses, which had been developed by the Association. Each film runs 10 to 12 minutes and is a possible program for the Board in the future. The new letterhead was passed around.

Also indicated was that the Executive Secretary was to be on a five minute radio program on WTCN every Saturday afternoon during half time, the program to be on the University of Minnesota. The change in the Homecoming program was explained and the Dad's Day program on November 19 and the annual meeting of the I. T. Alumni Association on December 9 was mentioned.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

THE MINNESOTA ALUMNI ASSOCIATION

University of Minnesota
205 Coffman Union

September 19, 1955
MINUTES

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Monday, September 19 at 4:00 p.m. In attendance were: Hibbert Hill, Mrs. B. W. Bierman, Mrs. Horace M. Chope, Maurice Salisbury, Glenn E. Seidel, Dr. Leif Strand, Judge Theodore Knudson, Frank A. Morris representing the I. T. Alumni Association, and Ed Haislet.

The minutes of the Executive Committee meeting of July 19 were accepted as printed. Communications from President Morrill and Parkers Sanders were read and placed on file. Hibbert Hill introduced Frank Morris, Past President of the I. T. Alumni Association who is Chairman of the I.T. Alumni Association's special committee on the plan "Blueprint with a Future". Hibbert Hill said that he had asked Frank Morris to be present because he felt that what the I. T. Association was doing should be known by the Alumni Association and coordinated with their overall plan that is being developed.

Frank Morris in general terms, told of the results of his visit with seven industries of the state concerning their reaction to support the long range plan of building and growth for the Institute of Technology. The question was raised -- what action was contemplated and Frank said after his full report to the I. T. Board, that he would recommend that they hold it abeyance until the Board had heard from the Past Presidents Report. Then the Alumni Association could coordinate the two if it felt necessary.

A letter from Ben Palmer with recommendations for insurance coverage was read. Recommended was as follows:

Compensation covering alumni staff -- $17.00 a year.

Increase in liability insurance coverage on the automobile policies carried by the Alumni Secretary and the Field Representative from $100,000 to $200,000 writing in the name of the Minnesota Alumni Association into both policies and adding $5,000 property damage in each policy and voluntary medical payments. The increased cost of the policies to be paid by the Alumni Association.

Voluntary medical payments of $500 coverage for each passenger would cost $6.00 per policy for a total of $12.00 for the two policies.

$5,000 property damage would cost $26.00 a year, for the two $52.00.

The increase in liability insurance from $100, 000 to $200, 000 coverage would cost $2.50 each or $5.00 for the two.

If possible, the change in cars classified for business use, the additional to be paid by the Association.

On motion duly made and seconded, the sum up to $131.00 was authorized for insurance coverage to take care of liability for the Association and Workmen's Compensation.

The suggestion had been made to the Executive Committee at a prior meeting that Jerry Mullin, anchor man for the University in the Legislature, should be given some honor. After discussion it was felt that an honorary membership in the Minnesota Alumni Association should be tendered, however, that the Executive Secretary should call and talk to Jerry to be sure it would not cause him any embarrassment. No publicity would be given.

Reported also the fact that President Morrill had tentatively approved that once a year a special issue of the magazine to all alumni including non-members, should be sent. President Morrill said that if enrollment figures held up he would grant the necessary monies for this year with the idea although not officially, that it be tried out for two additional years. A special format will be worked out between Bill Nunn of the Department of University Relations and Alumni Relations.

Under new business, the nominees for the Outstanding Achievement Award from the I.T. Alumni Association were approved to be sent with endorsement of the Board to the University Honors Committee. Recommended were:

Norman S. Cassel, BCE '22, '23, Director of Research and Development and Vice President, Interchemical Corporation.

Phillip L. Merritt, Mining and Geology, B. S. '28, Manager, New York Mining Office, E. J. Longyear Company.

Joseph A. Anderson, B.S. (Mech. Eng.) '24, Manager, General Motors AC Spark Plug Division, Flint, Michigan.

The auditor's report was not gone into because it was felt this should be presented to the Board at the time of the fall meeting by the Treasurer. The problem of football tickets and the effect on Alumni Association membership was raised by the Executive Secretary and questioned if anything could be done, whether or not alumni priority of some kind could be reinstated. He indicated that the growth of the student body and growth in general population demands are going to get greater and letters are being received every day indicating that alumni refuse to give or be members as long as they are unable to get football tickets and respectable seats. Discussion followed and it was felt that the situation is serious, however, it is almost a hopeless one without more seats. No action was taken for the time being.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

THE MINNESOTA ALUMNI ASSOCIATION

University of Minnesota
205 Coffman Union

July 19, 1955
MINUTES

Pursuant to notices sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Tuesday, July 19 at 4:00 p.m. In attendance were, Mrs. B. W. Bierman, Mrs. Horace M. Chope, Hibbert Hill, Theodore Knudson, Dr. Leif Strand, and Ed Haislet.

The minutes of the June Executive Committee meeting were approved. Hibbert Hill then informed the Executive Committee that all the committee appointments are now completed with the appointment of Owen Hallberg for a second term as alumni representative on the Union Board of Governors, St. Paul Campus. President Hill indicated that he had called a meeting of the Legislative Committee comprised of all Past Presidents; that at the meeting Edgar Zelle who has been acting chairman thought that the chairmanship should be rotated and a new chairman appointed each two years in order that a chairman could initiate and follow through on a program encompassing a legislative year. As a result, Ben Palmer was named chairman of the Committee and upon discussion the name of the Committee was changed from Legislative Committee to Past Presidents Committee.

President Hill then indicated that in backgrounding he had been advocating a program of education to alumni and legislators alike year round, that he had come up with a new idea. However, since that time it is evident that a number of people including Bert Engelbert, Johnny McGovern and others, have had the same idea. What he's trying to do is to coordinate the ideas and come out with a plan of action. To this end, Ben Palmer as Chairman of the new Past Presidents Committee, was asked to prepare a suggested plan which will be sent out to the Past Presidents for their consideration in the near future. Also indicated was the appointment of a special committee on the new reunion plan as follows, Douglas Manuel, Lawrence Clark, Ted Christianson, and Mrs. Horace Chope.

Under old business it was reported by the Executive Secretary that the non-recurring allotment of $1687 had been received from President Morrill to cover two new typewriters on the typewriter replacement program, a wheeldex which is used in records keeping, and an automatic plate feeder graphotype. The Committee wanted to express thanks to President Morrill and the administration for their help.

Also for information of the Board, the Minnesota Alumni Association received authorization from the Assistant Postmaster General, Bureau of Finance, exempting the Association from the increase in postage rates on certain third class matters. The general background is that three years ago when postal rates went up it meant a gradual 30% increase in third class rates. Also an increase in second class rates. At the time the Executive Secretary asked for exemption on the basis of being an educational organization. The request was denied. The second request was made in an attempt for reconsideration and denied. Since that time however, the American Alumni Council has been doing work on the matter so this spring the Executive Secretary again requested exemption and this time it was approved. This means a considerable savings in postage for the Association.

Also reported was the fact that the Executive Secretary met with Ben Palmer and Tom O'Hearn, University Attorney on the problem of liability. A general consensus of opinion was reached on what should be done and as soon as certain facts are available, Ben Palmer will submit recommendations to the Board.

The new cover format for the Alumni Magazine, the name to be changed to Gopher Grad, was presented. The Executive Secretary backgrounded the Executive Committee on what has happened in the past as regards cover format and on motion duly made and seconded the new name Gopher Grad, and the cover format was approved.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

THE MINNESOTA ALUMNI ASSOCIATION

University of Minnesota
205 Coffman Union

June 20, 1955
MINUTES

Pursuant to notices sent to members of the old and new Executive Committees of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Monday, June 20, at 4:00 p.m. In attendance were: Mrs. B. W. Bierman, Wendell Burns, Mrs. Horace M. Chope, Hibbert Hill, Francis Pug Lund, Maurice Salisbury, Glenn E. Seidel, Dr. L. R. Strand, and Ed Haislet.

President Pug Lund opened the meeting and indicated that this was his last meeting and inasmuch as it was a combined meeting, he was turning the meeting over to President elect, Hibbert Hill. However, he wanted to read a letter received from Miss Fitzgerald thanking the Board for the beautiful television set which she received from them upon her retirement. Hibbert Hill in assuming the chair, reviewed ideas for the coming year. The gist of it was, should the Alumni Association adopt a project for the coming year or not? The project suggested was a general education program based upon the needs of the University for various publics -- that is, the alumni, the legislature, and general public at large. He indicated that step one would be a conference or symposium on state problems. This would be only a first step. The second step would be a continuing program. Discussion followed as regards the type of conference, sponsorship and if not sponsored by the Alumni Association, who should sponsor; rather than a tax conference, a conference on general state problems. Hibbert Hill said he would start by talking for the idea with Bert Engelbert, Sam Gale and others, and then before anything was done, he would clear with President Morrill. As regards a continuing program, he thought we should get out releases on general University problems and programs and we should have a speakers bureau set up. On motion duly made and seconded, the President was authorized to proceed on such a program of education with the provision that some place along the line he would discuss the plan with President Morrill.

The question was raised as to whether the meeting on the new alumni plan of communication -- mailing the Alumni Magazine to all alumni once a year, had received the attention of President Morrill and if any answer was forthcoming. The Executive Secretary explained that President Morrill is planning to meet with Mr. Nunn and himself very soon. The Board seemed anxious to see if some answer could not be received as soon as possible.

The report from the Treasurer was received indicating that $14,000 profit has been made on stocks since the authorization liberalizing the investment program. He also suggested that the Treasurer should be better informed on the general ongoing of the Association and that at least a quarterly report should be given him. The Executive Secretary explained that he has a monthly report which he would send to the Treasurer each month which would fulfill the need.

On motion duly made and seconded, the Committee nominations for appointment of President Hibbert Hill were approved by the Executive Committee.

Senate Committee on Student Affairs
New appointment - Mrs. Robert S. Brand (Elaine M. Murphy) 1940 B.A.
For a two year term expiring 1957

Senate Committee on Intercollegiate Athletics
New appointment - Ray W. King 1934-38
For a two year term expiring 1957

Senate Committee on Military Affairs
Reappointment - J. D. Holtzermann 1921 B.A.

Representatives on Union Board of Governors
New appointment - (Main Campus) - John Richter 1947 B.B.A.
For a two year term expiring 1957.
No one was appointed on the Union Board of Governors on Farm Campus pending consideration of additional names.

Investment Committee
Reappointed --
Wendell T. Burns, Chairman
Sam W. Campbell
Lawrence E. Johnson
Paul Reyerson

Honors Committee
New appointment - George W. Morgan 1905 B.A.
Expiring 1958

Committee on University Regents
Members of the Executive Committee were appointed to serve on this Committee.

Legislative Committee
Reappointed - All Past Presidents

University Scholarship Committee
New appointment - Francis Pug Lund 1931-35
Expiring 1958

Board of Trustees, Greater University Fund
New appointments expiring 1958
Betty Sullivan 1922 B.S. (Chem) 1935 Ph.D., Minneapolis
Edwin A. Martini 1930 LL.B., Duluth

The new reunion program was next considered. In the general discussion that followed it was felt that the new program is the one which should be followed -- the question is when? In order to bring in a recommendation to the Board, Hibbert Hill was authorized to appoint a committee to make a study and report back to the Executive Committee as soon as possible.

MINUTES -- June 20, 1955

A new legislative program was discussed by the Executive Committee but in view of the fact that it had possibilities of being integrated with the new general program, action was postponed awaiting further development of the general plan.

The Preliminary Report on MAA Liability was made. No action was taken awaiting further information from Ben Palmer.

Under new business, the question was raised whether the Alumni Association should in some way honor Jerry Mullen for the outstanding service he has rendered the University. Ideas suggested were an honorary membership in the Minnesota Alumni Association with proper citation or a specially prepared service citation. On motion duly made and seconded it was moved that the President proceed as he sees fit as regards this matter.

On motion duly made and seconded, the meeting adjourned.

Ed Haslet

ED HASLET
EXECUTIVE SECRETARY

123

THE MINNESOTA ALUMNI ASSOCIATION

University of Minnesota
205 Coffman Union

May 19, 1955
MINUTES

Pursuant to notices sent to members of the Executive Committee, Past Presidents, members of the Board of Directors, and Committee Chairmen, the annual meeting of the Minnesota Alumni Association was held in Room 353 Coffman Memorial Union, Thursday, May 19, at 12:00 noon. In attendance were: Mrs. B. W. Bierman, Mrs. Horace M. Chope, Victor Christgau, Judge Theodore Christianson, Elmer E. Engelbert, Hibbert Hill, Mrs. Earl A. Knudtson, Francis L. Lund, Douglas Manuel, Dr. Leif Strand, Leslie E. Westin, Mrs. Harold Stemsrud and Dr. Theodore Fritsche. Committeemen: Owen K. Hallberg and Robert J. Snow, New Board members: Sam Campbell, J. D. Holtzermann and Dr. Peter J. Pankratz. Also Bob Provost of the Greater University Fund, Curtis Erickson and Ed Haislet.

On motion duly made and seconded the minutes of February 15, March 14, and May 2 were approved. President Lund reporting for the Investment Committee stated that there was no change in the status of the Investment Committee since the last report. There is money on hand at the present time and the Committee will soon have a meeting. He also reported on the Legislative Committee stating that the 700 special delivery letters had been sent out to alumni leaders followed by night telegrams to the same and that good results had been forthcoming. He indicated that the University did get enough money to carry on this next year although it looked desperate for awhile.

Bob Provost reported on the Greater University Fund and indicated that individual solicitation was going to be tried for the first time this coming year. Plans have been made for solicitation in two communities. Pug Lund indicated that during the year a special committee had studied the problem of a new alumni plan which resolved itself around sending out the magazine to all the alumni on the list at least once a year. The final decision from the University has not been made but he is hoping it will be favorable. If so, a special issue of the Alumni Magazine, some 16 pages will go out September 1. Owen Hallberg reported on the St. Paul Campus and he indicated that they have now raised over $500,000 total, of that sum $220,000 had been raised from friends and alumni. Per capita gift averaged $9.00.

Under old business, the report on the Board election was made which indicated that the new members of the Board elected for three year terms expiring in 1958 were: Sam W. Campbell '25BA, '27LLB, Minneapolis; George L. Faber 1916-17, Chicago; J. D. Holtzermann '21BA, Minneapolis; and Dr. Peter J. Pankratz '34MD, Mountain Lake. Re-elected for three year terms were Elmer E. Engelbert '20BusAd, St. Paul; Mrs. Earl A. Knudtson '23BSEd, Minneapolis; and Dean Richard Kozelka '31PhD, Minneapolis.

Pug Lund indicated that the Executive Committee had gone over the budget carefully and had several suggestions and approved it. He presented it to the Board for their approval. On motion duly made and seconded the budget was approved as presented. Also reported under old business was the fact that Miss Fitzgerald has been at the University since 1919 and on the Alumni Staff since 1920 is retiring June 1 and that a luncheon was going to be given for her by the staff on May 31. Also that the Alumni Association Executive Committee had authorized a $200.00 television set ordered for her as a gift. Ed Haislet indicated that he had gone through Bert Engelbert and that the TV was to be delivered on May 20.

Under new business the calendar of events for next year was approved tentatively as follows:

Alumni Celebration Days, May 24-25.
Homecoming, October 29 against the University of Southern California.
Board Calendar (tentative) --
October 1 - Fall Meeting which is the Purdue game.
Monday, January 26, 1956 - Winter Meeting.
Saturday, May 26, 1956 - Spring Meeting.
Tentative dates for the Executive Committee were set as June 20, July 18, August 22, September 19, October 17, November 21, December 16, January 23, February 20, March 19, and April 23.

Ted Christianson gave the report of the Nominating Committee and moved that the Secretary be instructed to cast a unanimous ballot for the slate as presented. Approved. Officers and Executive Committee elected are:

President: Hibbert Hill
1st Vice President: Glenn Seidel
2nd Vice President: Maurice Salisbury
Secretary: Mrs. B. W. Bierman
Treasurer: Wendell Burns
Past President: Francis Pug Lund
Members of the Board: Mrs. Horace M. Chope, The Honorable Theodore B. Knudson, and Dr. Leif Strand.

Resolutions to the retiring Board members were offered to John Pillsbury, Jr., Mrs. Harold Eberhardt, Theodore Christianson, and Pug Lund. Also, on motion duly made and seconded the request of the School of Business Alumni Association was approved as the second official constituent group of the Association. Pug Lund in reviewing the year felt that real progress has been made especially along constituent alumni lines and believed that this was the way the growth of the Alumni Association would have to continue. He also was particularly enthusiastic about the idea of sending the magazine or some type communication to all alumni once a year. He felt that progress in those two matters alone constituted a very successful year. Ed Haislet indicated that it had been a year of steady progress with an increased number of clubs and better organized clubs; that membership is up about 17% over last year; that the magazine is a better magazine than we had a year ago.

Other constituent groups that are under consideration are the Minnesota Alumnae Club, UMD, and Law, the underlying problem being time to work with these groups in ironing out the problems involved. Also touched upon was Miss Fitzgerald's retirement and the need for a top replacement. In prospect is a 16 mm colored movie of the Main, St. Paul, and UMD campuses. A new multigraph authorized by the Executive Committee, will reduce by 1/3 the cost of printing, however, it will be several months before the machine is in operation so it will be the last six months of the year before the effect on printing will be noticed. Also reported was a change over in the addressograph plan to fit constituent society program. This will better suit the purposes of the Fund and the Association's need to get alumni together by college rather than by class.

Also ready to be presented to the Executive Committee is a new cover format for the Alumni Magazine. The Executive Secretary in talking about the needs of the Association listed a strong legislative program, a sound program of assuring top caliber people elected to the Regents, and also adoption of a new reunion program - a program which he has been pressing for the last three years and feels it's essential to get it in operation this year.

Bert Engelbert said that because the University is involved with the economy of the state and the state has need of more tax funds, that the Alumni Association should sponsor an unofficial tax conference which would include legislators, business people, and University people. The conference would be held this fall with the idea of seeing if there weren't some answers on the tax problem for the state and of course, the University. Those who would be the biggest benefactors would be those who would attend. Hibbert Hill seconded the motion and said that he had been doing a lot of thinking about this kind of program and that it fits in perfectly with what he had in mind and assured them he would carry forward on the idea.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

126

THE MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA
205 Coffman Union
May 2, 1955
MINUTES

Pursuant to notices sent to all members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Monday, May 2, at 4:00 p.m. In attendance were Mrs. B. W. Bierman, Mrs. E. A. Knudtson, Hibbert Hill, Francis Pug Lund, Maurice Salisbury, Glenn Seidel and Ed Haislet.

The minutes of the March 14 meeting were approved. Under communications, a letter from Ralph H. Comaford was read in which he protested what he termed "editorial scarcasm". The Board instructed the Executive Secretary to answer the letter. Under old business, a progress report on the Reunion program was given. Everything is in order and it looks like another successful program. Reports had been received on square dancing from Ed Williamson of the Dean of Students Office and Gordon Starr, Director of Coffman Union. On motion duly made and seconded it was voted to deny the request for a square dance committee for the Alumni Association.

President Lund described the legislative program, that the Association sent out 700 special delivery letters to alumni leaders followed by 700 night letters asking that the Senate figures be sustained. Inasmuch as the Senate figures were sustained, it was felt the action was helpful. Reported that while major objectionable riders were eliminated from the appropriation bills passed, certain limitations were imposed on income from the permanent University fund, the building fund, and the millage and swamp land fund. The University did not receive the requested $95,000 deficiency appropriation to provide for cost of living adjustments of Civil Service salaries beginning July 1, 1954. Despite this the new Civil Service pay plan was passed by both houses although funds were not provided for financing. Tuition increases at the University were implicit in resulting legislative action. Allotments for buildings were cut below the request but substantial monies were given for building on all campuses. Student housing, however, was not provided for and this remains a great responsibility and problem to the University.

In reporting on liability, the Executive Secretary referred to a letter which has been received from Mr. Ray Archer, Director of Insurance at the University, who raised certain fundamental questions and requested additional information. Also, the Executive Secretary was meeting with Mr. Ben Palmer to go over this same matter.

A letter had been received from President Morrill stating that at the first opportunity he will meet with Mr. Nunn and the Executive Secretary, to discuss further action on the new alumni plan. A request was on hand from The School of Business Administration Alumni Association for constituent status. On motion duly made and seconded, it was voted to confer constituent status to the School of Business Administration Alumni Association. This is the second official constituent association.

Under new business, the 1955-56 budget was carefully discussed and on motion duly made and seconded, it was voted to approve same. On motion duly made and seconded it was approved that a multigraphy duplicator, Model 750 at a cost of $1,489.15 plus $87.93 and a cut cabinet for the Editorial Office at $151.00 be purchased.

Because of the experience of the University of Minnesota Chamber Singers at Cleveland and the fine job they did in singing and presenting a program to our alumni club there, the Executive Secretary met with Dean McDiarmid, Paul Oberg and James Aliferis as regards the possibility of extending such a program next year to alumni clubs within the state. This matter was discussed by the Board and on a trial basis, three dates were approved for next year's program details to be worked out by the Executive Secretary.

Also approved was the giving out of student citations to the Student Quiz Bowlers at the Alumni Banquet. In discussing Miss Fitzgerald's retirement, a $200.00 gift was approved to purchase a television set. Also it was decided that Miss Fitzgerald should sit at the head table at the time of the Alumni Day Banquet and receive special mention.

As regards advertising, of the hundred letters, two responses were received: Pan American and the Covered Wagon. Also reported for information was the fact that the Alumni Association by action of the University Public Relations Committee, was given a place on the commencement program for the December, 1955 graduation. A two minute ceremonial is to be worked out.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

THE MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA
205 Coffman Union

March 14, 1955
MINUTES

Pursuant to a notice sent to all members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Monday, March 14, at 4:00 p.m. In attendance were: Mrs. B. W. Bierman, Hibbert Hill, Mrs. Earl A. Knudtson, Francis Pug Lund, and Ed Haislet.

A communication from Vice President Malcolm Willey was read which suggested that the Directors of the Alumni Association join with Regents of the University of Minnesota and the Directors of the Greater University Fund in the preparation and presentation to Mr. Sverdrup of a commendatory resolution as National Chairman of the 1954 Campaign of the Greater University Fund. On motion duly made and seconded, the idea was approved and the Executive Secretary was directed to indicate the action of the Board to Mr. Willey.

A second communication from Sidney M. Schwartzfield was read in which a request was made that the Minnesota Alumni Association establish a square dance committee to assist student organizations in continuing to sponsor a weekly campus dance in the Union. The general idea was approved -- that is, the Minnesota Alumni Association furnish sponsorship and the President be empowered to appoint a committee. However, the Executive Secretary was directed to look into the matter further with Mr. Starr and the Student Activities Bureau and also to work out details as to financial responsibility and accounting reports and conduct control.

A report from Wendell Burns, Chairman of the Investment Committee, was read. The Chairman reported uninvested funds in the Life Membership Fund in the amount of approximately $11,000. It was anticipated by Mr. Haislet that the obligation to the Association for the Life Membership Fund on June 30, 1955, would be approximately the same amount as the year previously when it was $5439. With $6000 of United States bonds maturing April 1, 1955, it was the consensus of the Committee to invest the money. It was decided that 50 shares of General Motors Corporation, common at the market, and $5000 Union Oil of California, 3% Convertible Debentures, due March 1, 1985, par and accrued interest, which are to be offered during the week. The order to buy the 50 shares of General Motors Corporation, Common, was placed with Jamieson and Company and Sam Campbell and Wendell Burns undertook to endeavor to get the 5000 Union Oil of California, Convertible Debentures. (Mr. Burns since called and said that the Union Oil of California Convertible Debentures had been obtained.)

The Executive Secretary reported that on February 23 a group of School of Business Administration graduates voted to form a School of Business Administration Alumni Association as a constituent group of the Minnesota Alumni Association. Dean Kozelka was named to appoint the temporary committee which was to meet on March 15. On March 15 this group met and a constitution and by-laws were drawn up and a temporary chairman

elected; as well as a slate of officers for the April 21 meeting.

The Executive Secretary reported that as regards advertising, a letter was going out to 100 different businesses and firms in the Twin City area soliciting advertising for next year's Alumni Magazine.

The matter of Miss Fitzgerald's retirement on May 20 was discussed and her request which had been approved by the Executive Secretary to remain on until June 1 was approved. Authorized was $300 for the Executive Secretary to hire someone to fill in for the month of June. The person filling in should be the permanent appointment if possible rather than someone just for the month. The idea of a gift for Miss Fitzgerald was discussed, no action taken.

The Executive Secretary brought before the Board the question of Board liability in relation to travel of alumni representatives. Inasmuch as this matter had been discussed once before, the Executive Secretary was asked to check the minutes as to the recommendations at that time; also to refer the matter of Association liability to Ray Archer of the Insurance Department of the University and Ben Palmer of the Association to actually try to ascertain what the liability of the Association is and what action should be taken.

President Lund asked for information as regards the status of Outstanding Achievement Awards to be given out at the time of the Alumni Banquet May 20 and as to the invitation to Richard Carlson as speaker. It was reported that the Honors Committee had already approved Richard Carlson, Victor Christgau, Hedley Donovan, Robert M. Gaylord, George Russell, and B. W. Bierman. However, there has been a delay by the University Administration Committee which has not met in recent weeks. Mr. Haislet, however, has been trying to contact Richard Carlson inviting him to be the speaker on May 20.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

THE MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA
205 Coffman Union

February 15, 1955
MINUTES

Pursuant to a notice sent to all members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Tuesday, February 15, at 4:00 p.m. In attendance were: Mrs. B. W. Bierman, Wendell Burns, Hibbert Hill, Mrs. Earl A. Knudtson, Maurice E. Salisbury, Pug Lund, and Ed Haislet.

Mrs. B. W. Bierman, as Chairman of the Nominating Committee, reported on the action of the Nominating Committee. She indicated the three incumbents, Elmer E. Engelbert, Dean Richard Kozelka, and Mrs. Earl A. Knudtson and the other nominees were to be:

Wallace L. Boss BA 1928
Sam W. Campbell BA 1925; LLB 1927
Victor E. Cohn BA 1942
George L. Faber A 1916-17
M. Wayne Field BA 1950
Raymond W. Foley BA(UC) 1948
J. D. Holtzermann BA 1921
Grant "Spike" Johnson MA 1946
Harley G. Langman BS MechEng 1924
John L. McEachin BS in EE 1922
Dr. Peter Pankratz MD 1934

Alternates in priority are:

Theodore Rowell A 1925-28
George Ludcke BA(UC) 1940
Henry C. Mackall BA 1906
Philip Neville LLB 1933
Richard E. Kyle LLB 1927
Burton M. Joseph BA(UC) 1942

Ed Haislet reported on the action of the University Honors Committee on the recommendations of the Alumni Honors Committee. Charles Peter Berkey had been taken off the list because he has received an honorary degree; Major General Samuel D. Sturgis, Jr. was eliminated because of only one year in attendance at the University; Cleora C. Wheeler was eliminated; and action was deferred on Charles B. Wilkinson. The following were approved contingent to approval by departments concerned, the Administrative Committee and the Regents:

Richard D. Carlson BA 1933; MA 1934
Victor Christgau BS (Ag) 1923
Hedley W. Donovan BA 1934
Robert M. Gaylord BA 1911
George Russell BS in B 1927

It was the unanimous feeling of the University Honors Committee that Bernie W. Bierman should be the first Minnesota coach to receive the Outstanding Achievement Award and upon checking his official status it was found that he was listed as being retired and therefore eligible. It was the unanimous vote of the University Honors Committee that he be given the Award contingent to approval by the Alumni Association.

As regards the new alumni plan, at a meeting with Mr. Nunn and the Executive Secretary, it was agreed that if possible it should be a special issue of the Alumni Magazine, reduced in size to 16 pages, to go out sometime probably in September. This issue to be especially pointed for alumni and the editorial staffs of both the Minnesotan and Minnesota Alumni Voice would work on the special issue. The cost of a special issue, 74,000 copies, 16 pages -- 12 pages plus cover, is $4400 plus about $2000 for postage. To send out a single circular to 74,000 would cost $900, postage $1110, for a total of $2010. The cost of two circulars would be $3120 and for three circulars, $4230. Mr. Nunn is arranging a meeting when the matter can be discussed with President Morrill.

As regards constituent groups, the Executive Secretary reported the fact that letters had been sent out to all organized alumni groups on campus as well as those departments that do not have organized groups; that he had received a letter back from the Institute of Agriculture in which they indicate they will call a meeting at a later date; that he had had a meeting with Mrs. Richard Arling in which she said she was interested in trying to achieve constituent status for the alumnae group; a letter from Mines indicating they would like to canvass their relationship with the I.T. alumni group before talking further about constituent status. The School of Business has a meeting set up for February 23 to make plans for an organization; the College of Pharmacy has set up a contact to do the same. Dean Cook in Education thought that a date sometime in the later part of March would be preferable; other groups have not been heard from. President Lund thought that Ted Christianson should be aware of the fact that such a letter had gone out to Mr. Johanson, of the Law group, to see if he could follow-up as to some type action.

It was brought to the attention of the Board that there were two three year terms expiring on the Greater University Fund Board of Trustees and it was the prerogative of the new Board to name the two new trustees. Parker Sanders has served seven years and Sam Gale has served three. It was felt that if Sam Gale wants to continue that he should have the opportunity and probably that Parker Sanders should be replaced. The suggestion was made that possibly the nominee should be a woman due to the fact that there isn't a woman member on the Trustees at the present time.

The Executive Secretary indicated that the Class Chairmen had been elected for each of the reunion classes and that Val Bjornson is to be the Master of Ceremonies for the Alumni Banquet. For the speaker, they voted as follows: that Richard Carlson be number one; Hedley Donovan, number two; and Robert M. Gaylord, number three. Governor Freeman and Mrs. Freeman are to be invited as special guests with the Governor to give a few brief remarks at the Alumni Banquet.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

THE MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA
205 Coffman Union

January 20, 1955
Nominating Committee
MINUTES

The Nominating Committee of the Minnesota Alumni Association met January 20, 4:00 p.m., in Room 205 Coffman Union. In attendance were, Mrs. B. W. Bierman, Chairman; Franklin Gray, Norman Groth, Lawrence Johnson and Theodore Knudson.

It was recommended that three incumbents, Elmer E. Engelbert, Dean Richard Kozelka, and Mrs Earl A. Knudtson, be renominated for a second term. To complete the slate of fourteen nominees, the following eleven people were nominated:

Wallace L. Boss BA 1928
Sam W. Campbell BA 1925; LLB 1927
Victor E. Cohn BA 1942
George L. Faber A 1916-17
M. Wayne Field BA 1950
Raymond W. Foley BA(UC) 1948
J. D. Holtzermann BA 1921
Grant "Spike" Johnson MA 1946
Harley G. Langman BS MechEng 1924
John L. McEachin BS in EE 1922
Dr. Peter Pankratz MD 1934

If any of the above listed eleven persons decline, alternates in priority are:

Theodore Rowell A 1925-28
George Ludcke BA(UC) 1940
Henry C. Mackall BA 1906
Philip Neville LLB 1933
Richard E. Kyle LLB 1927
Burton M. Joseph BA (UC) 1942

Meeting adjourned at 5:40 p.m.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

P.S. As far as our records show, Herbert Burns is not a graduate of the University of Minnesota.

THE MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA
205 Coffman Union

January 10, 1955
MINUTES

Pursuant to notices sent to all members of the Board of Directors of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Monday, January 10, at 6:00 p.m. In attendance were: Mrs. Wright Brooks, Wendell Burns, Mrs. H. M. Chope, Judge Theodore Knudson, Dean Richard Kozelka, Pug Lund, Douglas Manuel, Maurice E. Salisbury, Glenn E. Seidel, Dr. Leif Strand, Harold Van Every, Edgar F. Zelle, and Ed Haislet. Committee members attending were Sam Campbell, Investment; Owen Hallberg, St. Paul Campus; J. D. Holtzermann, ROTC. Staff members attending, Ray Chisholm, Bob Provost, and Curtis Erickson.

On motion duly made and seconded, the minutes of the Executive Committee of November 15, December 13, 1954; and January 6, 1955, were approved. A request was received from the Americans Abroad Travel Service to make use of 4000 names from the alumni list. The Board granted the request at $15.00 per thousand, envelopes to be addressed only. A letter from Cliff Sommer was read indicating that he would like very much to continue on as Chairman of the University Scholarship Committee and as alumni representative on the Senate Committee on Intercollegiate Athletics; also, a letter from Mr. Bert Engelbert, 1st Vice President, was received indicating he felt he should resign from the Board due to the fact that he was unable to devote the proper time to the Association. On a unanimous vote, the Board requested that Mr. Engelbert reconsider, that he had done a great service to the University, brought great distinction and prestige to the Board, and they would appreciate it if he would continue on even though he felt that from time to time he was unable to attend the various meetings involved. Ed Haislet was asked to call him and request the wish of the Board.

Wendell Burns, Chairman of the Investment Committee and Treasurer, reported on the life membership fund as of the Annual Report in May indicating there was now $6000 cash on hand in the Life Fund. He indicated that the Association made a profit of $9,266 as of last market reports.

Bob Provost, Director of the Greater University Fund, reported that $175,000 of the $300,000 capital gift program for the St. Paul Union had been raised. He explained that the fund was setup to receive non-capital gifts, that the GUF this year is ahead of last year both in the number of contributors and in monies. He explained the Cedar-Creek-Forest Project and the General Electric Fund Plan.

Ray Chisholm indicated the status of field work at the present time, the number of clubs in-state, what it takes to be a chartered club, and the probability of expansion.

President Pug Lund explained that the Executive Committee, since October, has been formulating a new plan of alumni relations and that plan briefly, is one which keeps intact the same basic alumni structure and organization as is now in operation but alters the plan so that a continuous contact with all alumni is kept with the

University subsidizing the alumni magazine for all graduates. He indicated that on January 6, the Executive Committee met with President Morrill on this plan and out of the discussion with President Morrill came the conclusion that because the alumni of the University (74, 000 on the list), receive only membership or fund requests, that some type communication should go to alumni during the year. It was agreed that an exploration of the idea of sending the alumni magazine free to all alumni once a year or a four page bulletin, once, twice or three times a year, should be made.

After explanation of the plan by President Lund, it was the concensus of the Board members that it was a fine idea and that somehow it should be put into êffect. Also, it was the unanimous feeling of the Board, that any communication going to alumni should come from the Alumni Office and that the magazine was preferable over the newsletter. While it was felt that the newsletter should come from the Alumni Association, editorial help should be received from the University as to content. President Lund said the Executive Committee will continue to explore the material and keep the Board informed.

On motion duly made and seconded the Board adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

THE MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA
205 Coffman Union

January 6, 1955
MINUTES

Pursuant to notices sent to all members of the Executive Committee of the Minnesota Alumni Association, a meeting was held with President Morrill in the Regents Room of the Administration Building on Thursday, January 6. In attendance were Wendell Burns, Hibbert Hill, Mrs. E. A. Knudtson, Francis Pug Lund, M. E. Salisbury, and Ed Haislet.

The purpose of the meeting was to discuss and explore with President Morrill the possibility of having the University subsidize the sending of the alumni magazine to all alumni rather than to members only. President Pug Lund backgrounded President Morrill on the beginning of the idea -- that is, the report of the Executive Secretary on the long range plan for the next ten years which raised such questions as, Where is the Alumni Association going? Are we on the right track now? What are our distinct purposes and objectives? How can they be better attained. What does the University want from the Alumni Association?

Since the total body of the alumni at the University only receive requests for funds for the University -- that is, through the Greater University Fund and through membership appeals from the Alumni Association, it was obvious that there was need of some type of communication from the University to the alumni that is not asking for something. It was felt that a communication in the form of the alumni magazine would act to build good will which would probably result in increased membership, increased giving to the Fund and with the increased knowledge, a greater tendancy of alumni to support the University in every way.

President Morrill discussed the plan from the point of view of present University support indicating that of what the Alumni Association now received for record purposes, what the Association receives for Regent memberships and for the Greater University Fund support, that the University is putting in about $100,000 a year. The question was, Just how far could the University go? President Morrill thought the Association had done a good job in building clubs but that they had not done too good a job in membership. In fact, he was quite disappointed in both the membership in the Association and in the number of alumni giving to the Greater University Fund in their unrestricted program.

President Morrill dwelled somewhat upon the relationship between the Greater University Fund and the Association indicating the lines between were not clearly drawn. Also, he thought that if communication to all alumni is what the Alumni Board felt was necessary, then such a communication could be established between the whole alumni body and the University in a more reasonable manner than through a free magazine. He pointed out that several schools send out bulletins to their alumni and that at the present time the University does send out such a bulletin to the parents, a quarterly newsletter called "The Chats".

After mutual discussion of the various points it was decided that if the need was greater communication with all alumni, that the following possibilities should be explored: 1) the cost of sending the alumni magazine to all alumni once a year; 2) the cost of sending out a bulletin to all alumni once, twice or three times a year. That Mr. Haislet should ascertain costs, meet with Mr. Nunn on the problem and then Mr. Nunn and Mr. Haislet should then arrange to meet with President Morrill.

The meeting adjourned at 4:45.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

THE MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA
205 Coffman Memorial Union

December 13, 1954
MINUTES

Pursuant to a notice sent to all members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Monday, December 13, at 3:30 p.m. In attendance were Mrs. B. W. Bierman, Mrs. Earl Knudtson, Pug Lund, and Ed Haislet.

The purpose of the meeting was to discuss Alternative Plan Number One of "A New Plan of Alumni Relations" which in essence keeps intact the same basic alumni structure and organization as is now in operation but alters the plan so that a continuous contact with all alumni is kept through a University subsidized alumni magazine sent free to all graduates.

Certain questions were raised: 1) What about postal regulations as regards mailing costs? 2) What would be the exact page rate for paid advertising at 70,000 circulation? It was felt these two questions should be carefully gone into and the answers known before the Executive Committee goes in conference with President Morrill on January 6. There was some feeling that it might be difficult to sell memberships without the magazine. It was agreed that advertising was the kep, that if we could get at least $6,000 a year from advertising the plan would be feasible. Actually, the plan is of real importance to the University rather than the Alumni Association because it would build an increased understanding of the University and the Fund for all alumni.

Because there were so few in attendance, the Executive Secretary was asked to call those not present to discuss with them their feeling about the plan. This plan with answers concerning advertising and paid circulation, will be presented to President Morrill on January 6,

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

An Enlargement of Alternate Plan Number One

Alternative plan number one of A New Plan of Alumni Relations in essence keeps intact the same basic alumni structure and organization as is now in operation but alters the plan so that a continuous contact with all alumni is kept through a University subsidized alumni magazine sent free to all graduates.

Plan would require minimum charge

Such a plan could be put into effect without in any way negating the organizational structure and program that has been built over the past seven years. Changes required in policy, organization and administration would be held to a minimum. The magazine would be published as always by the Association but would be separated from membership and sent free to all graduates of the University. The cost of the magazine would be borne entirely by the University, wherein now it is supported by alumni funds. There would be no administrative change in the publishing of the magazine. The Editor's salary and editorial help would come from the alumni budget. The editorial policy would remain as it is at the present time.

This phase of the plan is the heart of the change. It would extend communication to alumni five-fold; it would create a continuous bond between the graduate and the University. Such a continuous media of communication should result in an enlarged understanding of the University, resulting in a correspondently enlarged support, both financially and legislative wise.

Magazine would be reduced in size.

It is felt that the magazine could possibly be reduced both in size and number of times published, probably a 28 page magazine published bimonthly or a minimum of five times a year.

Advertising income would be increased.

Because the magazine would be published by the Minnesota Alumni Association, advertising would be possible. The advertising rate per page is roughly $10.00 per thousand of circulation -- at 70,000 copies would mean $700.00 per page as compared now to $130.00. It is possible that the rate does not go up correspondently but drops in the higher circulation brackets. But even so, the $3000 we now take in a year would probably be tripled or an amount approximately $9000 a year becoming probably. This means of course, the magazine would be put out under our own permit not under University permit.

At the present time the magazine is sent nine times a year to all members -- averaging about 13,000 copies a month. The cost is as follows:

Printing	$14,383
Engraving	925
Photography	150
Postage	1,050
	$16,508

Cost to University would be $41,000

The cost of extending free membership to all graduates of the University (71,000 on list at present, which list will continue to grow) is estimated at about $41,000 a year for the six issues. At the present time the University is paying the Alumni Association $2.50 membership fee for some 4500 degrees granted each year which provides them with one year's free subscription. The amount now receives from the University varies between $12,000 and $14,000 a year for this purpose. Therefore, for a total of $41,000 or an additional $27,000 -- or a little over twice the money, the University can reach over five times the number of people, with untold future possibilities for support and understanding for the University.

Membership plan would continue

Under this alternative, the membership plan would continue. In fact the income derived from membership would be necessary in order to support the other phases of the alumni program -- field service, travel, office expenses and salaries. The present membership plan would have to be overhauled in light of both reduced expenditures and income.

Present income of Association is (roughly)

Membership (annual)	$14,650
Five Year Memberships	3,850
Membership (senior)	11,550
Advertising	3,000
Life Membership Fund	5,400
	$38,450

Expenditures roughly are:

Salaries	$8,750.00
Magazine	16,605.80
Membership	5,300.00
Field Service	3,700.00
Office	3,800.00
	$38,155.80

Under income, senior membership money would be eliminated. This leaves income necessary to come from life membership fund, annual membership drives, and advertising. This means the membership fee problem would have to be restudied in order to arrive at the proper fee necessary to underwrite Association programs.

Expenditures, likewise would be greatly reduced. Eliminated would be the cost of publishing the magazine. Approximate funds needed under this plan are:

Salaries	$8,760
Membership drives	5,000
Field Service	3,700
Office Expense	3,800
	$21,260

MAA budget would be $21,260 a year

Thus a minimum budget of $21,260 a year is indicated. This does not take into account the slightly higher costs required under a constituent society plan. Also, the larger the mailing list, the greater the cost of promotion. This would be a gradually increasing cost over the next ten years.

Where would this $21,260 come from? From the membership plan, life membership plan and advertising as follows:

Membership	$12,760
Life Membership Fund	2,500
Advertising	6,000
	$21,260

This means at $1.00 a year, 12,760 annual members are needed; at $1.50, 8,500 members; at $2.00, 6380 members; at $2.50, 5,100 members; and at $3.00, 4,200 members. Present number of annual and five year memberships is 5,188.

Cost of obtaining membership is not reduced

The cost of obtaining the memberships would be probably as much as before, with not as much to sell. Therefore, the less the membership fee, the more chance of alumni being willing to become members.

The decision facing the MAA

The decision before the Association under this plan should the University agree is: Would the Association through its membership fees, be able to support and continue to support the program now in effect?

THE MINNESOTA ALUMNI ASSOCIATION
UNIVERSITY OF MINNESOTA
205 Coffman Union

November 15, 1954
MINUTES

Pursuant to a notice sent to all members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Monday, November 15, at 3:30 p.m. In attendance were Mrs. B. W. Bierman, Ted Christianson, Bert Engelbert, Mrs. Earl Knudtson, Pug Lund, Glenn Seidel, Maurice Salisbury, and Ed Haislet.

The Executive Secretary had prepared some material on a new program of alumni relations. President Lund read the plan paragraph by paragraph and asked for comment. Questions raised were: What about the autonomy of the Minnesota Alumni Association? What about the control of the magazine, and content and character of the magazine? Should the University subsidize the magazine? Also, if the magazine was published by the University, how would the Alumni Association get money? It was indicated that the only thing the alumni now get for their membership is the magazine. Also questioned was if 70,000 free members were more valuable than 14,000 paid members. It was thought that the paid members would be more willing to participate than those who receive something for nothing. It was felt that if the University was interested in taking over the Alumni Magazine, that a bill of rights to safeguard alumni rights should be set up. It was the feeling too, that while there doesn't seem to be any particular need for independence of action at the present time, there might be more so in the future. After discussion it was felt that the only alternative of interest to the Association was Alternative one which was: That the University take over the complete financing of the Alumni Magazine, so that the magazine would be sent free to all alumni, which probably would be at a reduced number of times -- four to six a year. Also, a modified membership plan would be continued by the Alumni Association. The cost of such a plan would be $31,252.00 in addition to what the University now furnishes as follows:

Magazine to 70,000 alumni (including publishing, postage, photography, Editor's salary, etc.)	$45,252.00
Underwriting by the University at the present time for magazine to seniors	14,000.00
Total	$31,252.00

It was decided that the Executive Committee would go over the material carefully, and think through the problem as basis of further discussion at the next meeting.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

142

Some Ideas as Regards

E H Tweet

A NEW PROGRAM OF ALUMNI RELATIONS

Background

An item on the agenda of the meeting of the Executive Committee September 13, 1954, was a report of the Executive Secretary on the University Self Survey, especially Part II which was concerned with the long range program of development of alumni work for the next decade.

It was indicated by the Executive Secretary that this report somewhat pointed the way for the next ten years for the Alumni Association. However, there were some serious questions that probably should be answered by the Alumni Board, and those questions were -- Are we on the right track now? What are our distinct purposes and objectives? How can they be better attained? What does the University want from the Alumni Association? Purposes of the Alumni Association were felt to be, 1) general relations and good feelings with alumni, 2) fund raising, 3) legislative support. As regards general good feelings it was felt that the pattern now established will over a period of years, result in an increased good feeling on the part of the Minnesota alumni membership. However, the membership is only a fraction of the total Minnesota alumni and it was felt that the Association wasn't really doing the job until all the alumni of the University were members and receiving the magazine so they could be better informed about the University. It was felt that even the best of the associations who reach as many as 25% of their potential, still weren't doing a good job; that 75% were not being reached and therefore, the tremendous effort of alumni offices was being directed into trying to obtain members so as to perpetuate the association. The question was raised if that is the purpose of the Association.

As regards the second point, fund raising, it was felt that the alumni organization as it is now set up is in direct competition with the Fund and the Fund is in direct competition with the Alumni Association. In other words, the alumni picture has not been approached as a whole but rather the old pattern has been added to and as a result there is conflict. It was felt that there should be a new look at the whole pattern of alumni work as to what the University would like to have from the result, not now but ten years from now, a clearer statement of objectives. If it's fund raising then there is need to think in terms of the elimination of membership as such with all alumni receiving the magazine and becoming members automatically on graduation so that a continual contact with the University could be maintained by all alumni which in turn would lead to better results in fund raising. Implications of such an idea were discussed. As regards finances, it would mean increased magazine publishing expense. It was felt that under such a plan that the magazine should be published six times a year and reduce the pages to 28. This would eliminate the cost of the membership office and membership drive and promotion materials now spent, as well as a tremendous savings in the clerical work now involved in trying to obtain and maintain membership.

As regards the third point, legislative help, it was felt that the University didn't particularly want the alumni to help except in a very minor way and it was difficult to maintain any type of legislative organization to do such a job. In other words, the whole question arose, why does the University want to influence the

alumni if they aren't going to use them? If they are going to use alumni, how and for what purpose -- for fund raising, for legislative purposes? If so, then how better can the Association do the job they are now doing? With that in mind, it was thought that a meeting with President Morrill and any such members of his administrative staff he would like to bring along, such as Vice President Middlebrook and Vice President Willey, Bill Nunn and others, should be held to discuss these various questions and see if thinking couldn't be clarified. With that end, the President's office was contacted for a date at which time they could meet with the President. The Executive Committee would meet at the President's convenience some time before the next Executive Board meeting. The Executive Secretary was asked to try and work out some figures on a program that encompassed all alumni, with a 28 page magazine going to all alumni six times a year.

Some Questions to be Answered ---

Out of the discussion came these following questions, the answers to which determine the direction alumni work will take the next ~~while:~~ decade.

1) Are alumni really important to the University? If so in what specific ways?

2) Should the present plan of a paid membership organization be continued? Should it be modified? changed? For instance, should contributors be classed as members? or contributors over a certain amount?

3) Is the present membership plan of organization compatible with the the alumni fund plan? Does it help or hinder? Does it compete?

4) What are the advantages of having all graduates of the University automatically a member of the Alumni Association?

5) What are the advantages of having all graduates of the University receiving the alumni magazine free? How many issues? once a year? special issues only? all issues?

6) Should membership and subscription to the alumni magazine be part and parcel, or is there an advantage in separating membership from subscription?

7) Are those who pay membership fees more loyal and more favorably disposed to help and support the University than the non-members?

8) If automatic free membership and the alumni magazine is important for all alumni how can such a plan be placed into operation?

9) Does the University have need of an alert, informed and loyal alumni body? Will this importance increase or decrease in the future?

Some Possibilities as Regard Financial Support

Alternative one - That the University take over the complete financing of the alumni magazine, which magazine would be sent free to all alumni, staff and faculty. The ~~magazine would be combined with the Minnesotan, reduced~~ in size, and sent out a maximum of 4-6 times a year. This would still require a ~~normal~~ modified membership plan by the Alumni Association.

Alternative two - That the University completely underwrite the whole alumni operation, meaning that all alumni would automatically become members and receive the magazine free of charge.

Alternative three - That a compulsory life membership plan be worked out (via incidental fees or otherwise) while student is still an undergraduate. (a four year plan) Students dropping out would receive membership and magazine until money paid in was depleted or have right to pay difference for full life membership.

Some Ideas on Cost

Alternative one - University financing of alumni magazine

Magazine to 70,000 alumni (which is present list) (including publishing, postage, photography, Editor's salary)	$45,252.00
However, University now underwrites magazine to seniors at	14,000.00
Total funds needed	$31,252.00

Alternative two - Underwriting of all alumni work by the University

Additional monies needed

Salaries	$6,424.00	
Magazine	26,252.00	(figure reduced from $40,254 or $14,000 for senior memberships)
Field Service	3,720.00	
Office	3,796.00	
TOTAL	$40,188.00	
Present support Funds from Univ. of Minnesota	57,245.00	
	$97,433.00	

140

Alternative three - This figure for life membership for all graduates, paid by students through incidental fees, would have to be worked out by an actuarial. Such a program would mean a paid membership plan would have to be worked for those graduating before this plan went into effect.

Should any one of the above plans be feasible and put into effect the following questions would have to be answered:

What about the status of present life members?
What about the present life membership fund?
Would the Alumni Association lose its identity?
Could the Alumni Association as a department of the University be of service to the University as regards legislative help?

The beginning of a trend?

It is interesting to note that Northwestern University after two years of study, inaugurated a new program of alumni relations as of September 1, 1954. A special alumni committee composed of three past presidents was appointed to study the problem. A survey was made of some of the private eastern universities which had been particularly successful in their alumni fund program. They found that each university which had a particularly successful alumni program and substantial amounts in contribution from its alumni, extend to all its graduates free membership. The committee came to the conclusion that there was considerable confusion regarding the solicitation of alumni dues and alumni fund gifts. Northwestern's new program of alumni relations makes every alumnus automatically a member and eliminates annual solicitation of alumni dues; financing of all alumni activities directly by the university. A 32 page alumni magazine will be published four times a year (80,000) and sent to all alumni free at a cost of $40,000. The University is underwriting the whole alumni operation for $125,000 per year with the fund, magazine and field representative under the direction of the Director of Alumni Relations, G. Willard King, who has been the Alumni Secretary. The Northwestern alumni life endowment fund of $78,000 is held by the Alumni Association with the interest going to the University.

The new Northwestern plan was presented to the Big Ten Alumni Secretaries at their annual meeting last August. It was the unanimous feeling of the group that this was a step in the right direction as regards alumni affairs and probably the forerunner of a trend in alumni organization. The only point of concern was the possibility of lose of identity of the alumni association, and separateness of action.

147

Summary

1. There is evidence that there is a need for the careful reevaluation of present alumni objectives, purposes, program and structure in light of University needs the next ten years.

2. There is some evidence that the present alumni membership plan is in direct competition with the alumni fund program and vice versa.

3. There is a feeling that all students receiving degrees from the University should automatically become members of the Alumni Association and receive the alumni publication. Over a period of years this would create an understanding of the University and its problems, and result in a greater willingness to serve and support the University. It was felt that such a plan would give a real impetus to the fund program.

4. There seems to be a starting trend toward complete University support of all alumni activity as evidenced by the new alumni relations program at Northwestern University.

5. The only points of concern are loss of identity by the alumni association, and loss of effectiveness as regards legislative support and help.

Submitted November 15, 1954
Ed Haislet

THE MINNESOTA ALUMNI ASSOCIATION
UNIVERSITY OF MINNESOTA
205 Coffman Union

October 16, 1954
MINUTES

Pursuant to a notice sent to all members of the Board of Directors of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Saturday, October 16, at 11:30 a.m. In attendance were Mr. B. W. Bierman, Mrs. Wright Brooks, Mrs. Charlotte Chope, Ted Christianson, Les Westin, Dr. Ted Fritsche, Ted Knudson, Francis Pug Lund, Frank A. Morris, Mrs. Harold Stemsrud, Harold Van Every, and Ed Haislet. Committee members present were Sam Gale, Sam Campbell, Owen Hallberg, and J. D. Holtzermann. Staff members present were Ray Chisholm, Curtis Erickson, and Bob Provost.

The minutes of the Executive Committee of June 7, June 28, and September 13, and October 4, were approved. Pug Lund reported for the Senate Committee on Athletics and called upon Mrs. Bierman for a report of the Senate Committee on Student Affairs, J. D. Holtzermann for a report of the Senate Committee on Military Affairs, Owen Hallberg as Representative for the St. Paul Campus on the Union Board of Governors, indicated that the half-way mark has been reached in the fund raising drive for the St. Paul Union. Sam Campbell reported on the Investment Committee and Sam Gale on the Honors Committee. Mr. Gale indicated he thought a real service would be rendered if Board members would be on the lookout for distinguished alumni.

President Lund introduced a new member of the Board representing the Institute of Technology Alumni Association, Frank A. Morris. Mr. Morris spoke on the history, structure and the long range plans of the Institute of Technology Alumni Association.

Staff reports were received from Ray Chisholm on field service, Curtis Erickson on the magazine, Bob Provost on the Greater University Fund, and Ed Haislet on general overall.

On motion duly made and seconded it was voted to adjourn.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

THE MINNESOTA ALUMNI ASSOCIATION
UNIVERSITY OF MINNESOTA
205 Coffman Union

October 4, 1954
MINUTES

Pursuant to a notice sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Monday, October 4, at 3:30 p.m. In attendance were Mrs. B. W. Bierman, Wendell Burns, Ted Christianson, Bert Engelbert, Hibbert Hill, Pug Lund, Maurice Salisbury, and Ed Haislet.

President Pug Lund reported that Mr. and Mrs. Joe Prifrel had been invited and had attended the Nebraska game with them; Mr. and Mrs. George A. French for the Illinois game, Mr. and Mrs. Fred A. Cina for the Michigan State game, Mr. and Mrs. Peter Popovich for the Oregon State game and Alf Bergerud for the Iowa game; that Bert Engelbert, in his absence for October 9, has invited Mr. and Mrs. Sheldon L. Beanblossom for the Northwestern game.

A request from the American Museum of Natural History to test 5,000 alumni names was approved. The question of the appropriateness of the present surety bond was raised by Wendell Burns. Inasmuch as the officers of the Board do not sign checks or in any way handle funds, there is no need that officers be covered. At the present time the only one covered is the Executive Secretary who is covered for $5,000. That three people, the Office Manager, the Membership Secretary, and the Executive Secretary's Secretary all handle the checks at one time or another. On motion duly made and seconded, it was voted that a $1,000 bond be taken out on each of these three people, cost to be $4.00 per thousand for each, or an additional $12.00.

Considerable discussion then was held on the idea of a new type alumni program. Discussion ranged as to the type of program the Alumni Association was operating, things that the University might want from the Alumni Association, the apparent need for all alumni to receive the magazine whether they have a membership or not, and the relation of the membership program to the Fund. After considerable discussion it was the consensus that the Board should approach this matter slowly, to gather all facts possible and to think through its basic position before making any recommendation to the Board or to President Morrill. The Executive Secretary was asked to work out in detail alternate plans, possibilities, costs, with reasons for changing the program, pros and cons. This to be a rough draft to be sent to all Executive Committee members for their perusal, changes, and recommendations.

On motion duly made and seconded the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

150

THE MINNESOTA ALUMNI ASSOCIATION
UNIVERSITY OF MINNESOTA
205 Coffman Union

September 13, 1954

MINUTES

Pursuant to a notice sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union, on Monday, September 13, at 3:30 P.M. In attendance were Mrs. B. W. Bierman, Wendell Burns, Francis Pug Lund, M. E. Salisbury, Glenn Seidel, and Ed Haislet.

Wendell Burns, Treasurer, went over the audit with the Executive Committee, explained the different items, and then on motion duly made the audit was approved and placed on file. The Executive Committee also approved the request of the Consumers Union to do a test mailing of 10,000 names of Minnesota alumni at $15.00 a thousand. A communication from Mrs. Rose Arnold Powell was read concerning the Minnesota Alumni Association endorsing the idea of securing funds from the State Legislature for a memorial statue of Maria L. Sanford, to be placed in the Capitol Building, Washington, D.C. It was the feeling of the Executive Committee that no action should be taken, that the Alumni Association wasn't the proper organization as such to take a stand but a letter should be sent to Mrs. Powell to this effect.

The next item of discussion was the self survey, especially Part II concerning the long range program of development of alumni work at the University of Minnesota for the next decade. It was indicated by the Executive Secretary that this report somewhat pointed the way for the next ten years for the Alumni Association. However, there are some serious questions that probably should be answered by the Alumni Board, and those questions are -- Are we on the right track now? What are our distinct purposes and objectives? How can they be better attained? What does the University want from the Alumni Association? Purposes of the Alumni Association were felt to be, 1) general relations and good feelings with alumni, 2) fund raising, 3) legislative support. As regards general good feelings it was felt that the pattern now established will over a period of years, result in an increased good feeling on the part of the Minnesota alumni membership. However, the membership is only a fraction of the total Minnesota alumni and it was felt that the Association wasn't really doing the job until all the alumni of the University were members and receiving the magazine so they could be better informed about the University. It was felt that even the best of the associations who reach as many as 25% of their potential, still weren't doing a good job; that 75% were not being reached and therefore, the tremendous effort of alumni offices was being directed into trying to obtain members so as to perpetuate the association. The question was raised if that is the purpose of the Association.

As regards the second point, fund raising, it was felt that the alumni organization as it is now set up is in direct competition with the Fund and the Fund is in direct competition with the Alumni Association. In other words, the alumni picture has not been approached as a whole but rather the old pattern has been added to and as a result there is conflict. It was felt that there should be a new look at the whole pattern of alumni work as to what the University would like to have from the result, not now but ten years from now, a clearer statement of objectives. If it's fund raising then there is need to think in terms of the

elimination of membership as such with all alumni receiving the magazine and becoming members automatically on graduation so that a continual contact with the University could be maintained by all alumni which in turn would lead to better results in fund raising. Implications of such an idea were discussed. As regards finances, it would mean increased magazine publishing expense. It was felt that under such a plan that the magazine should be publishe six times a year and reduce the pages to 28. This would eliminate the cost of the membership office and membership drive and promotion materials now spent, as well as a tremendous savings in the clerical work now involved in trying to obtain and maintain membership.

As regards the third point, legislative help, it was felt that the University didn't particularly want the alumni to help except in a very minor way and it was difficult to maintain any type of legislative organization to do such a job. In other words, the whole question arose, why does the University want to influence the alumni if they aren't going to use them? If they are going to use them, how do they want to use them -- for fund raising, for legislative purposes If so, then how better can the Association do the job they are now doing? With that in mind, it was thought that a meeting with President Morrill and any such members of his administrative staff he would like to bring along, such as Vice President Middlebrook and Vice President Willey, Bill Nunn and others, should be held to discuss these various questions and see if thinking couldn't be clarified. With that end, the President's office was contacted for a date at which time they could meet with the President. The Executive Committee would meet at the President's convenience some time before the next Executive Board meeting, especially before the Board meeting on October 16. The Executive Secretary was asked to try and work out some figures on a program that encompassed all alumni, with a 28 page magazine going to all alumni six times a year.

Reported for information was, the annual report, the program brochure to instate and outstate clubs, the membership materials and renewal materials, the fine work of the new Editor of the magazine, the fall field work schedule of Ray Chisholm, the work of the Executive Secretary of the Minnesota Alumni Association with the Dads' Association on Dads' Day, November 6, and the I. T. Alumni Association and their annual meeting November 12; that football meetings have been arranged at Pittsburgh at the Pittsburgh Athletic Association on October 1, in Ann Arbor at the Michigan Union on Saturday noon, October 23, and in Madison, Wisconsin, for the ball game November 19. The Minnesota Alumni Association will again furnish football pictures for the St. Paul Quarterback Club.

The year's objectives were referred to -- that is, the legislative program, constituent alumni groups and advertising. As regards constituent groups, President Pug Lund assigned Ted Christianson to law, Harvey Nelson, the Medical alumni group, Mrs. Leo Fink, alumnae club, Dean Richard Kozelka, business administration.

Regarding advertising, the Executive Secretary is preparing a brochure to go out to a number of interested concerns soliciting for advertising. Schiek's Cafe has been contacted but because of their set advertising program no advertising was obtained.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY
EH/baw

THE MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA

205 Coffman Union

MINUTES

Pursuant to a notice sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union on Monday, June 28, at 3:30 P.M. In attendance were: Mrs. B. W. Bierman, Judge Theodore Christianson, Hibbert Hill, Mrs. E. A. Knudtson, Francis Pug Lund, Maurice E. Salisbury, and Glenn E. Seidel.

President Lund explained that he had had a chance to talk to the Executive Secretary concerning membership and thought maybe if he added a memo over his own name to the membership materials it might be of real worth. After considerable discussion it was felt that inasmuch as the membership plan was completely formulated and the materials on hand, that the idea should become the center of the membership campaign for next year. On motion duly made and seconded the idea was so voted.

President Lund also thought it advisable that a definite policy be set concerning advertising inasmuch as it has been part of the program for some time, but nothing particular has been done. The Executive Secretary backgrounded the problems saying that a lot had been done -- that students had been hired, a professional advertising solicitor had been tried, that a committee had been appointed to try and do something about it but nothing had ever been accomplished. The following advertising facts were presented:

Present format of magazine allots 6 pages per issue for advertising out of 36 pages. Average per issue is about 5 pages.

Any extra advertising would mean --

Extra small magazine for readers

Taking away content material out of present 30 pages, or adding extra pages.

Feel that advertising at the expense of a smaller number of pages of content is wrong.

Therefore, would mean adding extra pages to magazine.

The question is: Does advertising pay for cost of added pages?
Does a profit accrue?

In adding pages - must add in units of 4. 4 additional pages would cost $225.00 per month or $56.25 per page.

Note: Advertising rate is based on $10.00 per 1,000 circulation, or approximately $120.00 per page for our present circulation.

Starting with $120.00 per page:

Agency discount 15% - 2%	$20.04	Leaving	$99.96
20% salesman's fee	$19.99	Balance	$79.97
5% operating fee	$4.00	Balance	$75.97

Cost per page $56.25 Or balance of $19.72
4 pages - $19.72 x 4 - $78.88 x 9 = $711.09

Predicted on 4 full pages of additional advertising each issue.
Does not count staff time which would be involved.

After considerable discussion it was felt that inasmuch as there is on the average of one page each month of advertising open in the Alumni Magazine, that every effort should be made by the Executive Secretary to fill that space. Mentioned particularly was an advertisement from Charlie's or Schiek's, etc.

It was voted that four football tickets be purchased for the President of the Association. The football mailing plan worked out with the Athletic Department was explained and that meetings will be held at Pittsburgh, October 2nd Michigan, October 23rd; and Madison, November 20th.

On motion duly made and seconded it was voted that the following committee appointments be made:

Senate Committee on Student Affairs - 2 years
Holdover - Lee Whitson, 1935 IT, St. Paul
New - Mrs. B. W. Bierman, 1917 A, St. Paul

Senate Committee on Athletics - 2 years
Holdover - Francis Pug Lund
New - Clifford C. Sommer, 1932 B, Mpls.

Senate Committee on Military Affairs - 2 years
Holdover - J. D. Holtzermann, 1920 A, Mpls.
New - Fred Johnson, 1937, St. Paul

Union Board of Governors - No set term
Holdover - Main Campus - Robert J. Snow, 1943 Ag. Mpls.
Holdover - St. Paul Campus - Owen Hallberg, 1946 Ag; 1947 Gr., St. Paul

Investments - No set term
Holdover - Wendell T. Burns, 1916 A, Chairman
Holdover - Lawrence E. (Duke) Johnson, 1929 IT, Mpls.
Holdover - Sam Campbell, 1925 A; 1927 L, Mpls.
New - Paul Reyerson, 1917 A; 1919 L, Mpls.

Honors - 3 years
Holdover - Samuel C. Gale, 1917 A, Mpls. -Expiring 1955
Holdover - Walter H. Wheeler, 1906 E -Expiring 1956
New - Dr. George Earl, 1906 A; 1909 Md., St. Paul -Expiring 1957

Special Committees

University Regents
Executive Committee

Legislative
Past Presidents

Regents - Constitutional Revision
Judge Theodore B. Knudson, 1927-28, Chairman, Mpls.

Scholarship - 3 years
Holdover - Clifford C. Sommer, 1932 B, Chairman, Mpls. -Expiring 1955
Holdover - Theodore Berning, 1927 Ed; 1932 Gr., Mpls. -Expiring 1956
New - Milton Kuhlman, '40 Gr., Mpls. -Expiring 1957

Board of Trustees, Greater University Fund - 3 years
Bradshaw Mintener, 1929 L., Mpls. -Expiring 1957
Louis Gross, 1925 L, Mpls. -Expiring 1957

Other action was as follows:

Approved was the Executive Secretary to attend the American Alumni Council Meeting at Gulfport on July 12 - 17. Also reported for information was that the Executive Secretary would take his vacation July 23 - August 24 and that during that time he was going to teach the second session of summer school at Colorado. He asked for approval of the Board which was given. Also approved was the European trip for the Executive Secretary, October 23 - 31. This trip was given to the Executive Secretary because of the fine record made in the Crusade for Freedom by the State of Minnesota. Also read for information was an editorial upon the two reunions attended by a member of the Class of 1904 who is Editor of the Springfield Advance Press, which indicated that reunions attended were not any fun and no one knew each other. Also, the financial statement on the 1954 Reunion was submitted in the amount of $1515.92.

On motion duly made and seconded, the meeting adjourned.
The next meeting of the Executive Committee will be September 6, 1954.

Ed Haislet
ED HAISLET
EXECUTIVE SECRETARY

EH /baw

THE MINNESOTA ALUMNI ASSOCIATION
UNIVERSITY OF MINNESOTA
205 Coffman Union

June 7, 1954

MINUTES

Pursuant to a notice sent to members of the Executive Committee and the new Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union, on Monday, June 7, 1954, at 3:30 P.M. In attendance were Mrs. B. W. Bierman, Wendell T. Burns, Theodore Christianson, E. E. Engelbert, Hibbert Hill, Lawrence Johnson, Mrs. E. A. Knudtson, Francis Lund, and Maurice Salisbury.

Communications received from the Chicago Club were read, one indicating that they had finished their pilot study of a combined membership plan between the Minnesota Alumni Association and their club. They find that it did not work and therefore, want to terminate the arrangement, and two, that they were in favor of representation on the Board by region or by club.

On motion duly made and seconded, a $100 gift to Mr Buxton, retiring Editor of the MINNESOTA, VOICE OF THE ALUMNI was approved.

The Executive Secretary read a report of the 1953 mail survey among the readers of the midwest group of alumni magazines composed of Ohio State, Michigan, Minnesota, Wisconsin, Purdue, Indiana, and Chicago. The figures below are summarized as indicated.

Average Income $17,082 (118 over $50,000 annually)
Average Life Insurance $32,010 (434 over $50,000)
Magazine Readership --
Alumni Magazine 85% read regularly
13% read occasionally
2% read seldom
Average Business Trips Annually 10
Average Vacation Trips Annually 4
Business Travel Preferences --

Domestic		Foreign	
Air	1096	Air	406
Auto	541	Ship	174
Train	476		

Vacation Travel Preferences --

Domestic		Foreign	
Air	412	Air	224
Auto	1460	Ship	500
Train	265		

Foreign Locations Visited on Vacation Travel --
Canada, Europe, Mexico, Hawaii, Cuba, Bermuda, South America
Central America, Alaska, Japan, Africa, India, West Indies
Average Number of Automobiles Owned 1.2 automobiles
Make of Automobile Owned (First ten listed in order of preference)
Ford, Chevrolet, Buick, Oldsmobile, Cadillac, Plymouth, Pontiac, Dodge, Chrysler, Studebacker
Average Age of Reader 43 years

President Theodore Christianson asked the Executive Secretary to background the Executive Committee once more upon the new reunion plan. After the explanation there was considerable discussion as follows. That there is no doubt that the constituent alumni plan of organization is the answer and that when such a plan is established that the class plan now in effect can be abandoned. However, during this transition period it is important that the Alumni Association continue the class reunion plan even if at a considerable expense to the Association and considerable effort by the Alumni staff. It was felt that this problem should be again presented to the Executive Committee a year from now. There were objections to the decentralization of class reunions, of disassociating the Alumni Banquet from the class reunion and disassociating the Alumni Banquet from the giving of honors, that there is much good coming out of the present plan and that we are building tradition in what we are doing. That while it is evident that as classes grow that a class reunion program will not be practiced, that now is not the time to discontinue the plan. Every effort should be made to build constituent groups which is the ultimate plan that will replace the present one. No vote was taken because it was the present feeling of the Executive Committee that this was what should be done

The next meeting of the Executive Committee will be July 8 at 3:30 P.M., 205 Coffman Union.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

THE MINNESOTA ALUMNI ASSOCIATION
UNIVERSITY OF MINNESOTA
205 Coffman Union

May 15, 1954

MINUTES

Pursuant to a notice sent to members of the Executive Committee, Past Presidents, members of the Board of Directors, and Committee Chairman, the annual meeting of the Minnesota Alumni Association was held in Room 353, Coffman Memorial Union, Saturday, May 15th, at 12:00 noon. In attendance were Mrs. B. W. Bierman, Mrs. Wright Brooks, Wendell Burns, Mrs. Horace Chope, Dr. Theodore Fritsche, Hibbert Hill, J. D. Holtzermann, L. E. Johnson, Dean Richard Kozelka, Francis Lund, Maurice E. Salisbury, Tom Salmen, Robert Snow, Mrs. Harold Stemsrud, Dr. Leif Strand, Les Westin, Wells Wright, and Ed Haislet. Staff members in attendance were Ray Chisholm, Curtis Erickson, and Teresa Fitzgerald.

President Christianson opened the meeting by welcoming Mrs. Chope and Wendell Burns to the Board. Harold Van Every was unable to be present. Glenn E. Seidel, Mrs. Wright Brooks, Dr. Theodore Fritsche and Mrs. Harold Stemsrud were re-elected for a second three year term.

The minutes of the Executive Committee of February 8 and May 3, both of which had been previously mailed to the Board members, were read. On motion duly made and seconded, the minutes of the meeting of the Executive Committee of February 8 were approved. The Executive Secretary discussed the minutes of May 3 and made comments on the following points: that President Morrill had said there was no problem in getting Miss Fitzgerald a new classification, that of Principal Secretary. The Board's attention was called to the matter of the University Dads' Association resolution to go before the Regents concerning the University Planning Committee. A letter from Frank A. Morris, President of the I. T. Alumni Association was read and because this was the first official constituent group, on motion duly made and seconded it was voted unanimously to approve the I. T. Alumni Association as a constituent body of the Minnesota Alumni Association. Also, on the recommendation of the I. T. Alumni Association group, the Board of Directors unanimously endorsed Mr. Frederick R. Kappel, President of the Western Electric Company, to be awarded the Outstanding Achievement Medal at the November 12th meeting of the I. T. Alumni Association next fall. The name will be submitted to the University Honors Committee for action immediately. On motion duly made and seconded it was ruled that the minutes of the meeting of May 3 be officially approved including special action of the Board as above noted.

The Executive Secretary then introduced Mr. Curtis Erickson to the group, pointing out his outstanding background and how fortunate the Association was in securing Mr. Erickson in taking Mr. Buxton's place.

Under communications, a letter from Edgar F. Zelle was read concerning the Legislative Committee stating the Committee had been in contact with President Morrill's office and will arrange a meeting with President Morrill early in June; from George L. Faber extending his congratulations on the fine slate and offering continued support of the Board; from Ted Knudson stating he was sorry to miss the annual meeting but was in New York attending the National Judges' Advisory Council meeting; from Orville Freeman congratulating the new candidates upon their election and offering support of the Board in their activities.

The Board voted unanimously to adopt a resolution to amend the Articles of Incorporation to conform with the present by-laws. Official publication of the notice of change, an amendment to the Articles of Incorporation, was published in the April issue of the Alumni Magazine. The resolution is herein included.

BE IT RESOLVED That Article IV of the Certificate of Incorporation of The Minnesota Alumni Association be and the same is hereby amended to read as follows:

Article IV. The business of this corporation and the management of its affairs shall be vested in a Board of Directors consisting of (21) members, elected by the members of the Corporation in accordance with its by-laws, and one member each for the duly constituted Constituent Society provided for and chosen in accordance with the by-laws of the Corporation which may provide for the filling of vacancies in the Board by the members thereof. The Board of Directors should have authority to adopt by-laws. The officers of the corporation shall be elected by and from the Directors at the annual meeting of the Directors to be held at such time and place as may be provided for or directed in the by-laws. The officers of the corporation shall consist of a president, a first vice president, a second vice president, a secretary and a treasurer, or, a secretary-treasurer.

BE IT FURTHER RESOLVED That the president and secretary of this corporation, be and they are hereby authorized and directed to execute, acknowledge, and file with the Secretary of the State of Minnesota, a certificate of amendment of the Certificate of Incorporation of this corporation, setting forth the foregoing amendments.

On motion duly made and seconded the Calendar of Events was approved as follows:

A. Board of Directors meetings
   Fall meeting - Luncheon, October 9, 1954 (Northwestern game)
   Winter meeting - Dinner, Monday, January 17, 1955
   Spring meeting - Luncheon, Saturday, May 21, 1955 (tentative)

B. Executive Committee
   Monthly meetings at 3:30 P.M., 205 Coffman Union
   First Monday every month or as called by President

C. 1955 Reunion Dates
   May 20, 21, 22 (tentative)

The President asked for a report of Committees as follows:

Editorial Advisory Committee, Mrs. Wright Brooks reported: that a questionnai had been sent to the Big Ten Alumni Secretaries (questionnaire attached) and that answers had been received from Ohio State, Wisconsin, Illinois, Indiana, University of Iowa, and Northwestern. A review of the letters received indicated that none of them had a written editorial policy, that the editorial policy was pretty much in their hands; only Indiana had an editorial advisory committee; that most secretaries felt that they should have the right to write an editorial as long as it was clearly marked as their own. Most of the secretaries felt their magazine represented both the University administration and the Alumni Association.

The following recommendations were made:

(1) That it was desirable for many reasons that the Alumni Secretary write an editorial, but that such editorial should be plainly marked as his personal opinion. A suggested change in format of the editorial was made, which was carried into effect in the next issue of the magazine.

(2) Most controversial issues need not be banned, but in cases of controversial material or subjects, the alumni secretary should consult with persons informed on both sides and probably the executive committee. Such a procedure would strengthen the position of the alumni secretary in his editorializing.

On motion made by Dean Kozelka and duly seconded, the report was unanimously adopted.

Pug Lund reported that the Special Membership Committee consisting of Louis Gross, Bert Engelbert and Les Westin, had met twice and that the second time they had as their guests, Marsh Ryman and Ike Armstrong. Pug Lund reported especially on the meeting with Mr. Ryman and Mr. Armstrong and reviewed some of the statistics that had been quoted and the almost impossible job of the Alumni Association in getting a priority that would be effective. He indicated from the students and staff they receive 14% or 1/7 of their revenue. However, that the 14% income represents a greater percentage of tickets because of the low cost ticket to students and staff. Also there had been a priority at one time. That stadium subscribers had an A priority, alumni had a B priority and general public C and all tickets were originally allocated on that priority basis. Then he said about 1943 the priority system was eliminated and was put on a chronological basis - that is, according to the time the applications for purchase were received. He said there was virtually no shrinkage in season tickets. That between the goal line they had only a 2 1/2% shrinkage, (Sections 23 and 29) which is less than 200 seats gained a year. He said there are 10,000 seats between the goal lines on each side and that 66% of the season ticket holders are back on the goal line and about 88% reorder their season tickets each year. He stated that in 1951 they started a biannual improvement program so that every two years ticket holders would be stepped up 1/2 a section. It has been working fine until they hit section 21 and since then no one has moved. In other words, you can keep moving until you hit section 21 and then you stop. He said that the poorest section has a 51% loss, meaning 49% reorder. As you move towards the center the percentage of retention increases. He couldn't state what number of seats between the goal line still have their original priority. However, they know that a substantial number still remain although there are some deceased. He said they have no way of really checking on the deceased though they know that the tickets are being handed down and are not used by the original stadium subscriber.

The committee after consideration felt there was nothing that really could be done. There was a possibility that alumni priority could be established but they would still be way back of the goal line and that being the case they felt it would cause more trouble than good and wouldn't bring in memberships. Also, the possibility of doing something at the spring game was discussed. However, after exploration of the idea it was decided this wouldn't help, probably would cause more trouble than it was worth. A basketball priority can be set up but it was felt that any other ticket priority other than football would backfire and would emphasize the fact that we aren't doing anything in football and if we did establish these other priorities for basketball and other

sports, it would cause pressure groups to form for football without any chance of doing anything for them. On single games it was felt the way tickets were being handled was all right. Also, on out-of-town games the system setup where our clubs are mailed to separately and seated together was working to our benefi

Finally, a general discussion of membership took place and it was felt that there only one way to do it and that was by a general old-fashion membership campaign and individual solicitations. Also, that present membership procedure should be studied with objective to obtain more memberships.

On motion duly made and seconded the report of the Special Membership Commit was accepted.

Mr. Lawrence Johnson reported on the Investment Committee and in general reviewed for the full Board the report as submitted in the Executive Committee minutes of May 3. On motion duly made and seconded the report as presented was accepted and approved. Wells Wright reported for the Nominating Committe consisting of Lawrence Johnson, Mrs. Harold Eberhardt and himself, and moved the following slate of officers and Board members:

President - - - - - -	Francis L. Lund
Vice President - - - -	Elmer E. Engelbert
2nd Vice President - -	Mrs. Earl A. Knudtson
Secretary - - - - - -	Maurice E. Salisbury
Treasurer - - - - - -	Wendell T. Burns
Past President - - - -	Theodore Christianson
Board - - - - - - - -	Glenn Seidel
Board - - - - - - - -	Hibbert Hill
Board - - - - - - - -	Mrs. B. W. Bierman

On motion duly made and seconded the new slate was unanimously adopted. New officers take over on July 1, 1954. They serve for one year until June 30, 1955.

President Christianson in his remarks said that he had enjoyed working with the Board and with the Staff and his relations with the University and felt there has been some progress especially in the field of legislative activity. He thanked the Board members for their support and assured them of his continued interest and support.

The Executive Secretary thanked the Board for their support and especially for the wonderful cooperation from President Theodore Christianson. He also wanted the Board to know of the work of his fine staff, and called particular attention to the good work that Ray Chisholm, Tom Buxton, Miss Fitzgerald, Bob Provost, and George Horner are doing. He said he felt the Alumni Association had taken on character and status and believed that they had come a long way in the last five years; that the structure of the Association was sound; the Association now has over 100 clubs; that the magazine was constantly improving and that the present alumni program will achieve support for the University, even if no further changes are made, provided the present program is continued. He indicated that the next ten years were most important to the University and that the Alumni Association was now in a good position to be of real service to help the University the next ten years in getting ready for the new student bulge; that there are still many things left undone, but that with the present staff it would be difficult to expand the services until the time comes when an Assistant Secretary will be available; that a new staff alignment was being made -- Ray Chisholm would be assigned to constituent group organization and the Reunions, Mr. Horner would take over the University of Minnesota Week and Scholarship Program. The hope was that such a change

would give the Alumni Secretary some time to do some of the things yet undone. The real need of course, was to build a larger alumni membership. Plans for the 1954-55 year were explained and that such plans would cost $5100; that in the future, life memberships for students out of fees while in college was probably the only answer and that such is the trend; that a committee should be appointed to study such a plan. He said the next step forward for the Alumni Association the organization of Constituent Alumni Groups, regional and district club setup with representatives on the Board, a magazine mailed once a year to all alumni, and a strong student-alumni relations program. He emphasized the tremendous need for a change in the class reunion plan, and that the Board had been receptive to the plan a year ago but wanted further time to consider it; that he had talked to President Morrill about it and the President thought that it would be realistic to abandon the present class organization student program. The Executive Secretary said the present plan didn't work -- that classes wouldn't come out for committee meetings. Usually there would be only one, two or three people at such meetings and that no one would want to take the chairmanship even when the office did all the work and stood all the expenses. Three mailings were made each year. He illustrated by showing the pitiful returns of the reunion this year: the 1904 Class, 182 good addresses, 62 at the meeting; 1909 Class, 357 good addresses, 43 at the meeting; 1914 Class, 462 good addresses, 20 people at the Reunion; 1919 Class, 489 good addresses, 28 in attendance; 1929 Class, 1523 good addresses, 52 at the meeting; 1939 Class, 1873 good addresses, 65 at the Reunion; Old Grads 1074, and 40 at the Reunion. The cost was between $1500 and $2000 in actual cash plus the time of the staff from four to five weeks. He said that many of the class groups wanted to meet separately within the class framework, and that often they would set up competing meetings and thus cut down the attendance for the official class function; that the interest was only in the older classes and that there was very little interest after 1918; that the 1911 and 1913 Classes were two classes that had real interest. He asked the approval of the idea of continuing the Class Reunions, but that a decentralized program allowing class reunions to occur at different times during the year rather than at one time; the elimination of the Annual Alumni Banquet as such and the substitution of an Honors Banquet during Charter Week. Invited to the Honors Banquet would be members of classes having persons honored; invitations would be sent out generally via the magazine; special guests would be invited; alumni leaders throughout the state and nation would be invited as guests of the Association. It would be a "top" affair.

Finally, it was indicated that there was a great need for new office quarters for the Association; that the Association staff was now split causing lack of coordination, communication, all of which lead to inefficiency. Badly needed is an alumni building. That such was the trend throughout the country. Ohio State University had just remodeled an old building for alumni use; the California just built an alumni building. He felt that a committee should be appointed to study this important matter. The report of the Executive Secretary was accepted with enthusiasm and upon motion duly made and seconded the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

16

THE MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA

205 Coffman Union

May 3, 1954

MINUTES

Pursuant to a notice sent to members of the Executive Committee of the Minnesota Alumni Association, a meeting was held in 205 Coffman Union, on Monday, May 3, 1954, at 3:30 P.M. In attendance were Theodore Christianson, Mrs. Wright Brooks, Lawrence Johnson, Mrs. Earl A. Knudtson, and Pug Lund.

President Christianson asked the Executive Secretary to explain the budget. The sources of revenue were gone into and how the figures were arrived at. Then the various items and differences from last year were called to the attention of the Committee. One change was incorporated. Mr. Haislet explained that Miss Fitzgerald had been with the University since 1919, first as Secretary to Mr. Pierce as Registrar and then as Secretary when he was Secretary in the Alumni Office. She was with Mr. Pierce until he retired in 1948 and has been with me since that time. She is due to retire in June, 1955. In lieu of that he had written a letter to President Morrill requesting that her classification be raised to that of Senior Secretary, from $2820 to $3240 or a difference of $420. In case the University fails to grant the request Mr. Haislet requested authorization, that the Association would be willing to pay half or if necessary the whole $420 for this year. With that incorporated, on motion duly made and seconded, the budget estimate for 1954-55 was approved.

The Executive Secretary was authorized to proceed with citations for the Board members and for the President. It was voted to authorize the purchase of 500 additional records of Minnesota Songs. At the present time there are 204 on hand. The cost of the original record order was $2875.72. Initial cost of the record $2385 or $2.40 each. 500 additional records were authorized at $2.10 each plus 15¢ for jackets for a total of $2.25. Total expenditure of $1125. At the present time in the bank from record sales $2633.90. By board of action, in 1951 free memberships were authorized to alumni in military service no matter where they're serving and to officers outside the continental United States. After discussion, it was moved and seconded that this matter be continued until present change in requirement for military service.

Mr. Haislet then discussed with the Executive Committee the matter of a University Planning Committee and brought before them a resolution of the University Dads' Association concerning same. He backgrounded the Committee on the resolution and suggest that this information was felt necessary in case they come to a place where the support of the Minnesota Alumni Association might be indicated.

Mr. Lawrence Johnson, Chairman of the Investment Committee, reported that there was $10,580.68 cash in the principal account of the fund as of February 1 with investments about $74,000 in Government Bonds and $20,000 in stocks, the limit allowed for purchase accounts now would be approximately $50,000 . It was the feeling of the Committee that it would be desirable to delay purchase of additional stocks until the trend of the market can be more accurately determined. Consequently, it was agreed that 10,000 in 90 days, U.S. Treasury Bills will be purchased at the average price. Mr. Sommer has asked to place orders with the Midland Bank. He further indicated that

so far the Association has received 4 1/3% return on stocks as compared to about 2 1/2% return on bonds. Copies of the Principal Account, Income Account, and Investment Accounts, are being attached.

The Executive Secretary then reported that the Institute of Technology Alumni Association had met Saturday, May 1, and at that time it authorized a resolution to be drafted requesting official approval of the I. T. Alumni Association as a constituent alumni group of the Association. It was voted to accept the request as made by the Executive Secretary of the Minnesota Alumni Association who is also Executive Secretary of the I. T. Alumni Association and to approve the I. T. Alumni Association as the first constituent group. This is made subject to the written request being received and presented to the Board at the time of the annual meeting.

Also reported, was that the I. T. Alumni Association as a constituent body requested to be allowed to make use of the procedure of the Minnesota Alumni Association Honors Committee. It was felt that as a constituent group, this would be proper procedure and when formerly approved by the Board May 15, they would channel their request through the Alumni Honors Committee or to the Executive Committee of the Association. The I. T. Alumni Association has set November 12, 1954, as their annual meeting date and have recommended that Mr. Frederick Kappel, President of the Western Electric Company, be awarded the Outstanding Achievement Medal. They asked that this name be submitted through the regular Alumni procedure to the University Honors Committee, Administrative Committee and the Board of Regents. Such procedure will be instituted as soon as the I. T. Alumni Association has been officially chartered as a constituent body.

The Executive Secretary reported for information, that the Association in conjunction with the Bureau of Recommendations, setup an official headquarters for alumni at the time of the American Association of Secondary Schools convention in Atlantic City last fall. He read a report from Mr. Arnold S. Woestehoff, Director of the Bureau of Recommendations, indicating that it was successful and recommended that they would like to continue the arrangement.

The Executive Secretary backgrounded the Executive Committee again upon the Honors Committee problem. A letter from President Morrill was read as regards the Music Education problem which had been submitted to the Board at a prior time. He indicated that the problem had been carefully gone into with good results. He indicated that the Teller Committee to count the ballots, consisting of Sam Campbell and Les Westin, would meet Saturday, May 8, for that purpose. That the Nominating Committee will meet May 11, Lawrence Johnson, Chairman; Mrs. Harold Eberhardt and Wells Wright. That Curtis Erickson is the new Editor of the magazine starting June 1 and brought to the Association a distinguished record in writing and experience which would be to the benefit of the Alumni publication. The Executive Secretary reported that alumni plans were proceeding, however, there was one serious conflict and that is on May 14, the night of the Alumni Banquet, is one of the Opera dates.

On motion duly made and seconded the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

THE MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA

205 Coffman Union

February 8, 1954

MINUTES

Pursuant to a notice sent to members of the Executive Committee of The Minnesota Alumni Association a meeting was held in 205 Coffman Union on Monday, February 8, 1954, at 3:30 P.M.

In attendance were Theodore Christianson, Mrs. Wright Brooks, Lawrence Johnson, Mrs. Earl A. Knudtson, and Pug Lund.

The meeting was called to order by the President, Ted Christianson. President Christianson asked Mrs. Brooks to report on the activities of the Editorial Advisory Committee and Mrs. Brooks said that the next meeting will be held in March. We are waiting for some replies from other alumni associations as to what their policy and plan of action is.

Pug Lund reported on the Special Membership Committee and said they had met on Wednesday, January 27 and that they felt that some gesture towards giving a ticket priority for alumni should be made as regards football. If that was impossible some gesture should be made to alumni which would aid membership such as children in free to athletic events. The third suggestion was to tie some kind of special event around the spring football game such as a barbecue or box lunch for alumni to be held after the game with the coaches and squad there and alumni to meet the staff. Another suggestion was that special privileges should be worked out such as golf privileges for alumni, skating, concerts and the like. Finally, it was felt that the present membership plan should be carefully gone over and the basic concepts examined to see if there is any way we could strengthen the things we are doing, if we're overlooking things or if we're doing things we shouldn't be doing. The next meeting was scheduled for February 18 in Room 354, Coffman Memorial Union, at which time Mr. Ike Armstrong and Mr. Marsh Ryman would be present.

The reports of the Honors Committee and Nominating Committee were submitted for information. The Executive Secretary touched briefly upon the increase in postal fees - the increase last year of 100% in the post cards, 30% increase in second class and now a 50% increase for notices on Form 3547. I should point out that while income has not gone up expenses especially as regards mailing and posting have increased a great deal. The Executive Secretary indicated that he had heard from the Medallic Art Company concerning the presidential medals and that in order to achieve this medal, a sculptor would have to prepare a set of models which measure 3 to 5 inches in diameter and the cost would average around $500 to $600 or possibly $1000. After that the cost would be $10 to $20 for each medal depending upon the quantity ordered. It was

the unanimous opinion that the Association could not afford to go into this at this time, that any such cost would have to be written off over a number of years, and that perhaps the University would have some use for such a medal and should stand half the cost. Otherwise, they were opposed to spending money for a medallion at this time.

Finally, the budget problems for 1954-55 were touched upon. Because time was running short merely an indication of the type of problem ahead was given by the Executive Secretary. Also, the Executive Secretary alluded to the self study survey be made by the University at the present time which raises some very interesting questions concerning present practices and a long term projected program. The budget was to be the subject of the agenda for the next meeting for the Executive Committee.

Meeting adjourned at 5:30.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

166

THE MINNESOTA ALUMNI ASSOCIATION
UNIVERSITY OF MINNESOTA
205 Coffman Union

January 18, 1954

MINUTES

Pursuant to a notice sent to all members of the Board of Directors of the Minnesota Alumni Association a meeting was held in Room 353, Coffman Union, Monday, January 18, 1954.

In attendance were President Theodore Christianson, Elmer G. Apmann, Mrs. B. W. Bierman, Mrs. Wright Brooks, Victor Christgau, Dr. Theodore Fritsche, Hibbert M. Hill, Arthur Hustag, Lawrence E. Johnson, Charles F. Keyes, Dean Richard Kozelka, Francis L. Lund, Maurice E. Salisbury, Glenn E. Seidel, Dr. Leif Strand, Leslie Westin, Edgar F. Zelle, and Ed Haislet, executive secretary. Others in attendance were Louis Gross, an alumni member of the University Senate Committee on Athletics, Owen K. Hallberg, alumni representative on the Farm Union Board and Robert J. Snow, alumni representative on the Main Union Board, Ray Chisholm, field representative for The Minnesota Alumni Association, and Robert Provost, director of the Greater University Fund.

Minutes of the Executive Committee Meetings, November 9, December 7, and January 11. Copies of the minutes of the meetings of the executive committee of November 9, December 7, and January 11 had been sent to all members of the Board. The executive secretary gave a resume of these minutes, and upon motion duly made and seconded they were approved.

Report of the Investment Committee. Mr. Johnson, treasurer, and member of the Investment Committee, reported for the committee. Report attached.

Upon motion duly made and seconded, the report was approved.

Report of the legislative committee. The legislative committee, composed OF THE past presidents of the Association, held a meeting prior to the Board meeting. Mr. Edgar F. Zelle, chairman, reported that at this first meeting they did not attempt to formulate a definite program, but held an informal discussion going back over their past experience. Their most important problem is to decide what can be done in the way of a program that will be constructive and helpful to the University and get the support of the alumni all over the state. He reported that the committee members were very enthusiastic and they hoped to transmit that same feeling to all alumni.

Report of alumni representative on intercollegiate athletics. Louis Gross, alumni representative, reported that the chief function of the committee are to give advice and counsel to the faculty and the Conference representative and to determine eligibility of students for competition. He said that the students competing in athletics last year had a very high scholastic standing.

167

Another important item which called for a recommendation was participation in the Rose Bowl. The chief means of recruiting athletes is the Henry L. Williams Scholarship Fund. Mr. Provost, Director of the Greater University Fund, was asked to give some statistics on the Williams Fund. He said that the first year it was operating there were nine scholarships amounting to $2,000.00. This year there were seventy-five scholarships amounting to $18,000.00. The Fund now has a reserve of $45,000 built up over the last four years, and they hope to build it up to $100,000.00.

Report of the representative on Military Affairs Committee. Mr. Westin alumni representative on the Military Affairs Committee, reported that the committee had held two meetings. The two items of importance were the economic program at Washington, suggesting cutting down the ROTC program and personnel, and the elimination of the special program to go into the standard Corps. This is due to the fact that the enrolment in ROTC has fallen off to a much greater degree than the student enrolment.

Report of the representative on the Union Board of Governors. Robert Snow, alumni representative, reported that the Homecoming Dance sponsored by the Union Board was one of the most successful functions ever put on. There were 4,200 present and the profit was $1,500.00. Another important event coming up is Snow Week. He also reported that a reunion of past and present Board members was held the Sunday after Christmas. This was so successful that they hope to make it an annual event. One of their problems is to find space for the commuters lunch room. The students are dissatisfied with the present location in the basement and the Board has been considering some changes on the ground floor with a view to moving the lunch room.

Report of the representative on the Union Board (Farm Campus) Owen K. Hallberg, alumni representative, reported. Their most important work at the present time is the drive for a new Union Building on the St. Paul campus. The goal is $300,000.00 which was approved by the regents last July and is a special project of the Greater University Fund. President emeritus Walter C. Coffey has been secured as chairman for the drive and has appointed a steering committee and a general committee. The campaign will start February 1 and the student drive will be March 1-5.

Editorial advisory committee. Mrs. Wright Brooks, chairman of the editorial advisory committee reported that they had one meeting and discussed editorial policy for the alumni magazine, but will not be ready to make a formal report or recommendation until they have another meeting.

Report on field work. Ray Chisholm reported that there are forty-eight clubs in the state. Eleven have been organized within the last year and three reactivated. The scholarship program is going along very well. In screening the applicants the scholarship committee takes the rating the alumni club gives unless they have some specific information. Twenty clubs have set up meetings for University Week and we expect ten more. The Alumni Association secures members of the University faculty to go out and speak at these meetings and also sends out films. Mr. Haislet then commended Mr. Chisholm on the good work he has been doing.

Greater University Fund. Robert Provost, director of the Greater University Fund, reported for the Fund. One of the major problems is in the area of restricted money - gifts without strings attached. The bequest program is becoming more important. There are numerous requests for information on how to include the University of Minnesota as a beneficiary in a will. In 1952 the Fund went over the top by a very good margin. One of the problems is that of additional help, as the special projects take an enormous amount of time.

In order to correct a discrepancy between Article II, Section 1 of the by-laws and the amended Article IV of the articles on certificate of incorporation the following resolution, upon motion duly made and seconded, was adopted.

> BE IT
> RESOLVED, that the following proposed amendment to the Articles of Incorporation of The Minnesota Alumni Association be and the same is hereby proposed, to-wit: that Article IV of the Articles be amended by additing after the words 'in accordance with its by-laws' the words "and one member each for the duly constituted Constituent Society provided for and chosen in accordance with the by-laws of the corporation"; and
>
> "BE IT FURTHER RESOLVED, that the above proposed amendment be submitted for adoption at a meeting of the members of the corporation, notice of the time, place and purpose of which shall be given to each member of the corporation entitled to vote on the proposed amendment and to each officer and director regardless of his rights."

Mr. Haislet reported that Mr. Buxton, editor of the alumni magazine, had resigned, effective in May, and that several recommendations for a replacement had been received from the School of Journalism. For the next 14 issues the magazine is committed to articles about the University, especially future needs.

Records and mailing. The executive secretary spent a few days in these departments and found that all procedures and office practices seem to be in very good order.

Membership. Membership has been steadily declining since March, 1950, until it is now 11,069. The reasons for this are decreased enrolment which means a decrease in regents' memberships, and insufficient addresses on some 2,000 members and the fact that over 50% of the alumni lists are made up of alumni who have graduated during the last six years. The membership situation was discussed at the last executive committee meeting and a committee was appointed with Francis (Pug) Lund as chairman, to work out a plan whereby some special consideration could be given to alumni, something that would make their membership valuable, such as priority on tickets to football and basketball games. The committee will hold its first meeting on January 27.

Reunion committees. Reunion classes this year are: 1904, 1909, 1914, 1919, 1929, and 1939. The executive secretary selected a number of leaders from each reunion class and asked them to suggest other names to add to the committee, and dates have now been set for meetings.

Honors committee. The honors committee will meet February 1. There are sixty-five names on the list. The Alumni Honors committee recommend about eight names from this list and these are turned over to the University Honors Committee, then to the Administrative Committee of the Senate and the Regents for approval.

Nominating committee. The nominating committee will meet January 25 to make nominations for directors of the Association.

Merchandising. Up to the present time 702 record albums have been sold. Since last June 95 rings have been sold.

Meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

After the meeting the 16mm sound and color film - From the President's Desk, was shown.

THE MINNESOTA ALUMNI ASSOCIATION

INVESTMENT COMMITTEE REPORT - LIFE MEMBERSHIP FUND

December 31, 1953

PRINCIPAL ACCOUNT

		Cash	Investments
7/1/53	Cash and Investments	$1,510.08	$101,044.00
7/1/53	Received - Minnesota Alumni Assn. Life Membership payments 7/1/52 to 6/30/53	2,147.50	
		$3,657.58	
10/9/53	Proceeds - Redemption 20M U.S. Savings Bonds Series G due 10/1/53	$20,000.00	($20,000.00)*
		$23,657.58	$81,044.00
12/15/53	Purchased 40 Shs. G.E. Co. Common @ 89	($3,593.20)*	$ 3,593.00
12/15/53	Purchased 50 Shs. Standard Oil of N.J., Common @ 72-7/8	($3,675.85)*	$ 3,676.00
12/15/53	Purchased 40 Shs. Union Carbide and Carbon Co., Common @ 74-3/4	($3,020.35)*	$ 3,020.00
12/15/53	10M U.S. Treasury 2-1/2% Bonds due 12/15/68	($9,787.50)*	$ 9,788.00
12/31/53	Balance	$3,580.68	$101,121.00**

- -

INCOME ACCOUNT

7/1/53	Cash	$ 00.00
7/1/53 to 12/31/53	Dividends and Interest on Investments	$1,398.69
12/31/53	Balance	$1,398.69

*( ) denotes red

** Stocks at cost - - - $19,433.11
Bonds at cost or, if inherited, at inventory value as of May 22, 1952 - - $81,688.00
$101,121.00

x a simplified accounting for purposes of report to eliminate bookkeeping entries. Actual exhibit attached '#'

THE MINNESOTA ALUMNI ASSOCIATION

INVESTMENT COMMITTEE REPORT - LIFE MEMBERSHIP FUND

December 31, 1953

Bonds

$7000. U. S. A. Defense Savings Bds. Series G, 2-1/2%, due 2-1-54

$2000. U. S. A. Defense Savings Bds. Series G, 2-1/2%, due 4-1-54

$3000. U. S. A. Defense Savings Bds. Series G, 2-1/2%, due 6-1-54

$6000. U. S. A. Savings Bonds Series G, 2-1/2%, due 4-1-55

$1000. U. S. Savings Bonds Series G 2-1/2%, due 9-1-55

$12,000. U. S. Savings Bonds Series G 2-1/2%, due 6-1-57

$10,000. U. S. Savings Bonds Series G 2-1/2%, due 6-1-58

$18,900. U. S. Savings Bonds Series G 2-1/2%, due 3-1-59

$1000. U. S. Savings Bonds Series G 2-1/2%, due 6-1-59

$3000. U. S. Savings Bonds Series G 2-1/2%, due 6-1-60

$5000. U. S. Savings Bonds Series G 2.50%, due 7-1-61

$10,000. U. S. Savings Bonds, Series G 2-1/2%, due 12-15-68

$2000. Northern Pacific Railway Co. Prior Lien Railway & Land Grant Bonds, 4%, due 1-1-97

$1000. State of North Dakota Real Estate Series N, 5-1/2%, due 1-1-55

Common Stocks

100 Shs. Consolidated Gas Electric Light & Power Co. of Baltimore

40 Shs. E. I. Du Pont De Nemours Common Stock

50 Shs. General Mills, Inc Common Stock

40 Shs. General Electric Co. Common Stock

50 Shs. Standard Oil Co. of N. J. Common Stock

40 Shs. Union Carbide & Carbon Co. Common Stock

MINNESOTA ALUMNI ASSOCIATION

INVESTMENT COMMITTEE REPORT

December 31, 1953

PRINCIPAL ACCOUNT

		Cash	Investments
7/1/53	Balance carried forward	($ 3,489.92)*	$106,044.00
7/1/53	Received from Minnesota Alumni Assn. Life Membership payment for period 7/1/52 to 6/30/53	$ 2,147.50	
7/1/53	Balance	($ 1,342.42)	
7/21/53	Proceeds - Redemption 5M U. S. Savings Bonds, Series G due 5/1/53	$ 5,000.00	($ 5,000.00)
7/21/53	Balance	$ 3,657.58	$101,044.00
10/9/53	Proceeds Redemption 20M U. S. Savings Bonds, Series G due 10/1/53	$20,000.00	($ 20,000.00)
10/9/53	Balance	$23,657.58	$ 81,044.00
12/15/53	Purchased 40 Shs. G.E. Co. Common @ 89	($ 3,593.20)	$ 3,593.00
12/15/53	Purchased 50 Shs. Standard Oil of N. J. , Common @ 72-7/8	($ 3,675.85)	$ 3,676.00
12/15/53	Purchased 40 Shs. Union Carbide and Carbon Co., Common @ 74-3/4	($ 3,020.35)	$ 3,020.00
12/15/53	10M U. S. Treasury 2½% Bonds due 12/15/68	($ 9,787.50)	$ 9,788.00
12/15/53 - 12/31/53	Balance	$ 3,580.68	$101,121.00 **

*( ) denotes red

** Stocks at cost - - - $ 19,433.11
Bonds at cost or, if inherited, at inventory value as of May 22, 1952 - - - $ 81,688.00

$101,121.00

173

INCOME ACCOUNT

		Disbursed	Received	Balance
7/1/53	Balance carried forward			$ 00.00
7/1/53	7/1 S.A. Int. 2M Northern Pacific R. R. Co. Prior Lien R.R. & Land Grant 4% Bonds due 1/1/97		$ 20.00	
7/1/53	7/1 S.A. Int. 1M State of N. Dak. Real Estate Series N 5½% due 1/1/55		27.50	
7/1/53	7/1 S.A. Int. 5M U.S. Savings Bonds Series G		62.50	110.00
7/6/53	7/1 Qu. Div. 100 Shs Consolidated Gas Elec. Light & Power Co. of Baltimore Common Stock		35.00	145.00
7/22/53	7/20 S.A. Int. 5M U.S. Savings Bonds Series G due 5/1/53		62.50	207.50
8/3/53	8/1 S.A. Int. 7M U.S. Savings Bonds Series G		87.50	
8/3/53	8/1 Qu. Div. 50 Shs General Mills Inc. Common		56.25	351.25
9/1/53	9/1 S.A. Int. 1M U.S. Savings Bonds Series G due 9/1/55		12.50	
9/1/53	9/1 S.A. Int. 18900.00 U.S. Savings Bonds Series G due 3/1/59		236.25	600.00
9/15/53	9/13 Qu. Div. 40 Shs. E.I. Dupont De Nemours Com.		34.00	634.00
10/1/53	10/1 Qu. Div. 2M Northern Pacific R.R. Co. prior Lien Railway & Land Grant Bonds 4% due 1/1/97		20.00	
10/1/53	10/1 S.A. Int. 6M U.S. Savings Bonds Series G due 4/1/55		75.00	729.00
10/1/53	10/1 S.A. Int. 2M U.S. Savings Bonds Series G due 4/1/54		25.00	754.00
10/2/53	10/1 Qu. Div. 100 Shs Consolidated Gas Electric Light & Power Co. of Baltimore common		35.00	789.00
10/9/53	10/1 S.A. Int. 20M U.S. Savings Bonds Series G due 10/1/53		250.00	1,039.00

174

		Disbursed	Received	Balance
11/2/53	11/1 Qu. Div. 50 Shs. General Mills Inc. Common		$ 31.25	$1,070.25
12/1/53	12/1 S.A. Int. 3M U.S. Savings Bonds Series G due 6/1/54		37.50	
12/1/53	12/1 S.A. Int. 12M U.S. Savings Bonds Series G due 6/1/57		150.00	
12/1/53	12/1 S.A. Int. 10M U.S. Savings Bonds Series G due 6/1/58		125.00	
12/1/53	12/1 S.A. Int. 1M U.S. Savings Bonds Series G due 6/1/59		12.50	
12/1/53	12/1 S.A. Int. 3M U.S. Savings Bonds Series G due 6/1/60		37.50	1,432.75
12/3/53	Annual Agency Fee for period ending 12/31/53	$ 75.00		1,357.75
12/4/53	Paid Donald C. Bennyhoff Register of Deeds for Certified Copy of Articles of Incorporation dated 1906 & of Amended Articles of Incorporation dated 1948.	4.25		1,353.50
12/15/53	12/13 Qu. Div. 40 Shs. E.I. Dupont De Nemours Common		50.00	1,403.50
12/22/53	Accrued Int. from 12/15/53 to 12/22/53 on purchase of 10M U.S. Treasury 2½% bonds due 12/15/68 63	4.81		1,398.69
12/31/53	Balance			$1,398.69

L. E. Phillips, Treas.

THE MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA

205 Coffman Union

January 11, 1954

MINUTES

Pursuant to a notice sent to all members of the Executive Committee of The Minnesota Alumni Association a meeting was held in 205 Coffman Union on Monday, January 11, 1954, at 3:30 P.M.

In attendance were Theodore Christianson, Mrs. Wright Brooks, Victor Christgau, Elmer Engelbert, Lawrence Johnson, Mrs. Earl A. Knudtson and Ed Haislet.

The Executive Secretary reported the fact that the list work for Newsweek was complete and 59,986 names had been run off on special cards for Newsweek at $15 per thousand bringing an income of $899.79 to the Association. It was reported for information that the special Editorial Advisory Committee was meeting January 12, 4:00 P.M., that President Morrill had replied to June Phillips' letter concerning Music Education at the University, and that Mr. Edgar Zelle, Chairman of the Legislative Committee was anxious to set a date for the first meeting.

Also displayed were possible types of medallions for desk use as the President's award. The Executive Committee seemed to favor the large medallion mounted on a base for desk use. The Executive Secretary was requested to proceed with information on prices. Mr. Johnson, Chairman of the Investment Committee reported on the recent action the Committee took in investing of some $10,000. A full report will be made to the Board at their meeting January 18. The whole matter of membership was presented to the Executive Committee for discussion by the Executive Secretary. It was revealed that since March, 1950 when membership stood at 15,220, membership has steadily declined until today it stands at 11,069. This is an increase from the low of 10,225 as of December. Members and type of memberships at the present time are as follows: Life - 1837. This is the high point and a gain from 1652 as of August, 1949. We have a total of 2,999 $3 memberships now discontinued, from a high of 4191. We have 675 $4 memberships from a high of 691. We have 613 $16 memberships which has gone from 0 as of July, 1951. At the present time we have 4,373 regent members. The reasons for the decrease of course are: 1. decreased enrollment. At one time we had over 9,000 regent members on the list. 2. We have some 2,000 members who have gone insufficient. That is, we do not have a proper address on them, and 3. The small list of records of older members. 50% or more of our list is mainly of new members of the last five or six years. Renewal of membership comes up monthly as they expire. Three letters are sent out to them, one 45 days prior to expiration, one 15 days prior to expiration, and one at the time of expiration. New membership letters to some 45,000 alumni are sent out 5,000 a month, the way an even work load is maintained both in putting out the material and on the return. Also, once each year the lost alumni letter is sent out. There are some 150,000 alumni and former students who have never yet been mailed to and therefore, are in our special file. Each year some 10,000 are mailed to and as a result of the mailing some 3,000 are put back on the list.

175

Also, all the reunion classes coming up each year are given special attention. Because membership of course, determines for the most part income, it is of vital interest and of real concern to the Executive Secretary and to the Executive Committee. Many alumni associations have turned over their membership campaigns to advertising agencies especially Ohio State, Wisconsin, and Northwestern. The Executive Secretary here does the work. The main type plan in the past which has been used should be kept in effect. Probably a special personal letter to friends of the Executive Secretary, class by class should be sent out. However, this takes a lot of extra time. Sometime a special club membership plan should be developed and underlying all this of course, is a constituent membership plan which (of course) should depend upon to bring into the Association the various constituent groups. This of course, takes a lot of extra work and will be described under the budget at the forthcoming meeting.

The Executive Committee felt that some special plan should be worked out for seniors and some special consideration ought to be given to alumni, something they want, something to make membership valuable. It was unanimous that this should be something as regard to priority on tickets for some of the sports especially football and basketball. Mr. Engelbert thought that the spring game is a good time to start alumni activity. There is plenty of room in the stadium and there is no reason why alumni shouldn't be invited to come for free to the ball game, also a special basket luncheon to be held in the Field House, the athletic staff and the entire football squad there so the alumni could meet them. This only for members. There are many special ways this can be worked and a committee should be appointed to go into the matter.

Mr. Engelbert said that if the committee would meet in the evening he would invite them over to the Town and Country Club. President Christianson named Pug Lund as Chairman of the committee and on the committee Bert Engelbert, Lawrence Johnson, Les Westin, and Louis Gross.

The next meeting was set for February 8. The meeting adjourned at 5:30 P.M.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/baw

176

MINNESOTA ALUMNI ASSOCIATION
205 Coffman Union

December 7, 1953

MINUTES

Pursuant to a notice sent to all members of the Executive Committee of The Minnesota Alumni Association a meeting was held in 205 Coffman Union on Monday, December 7, 1953, at 3:30 p.m. In attendance were Theodore Christianson, Dr. Ted Fritsche, Lawrence E. Johnson, Francis Lund, Mrs. E. A. Knudtson and Ed Haislet.

Four season basketball tickets were turned over to President Christianson for such use as he sees fit.

A letter from Ben Palmer in answer to an inquiry from the executive secretary concerning legality of the by-laws under the Minnesota Non-Profit Corporation Act was read. Mr. Palmer pointed out that there is a discrepancy between Article II, Section 1 of the By-Laws and the amended Article IV of the Articles of the Certificate of Incorporation which should be corrected by an amendment to the Certificate of Incorporation. He suggested that this be done at a forthcoming regular meeting of the Board of Directors. The executive committee in trying to determine the type of notice and the date of the meeting could find nothing in the Articles or By-laws concerning amendment of the Articles. Therefore, they requested that the executive secretary check back with Mr. Palmer on the type of notice necessary to amend the Articles.

The executive secretary reported that class lists for the reunion classes of 1904, 1909, 1914, 1919, 1929, and 1939 were made up, that only two of the classes had any funds of their own, and that class committees were in process of being formed.

Also reported on was President Morrill's trip to International Falls, Baudette and Crookston, December 1-2-3, 1953. It was the first time that a University president had ever visited International Falls and Baudette. In both places the alumni clubs did outstanding jobs on publicity, arrangements for meetings, and in getting alumni out. At International Falls 150 attended the alumni dinner and 300 the alumni sponsored meeting at the high school; at Baudette 30 alumni attended the dinner and 200 attended the open meeting; at Crookston 65 turned out in spite of the near blizzard conditions.

Several communications were acted upon. A letter was read from Professor Gregory D. Wolcott of Long Island University in New York, requesting permission to use the music of Hail, Minnesota as the Long Island alma mater song. After discussion it was voted to refer the matter to the full Board of Directors with recommendation of disapproval. Received also was a letter from a graduate of the School of Music protesting the poor music education curriculum at the University. The executive secretary was requested to contact the writer to ask permission to send the letter on to President Morrill for his

information. A sample of the letters being received on the new record of Minnesota Songs was read, indicating enthusiasm of alumni for the record. Some 550 records have already been sold - and without special promotion.

In a communication The Minnesota Daily indicated that they are going to put out in the spring a special issue of the Daily covering the year's activities. They would give us 10,000 copies if we would pay postage. After discussion it was felt that not enough alumni would be interested; that instead issues should be sent to alumni leader list (about 600).

The executive secretary reported that the advertising questionnaire sent out to alumni was obtaining good results.

The resignation of Mr. Thomas Buxton was received with regret. Mr. Buxton will terminate his association with the Alumni Office on May 30, 1954.

The question was raised as to why the traditional of the unison singing of Hail, Minnesota followed by the cheer leaders leading the whole Stadium in the "Big Locomotive" had been dropped. The executive secretary explained that no reason had been advanced, except that it took about three minutes out of the half time ceremony and probably had been dropped for that reason. He said that he had sent letters of protest each of the past two years to Mr. Prescott, Bandmaster, and Mr. Nunn, Director of University Relations and Chairman of the University Functions and Public Relations Committees. While the executive committee thought the matter should be referred to the Board for their consideration and action, it was their unanimous feeling that an official protest should be sent to President Morrill and the Board of Regents concerning this matter. They felt that it was one of Minnesota's most colorful traditions that every one enjoyed, and in which every one participated.

On Motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA
205 Coffman Union
November 9, 1953

M I N U T E S

Pursuant to a notice sent to all members of the Executive Committee of the Minnesota Alumni Association a meeting was held in 205 Coffman Union on Monday, November 9th at 3:30 P.M.

In attendance were Theodore Christianson, Mrs. Wright Brooks, Francis "Pug" Lund, Lawrence "Duke" Johnson and Ed Haislet.

The meeting was called to order by President Theodore Christianson. Due to the fact the Association savings accounts at the Farmers & Mechanics and Minnesota Federal Savings and Loan had reached their $10,000 limit and can not be insured above such limit, on motion duly made and seconded a resolution was adopted to establish a savings account at the Twin Cities Federal. On motion duly made and seconded it was agreed the President, Treasurer and Executive Secretary be authorized signatures.

The Executive Secretary made a progress report upon the fall's activities. He went over his travel schedule, amount of time taken on disbursing of football tickets and reported upon the success of the various promotions: Dads' Day, I.T. Alumni Association and Homecoming. The Homecoming Buffet is growing each year and seems to be very popular with out-of-state people.

The matter of legislative assignment was discussed and the Executive Committee was brought up to date with the work of the Legislative Steering Committee of the University.

It was the feeling of the Executive Committee that the establishment of a contact program with Legislators on the important committees was essential and to a great degree the problem with the Legislature was one of communication which would be helped by a continual contact program.

It is also felt that the University should be thinking in terms of a public service television programs- -continually selling the University with films depicting the various phases of campus life, the work of the colleges, work and research and service to the State. Such films should be in the form of a report to the State. It was requested that the Executive Secretary call this to the attention of proper University officials.

The executive secretary discussed the current personnel problems of the Alumni Office, especially the magazine, records and mailing. It is felt, as regards the records department, that part time help was the answer, getting married women who could work from 9 to 3, using only a few full time people as a core group. It was suggested that the Alumni Association advertise directly for part-time help. On motion duly made and seconded the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

179

MINNESOTA ALUMNI ASSOCIATION
UNIVERSITY OF MINNESOTA

Meeting, October 8, 1953
205 Coffman Memorial Union

M I N U T E S

Pursuant to a notice sent to all members of the Board of Directors of The Minnesota Alumni Association, a meeting was held in Room 353, Coffman Memorial Union, on Thursday, October 8, 1953, at 5:30 p.m. In attendance were Victor Christgau, Theodore Christianson, Jr., E. E. Engelbert, Sr., Hibbert M. Hill, Lawrence E. Johnson, Charles F. Keyes, Theodore Knudson, Mrs. Earl Knudtson, Richard Kozelka, John S. Pillsbury, Jr., Maurice E. Salisbury, Glenn E. Seidel, Leif Strand, Mrs. Harold Stemsrud, Leslie E. Westin, Members of the Board, and Ed Haislet, executive secretary. Others in attendance were Robert Provost, Director of the Greater University Fund, Sam Campbell and J. D. Holtzermann, members of alumni committees, and Owen Hallberg and Robert Snow, alumni representatives on the Union Board of Governors.

The meeting was called to order by President Theodore Christianson. The following items were presented for discussion and action was taken as indicated below.

1. Minutes of the executive committee meeting, September 14, 1953: President Christianson reviewed the Minutes, copies of which had been sent to all members of the Board, and on motion duly made and seconded, it was voted that the Minutes be approved.

2. Report of the auditor: Lawrence E. Johnson, treasurer, reviewed the Auditor's Report for the year ended June 30, 1953. Assets, including cash on deposit in checking and savings accounts, U. S. War Savings Bond, office equipment, bonds and stocks at cost totaled $126,506.80. Reserve for life membership fund and other funds totaled $121,104.34; surplus $5,402.46. For the operating fund total receipts were $38,828.33, disbursements $37,071.42. For the life membership income fund receipts were $2,667.72, disbursements $718.64. The balance, $1,949.08, was transferred to the principal of the life membership fund in July. Bonds on hand totaled $96,900.00; stocks $9,143.71. Mr. Johnson also reported that one U.S. Defense Savings Bond ($20,000.00) became due and was redeemed October 1. The Investment Committee at its next meeting will consider reinvesting these funds in bonds, preferred or common stock. On motion duly made and seconded, the Auditor's Report was approved.

3. Nomination of John K. Fesler to second term, Board of Trustees, Greater University Fund: Robert Provost, Director of the Greater University Fund was present and recommended that John K. Fesler, who has been very valuable as chairman of the Board of Trustees of the Greater University Fund, be reappointed for a three-year term. On Motion duly made and seconded, it was voted that John K. Fesler be reappointed chairman of the Board of Trustees for a three-year term.

   Mr. Provost also reported on the progress of the Fund and discussed one of the new projects- -the Saint Paul Campus Union, with particular emphasis on the method of raising funds.

4. Confirmation of committee appointments: President Christianson asked for confirmation of his committee appointments as listed in the Executive Committee Minutes. He also established a new committee on Editorial Policy: Mrs. Wright Brooks, chairwoman, Marcia Edwards, William T. Harri Glenn Seidel and Leslie E. Westin. On motion duly made and seconded, it was voted that all committee appointments be confirmed.

5. Custodianship agreement with Midland National Bank: The Midland National Bank requested that we enter into a custodianship agreement with them for handling stocks and bonds in their custody. They prepared an agreement which was discussed at the alumni executive committee meeting September 11 and referred to President Christianson for his recommendation. He recommended that the Association enter into this agreement and on motion duly made and seconded, it was voted that the appropriate officers of the M.A.A be authorized to enter into this agreement. Copies of the Custodianship Agreement and the Resolution of the Board of Directors which was adopted at this meeting are attached to the Minutes.

6. Reunion plans: The executive secretary stated that at the present time reunion promotion is very costly for the Association- -$2,000.00 in cash plus six weeks of staff time for six reunions. The work is done in our office, but it is very hard to get a meeting, as the classes don't want reunions. He proposed a new plan- -instead of having all reunions and the alumni banquet on one day, classes would hold reunions as desired, but not at any specific time, and the alumni banquet would be eliminated. In place of the alumni banquet substitute an Honors Luncheon or Dinner during Charter Week. This would be an invitational affair for alumni who have given service to the University and the Association would pay the cost. As the constituent alumni societies develop they will have reunions that will appeal to members of their colleges and the interest in class reunions will decrease. No action.

7. Amenities: At the meeting of the executive committee September 14 the idea of doing something for alumni who are of assistance to the Alumni Association and the University was discussed and approved. Specific suggestions were laminated cards for Board members, printed certificates for outgoing members of the Board and a gift for the retiring president. However, it was requested that further information as to prices be brought in. The executive secretary reported that a president's gift, thinking in terms of plaques, would cost from $6.50 to $10.00 plus engraving, laminated cards about 25¢ each and certificates about $2.00 each. He was told to proceed.

For Information:

(a) Membership campaign materials: The executive secretary showed samples of campaign materials for drives for new memberships and renewals and explained the method of securing renewals.

(b) Football schedules - Capital Airlines: Capital Airlines the past two years has furnished football schedules to be sent out to our membership.

(c) Constituent groups: The I.T. and the Medical alumni have asked for a combined membership plan. Some of the other alumni groups are still considering the plan.

181

(d) Football History: The last Football History was published in 1928 and some of our alumni are asking that the Association get out another publication, bringing the history up to date. The Board has given its approval to go ahead.

(e) Advertising questionnaire: The American Alumni Council has asked us to put out a sample advertising questionnaire and the executive committee has authorized this.

(f) Editorial content: We are working on an editorial content format. Articles are scheduled in consultation with the administration. The idea is to inform the Legislature and the people of the State on what the University is doing and what it costs. The deans have been asked to cooperate.

(g) Annual report: A report on the work of the executive secretary and his staff was prepared in July. Copies have been sent to all members of the Board.

(h) Football trips: The executive secretary's travel schedule this fall includes the following football trips: September 22-26: Denver, San Bernardino and Los Angeles. At San Bernardino the alumni met and organized on September 24. The Alumni Club of Southern California met September 25 at the Biltmore Hotel with 200 present and the Alumni Club of Northern California met September 26 at the Statler Hotel with 125 present. The next trip will be to Evanston October 8-11, with meetings at Chicago and Evanston. President Christianson will also make the trip and attend the meetings. October 15-17 meetings will be held at Chicago and Urbana and November 12-13 at Des Moines, Davenport and Cedar Rapids.

(i) Ring promotion: The reception of the official ring among our alumni has been very good. Up to July 1, 1953, 179 rings were sold by Josten's.

(j) Football ticket assistance for clubs: For the first time football ticket applications were mailed to members of our alumni clubs and this assistance in securing tickets was very enthusiastically received by the alumni.

(k) Legislative program: The Legislative program was discussed and the executive secretary referred to the programs of some of the other Big Ten Associations.

(l) Club brochures: Club brochures are prepared each year- -one for clubs in the state and one for clubs out of state, and are sent out in August.

(m) Playing cards: This is a loyalty item which should be considered as soon as possible. These items are very helpful in reminding alumni of the University.

(n) Meetings:
(1) Little Brown Jug Banquet, October 23, This will be a big event. Living members of the Michigan and Minnesota teams of 1903 have been invited and many have accepted. Louis Gross is chairman for the "M" Club.

182

(2) The Dads' Day Luncheon, Main Ballroom, Coffman Union, October 31. The "M" Club will sponsor the football dads.

(3) The I.T. Alumni Dinner, Main Ballroom, Coffman Union, November 6.

(4) The Christmas Party, December 29.

(o) New magnetic sound movies: The new magnetic sound projector was discussed with the idea of informing the Board of the need for this type of equipment just as soon as it is available through the communities of the state. The sound could be puton any film at very little cost.

(p) Letters from young alumni on football seat location: Letters have been received from some of our young alumni who are dissatisfied with their football seat location. Mr. Armstrong, athletic director, answered the inquiries and the letters received with his answer will be published in the alumni magazine.

(q) President Morrill's trip: President Morrill is planning to make three trips to visit alumni--fall, winter and spring. The fall trip, November 30 to December 3, will include International Falls, Baudette and Crookston.

(r) President's football tickets: Each year the M.A.A. provides the president of the Association with four tickets for each home game to be used as he sees fit. This year the president has invited members of the Legislature and their wives to attend the game.

(s) Big Ten Secretaries' meeting: Each year the Big Ten Alumni Secretaries at their annual meeting devote an all-day session to comparison of budgets. For the past several years your executive secretary has been chairman of this session and has compiled figures received from the Big Ten Associations. Budget comparisons will be presented to the executive committee in the near future.

(t) Record album promotion: The executive secretary outlined a plan for promotion of the record album. He reported that the papers are giving it good publicity. Upon motion duly made and seconded, it was voted that $300.00 be appropriated for promotion of the record album.

On motion duly made and seconded, the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

Certified Copy
of
RESOLUTION OF BOARD OF DIRECTORS

I, Edwin L. Haislet Executive Secretary of The Minnesota Alumni Association, a nonprofit corporation organized under the laws of the State of Minnesota, hereby CERTIFY that at a meeting of its board of directors regularly held in accordance with its by-laws on October 8, 1953, at which a quorum was present there was adopted by unanimous vote, and there has been recorded in the minutes of the meeting, a resolution of which the following is a true copy:

"WHEREAS the treasurer of this Association has for many years maintained a custodianship account with Midland National Bank of Minneapolis (hereafter referred to as the "Bank") relative to the funds and securities constituting the Association's "Life Membership Fund", and

"WHEREAS a new custodianship agreement was entered into with the Bank under date of July 1, 1953, and

"WHEREAS such agreement, and the custodianship account maintained thereunder, appear to be in the best interests of the Association and its life members, now, therefore, it is

"RESOLVED that the custodianship agreement between the Association and the Bank dated July 1, 1953 (a copy of which the secretary is directed to attach to the minutes setting forth this resolution) and the action of the president and treasurer in entering into such agreement on behalf of the Association, be and the same are hereby approved, ratified and confirmed.

"RESOLVED FURTHER that all handling of the custodianship account by the Bank prior to July 1, 1953, and all action of the present and past officers of the Association with respect to such account, be and the same are hereby approved, ratified and confirmed."

I further CERTIFY that this resolution is now in force and not contrary to or inconsistent with any provision in the certificate of incorporation or by-laws of the corporation. I further CERTIFY that a true copy of the custodianship agreement referred to in this resolution has been attached to the minutes of the meeting at which the resolution was adopted and that a true copy of such agreement is attached to this certificate.

October 8, 1953

Edwin L. Haislet
Secretary.

Certified Copy
of
RESOLUTION OF BOARD OF DIRECTORS

I, Edwin L. Haislet, Executive Secretary of The Minnesota Alumni Association, a nonprofit corporation organized under the laws of the State of Minnesota, hereby CERTIFY that at a meeting of its board of directors regularly held in accordance with its by-laws on October 8, 1953, at which a quorum was present there was adopted by unanimous vote, and there has been recorded in the minutes of the meeting, a resolution of which the following is a true copy:

"WHEREAS the treasurer of this Association has for many years maintained a custodianship account with Midland National Bank of Minneapolis (hereafter referred to as the "Bank") relative to the funds and securities constituting the Association's "Life Membership Fund", and

"WHEREAS a new custodianship agreement was entered into with the Bank under date of July 1, 1953, and

"WHEREAS such agreement, and the custodianship account maintained thereunder, appear to be in the best interests of the Association and its life members, now, therefore, it is

"RESOLVED that the custodianship agreement between the Association and the Bank dated July 1, 1953 (a copy of which the secretary is directed to attach to the minutes setting forth this resolution) and the action of the president and treasurer in entering into such agreement on behalf of the Association, be and the same are hereby approved, ratified and confirmed.

"RESOLVED FURTHER that all handling of the custodianship account by the Bank prior to July 1, 1953, and all action of the present and past officers of the Association with respect to such account, be and the same are hereby approved, ratified and confirmed."

I further CERTIFY that this resolution is now in force and not contrary to or inconsistent with any provision in the certificate of incorporation or by-laws of the corporation. I further CERTIFY that a true copy of the custodianship agreement referred to in this resolution has been attached to the minutes of the meeting at which the resolution was adopted and that a true copy of such agreement is attached to this certificate.

CUSTODIANSHIP AGREEMENT
between
The Minnesota Alumni Association, Owner,
and
Midland National Bank of Minneapolis

(This agreement amends and wholly supersedes the custodianship agreement between Owner and Bank dated November 3, 1947.)

Bank has received from and now holds for Owner the money and securities, consisting of bonds and stocks, listed in the annexed schedule, these things constituting Owner's "Life Membership Fund." All this and any other money or securities hereafter received by Bank for Owner's custodianship account will be held by Bank as custodian for Owner. All such securities and money will be delivered or paid to or for the account of Owner whenever requested as herein provided but while held by Bank will be handled as follows:

1. Bank will attempt to collect all interest, dividends and principal when due on securities and to take appropriate action with respect to any notices of redemption or of exchange or subscription rights. It is authorized to do anything necessary for these purposes and to endorse in Owner's name any checks or other instruments received as payments on account of the securities. It will credit Owner's custodianship account in its trust department with all such payments when received.

2. When and as instructed to do so by the treasurer of Owner, and without requiring the approval of any other officer of Owner, Bank will:

(a) Sell or exchange any securities in the account;

(b) Invest any principal cash in the account;

(c) Transfer any net collected income in the account to principal; and

(d) Pay any unusual expenses in connection with handling the securities.

CUSTODIANSHIP AGREEMENT
between
The Minnesota Alumni Association, Owner,
and
Midland National Bank of Minneapolis

(This agreement amends and wholly supersedes the custodianship agreement between Owner and Bank dated November 3, 1947.)

Bank has received from and now holds for Owner the money and securities, consisting of bonds and stocks, listed in the annexed schedule, these things constituting Owner's "Life Membership Fund." All this and any other money or securities hereafter received by Bank for Owner's custodianship account will be held by Bank as custodian for Owner. All such securities and money will be delivered or paid to or for the account of Owner whenever requested as herein provided but while held by Bank will be handled as follows:

1. Bank will attempt to collect all interest, dividends and principal when due on securities and to take appropriate action with respect to any notices of redemption or of exchange or subscription rights. It is authorized to do anything necessary for these purposes and to endorse in Owner's name any checks or other instruments received as payments on account of the securities. It will credit Owner's custodianship account in its trust department with all such payments when received.

2. When and as instructed to do so by the treasurer of Owner, and without requiring the approval of any other officer of Owner, Bank will:

(a) Sell or exchange any securities in the account;

(b) Invest any principal cash in the account;

3. Bank without specific instructions may pay from the account any usual and reasonable expenses in connection with handling the securities, including brokers' commissions, transfer taxes and exchange charges, and compensation to itself for its services at the rate of $ 75.00 per year.

4. On June 30 in each year Bank without specific instructions will transfer all net collected income then in the account to principal.

5. On June 30 of each year the executive secretary of Owner will furnish Bank a written statement showing the number of living life members of Owner as of that date. Bank will on the same day pay over to Owner out of principal cash in the custodianship account an amount in dollars equal to three times said number of life members. This payment will be made by Bank's check payable to the order of Owner.

6. Certain securities in the account are now issued or registered in the name of Bank's nominee, Midbank Company, a partnership, and Bank will keep such securities in the name of its nominee. If Bank hereafter purchases stocks or other securities not payable to bearer it will request that they be issued or registered in the name of its nominee. Notices of meetings, proxies, financial reports and like communications (whether addressed to Owner or not) received by Bank or its nominee from issuers of securities in the account may be either filed or destroyed by Bank without further action on its part.

7. Bank will give Owner an annual statement as of the close of business on June 30 showing all Bank's receipts, disbursements and charges as custodian since the period covered by the preceding like statement.

8. In keeping and handling the securities Bank need exercise only the same degree of care to prevent losses as it exercises with respect to its own securities and it will have no duty to insure them. The collection of all interest coupons, checks

3. Bank without specific instructions may pay from the account any usual and reasonable expenses in connection with handling the securities, including brokers' commissions, transfer taxes and exchange charges, and compensation to itself for its services at the rate of $ 25 per year.

4. On June 30 in each year Bank without specific instructions will transfer all net collected income then in the account to principal.

5. On June 30 of each year the executive secretary of Owner will furnish Bank a written statement showing the number of living life members of Owner as of that date. Bank will on the same day pay over to Owner out of principal cash in the custodian-ship account an amount in dollars equal to three times said number of life members. This payment will be made by Bank's check payable to the order of Owner.

6. Certain securities in the account are now issued or registered in the name of Bank's nominee, Midbank Company, a partnership, and Bank will keep such securities in the name of its nominee. If Bank hereafter purchases stocks or other securities not payable to bearer it will request that they be issued or registered in the name of its nominee. Notices of meetings, proxies, financial reports and like communications (whether addressed to Owner or not) received by Bank or its nominee from issuers of securities in the account may be either filed or destroyed by Bank without further action on its part.

7. Bank will give Owner an annual statement as of the close of business on June 30 showing all Bank's receipts, disbursements and charges as custodian since the period covered by the preceding like statement.

8. In keeping and handling the securities Bank need

and other instruments and all credits to Owner's custodianship account will be subject to Bank's present and future rules governing checking accounts. Bank will not be responsible for any error or default by any broker whom it may engage in good faith to sell, purchase or collect securities.

9. This agreement may be amended at any time by written consent of both parties and the agreement and all Bank's authority and duties as custodian may be terminated at any time by written notice from either party to the other. In order to be effective, however, any such notice of termination by Bank must be delivered not only to the treasurer but also to some other officer of Owner and any such notice of termination or consent to an amendment by Owner must be signed by two such officers of Owner. Upon termination of this agreement all the securities held by Bank will be delivered and any cash balance in the custodianship account will be paid, only in accordance with the instructions of, or upon the receipt of, two such officers of Owner.

10. Bank will not make any disposition of any of the securities or any funds in the custodianship account that is not in accordance with paragraph 2, 3, 4, 5 or 9 above.

July 1, 1953

THE MINNESOTA ALUMNI ASSOCIATION

By Theodore Christiansen
Its President

and L. E. Johnson
Its Treasurer

MIDLAND NATIONAL BANK OF MINNEAPOLIS

By [illegible]
Its Vice President and Trust Officer

and other instruments and all credits to Owner's custodianship account will be subject to Bank's present and future rules governing checking accounts. Bank will not be responsible for any error or default by any broker upon it may engage in good faith to sell, purchase or collect securities.

9. This agreement may be amended at any time by written consent of both parties and the agreement and all Bank's authority and duties as custodian may be terminated at any time by written notice from either party to the other. In order to be effective, however, any such notice of termination by Bank must be delivered not only to the treasurer but also to some other officer of Owner and any such notice of termination or consent to an amendment by Owner must be signed by two such officers of Owner. Upon termination of this agreement all the securities held by Bank will be delivered and any cash balance in the custodianship account will be paid, only in accordance with the instructions of, or upon the receipt of, two such officers of Owner.

10. Bank will not make any disposition of any of the securities or any funds in the custodianship account that is not in accordance with paragraph 2, 3, 4, 5 or 9 above.

July 1, 1955

THE MINNESOTA ALUMNI ASSOCIATION

By _____
Its President

and _____
Its Treasurer

MIDLAND NATIONAL BANK OF MINNEAPOLIS

By _____
Its Vice President and Trust Officer

S C H E D U L E

Cash $ 3,657.58

Bonds

$20,000. U. S. A. Defense Savings Bds.
Series G, 2½%, due 10-1-53.

$7000. U. S. A. Defense Savings Bds.
Series G, 2½%, due 2-1-54.

$2000. U. S. A. Defense Savings Bds.
Series G, 2½%, Due 4-1-54.

$3000. U. S. A. Defense Savings Bds.
Series G, 2½%, due 6-1-54.

$6000. U. S. A. Savings Bonds
Series G, 2½%, due 4-1-55.

$1000. U. S. Savings Bonds Series G
2½%, due 9-1-55.

$12,000. U. S. Savings Bonds Series G
2½%, due 6-1-57.

$10,000. U. S. Savings Bonds Series G
2½%. due 6-1-58.

$18,900. U. S. Savings Bonds Series G
2½%, due 3-1-59.

$1000. U. S. Savings Bonds Series G
2½%. due 6-1-59.

$3000. U. S. Savings Bonds Series G
2½%, due 6-1-60.

$5000. U. S. Savings Bonds Series G
2.50%, due 7-1-61.

000. Northern Pacific Railway Co.
Prior Lien Railway & Land
Grant Bonds, 4%, Due 1-1-97.

00. State of North Dakota
Real Estate Series N, 5½%,
due 1-1-55.

Common Stock

100 Shs. Consolidated Gas Electric
Light & Power Co. of Baltimore
Ctf. #NC 34639

40 Shs. E. I. Dupont De Nemours
Common Stock
Ctf. #0270042

50 Shs. General Mills, Inc.
Common Stock.
Ctf. #NY/co 92767

Stocks Reg. n/o Midbank Company

MINNESOTA ALUMNI ASSOCIATION

UNIVERSITY OF MINNESOTA
205 Coffman Memorial Union
September 14, 1953

M I N U T E S

Pursuant to a notice sent to all members of the Executive Committee of the Minnesota Alumni Association a meeting was held in 205 Coffman Union on Monday, September 14, at 3:30 p.m. In attendance were Theodore Christianson, Mrs. Wright Brooks, Victor Christgau, Bert Engelbert, Dr. Ted Fritsche, Mrs. Earl A. Knudtson, "Pug" Lund and Ed Haislet.

The meeting was called to order by President Theodore Christianson. A copy of the Official Audit Report for the Year, July 1, 1952, to June 30, 1953, was discussed. The Executive Secretary pointed out that on page two of the Audit a correction had been made. Whereas under each of the savings deposits certain accounts had been listed as if they were deposited in a bank, in actuality the Association has only one savings deposit and four accounts- -the Five Year Membership Reserve Fund, Song Fund, Class Fund and Current Life Membership Fund. Therefore while the balances remain the same, the deposit was changed to fit the facts. Mr. Albers, the auditor, was so informed and official second sheets are being sent. On motion duly made and seconded the audit was approved subject to correction as above.

The Executive Secretary explained the circumstances which indicate that we do not have a custodianship agreement with Midland National Bank and need corporate authorization. The material prepared by Midland National Bank on these matters were briefly discussed and it was the opinion of the Executive Committee that legal advice should be obtained before any action. Therefore, action was deferred and the matter referred to President Theodore Christianson for his recommendation as to action.

Committee appointments recommended by President Christianson for the fiscal year were confirmed subject to approval of the Board.

Senate Committees:

(1) Senate Committee on Student Affairs:
(Incumbent) Mr. Thomas Salmen, 1941 UC, St. Paul, Expiring 1954.
(New appointee) Mr. Lee Whitson, 1935 BME, St. Paul, Expiring 1955.

(2) Senate Committee on Athletics:
(Incumbent) Mr. Louis Gross, 1925 L, Minneapolis. Expiring 1954.
(New Appointee) Mr. Francis (Pug) Lund, 1931-35, Minneapolis, Expiring 1955.

(3) Senate Committee on Military Affairs:
(Incumbent) Leslie E. Westin, 1940 Ed, St. Paul. Expiring 1954.
(New appointee) J. D. Holtzermann, 1921 BA, Minneapolis. Expiring 1955.

Representation of Union Board of Governors:

Main Campus - Robert J. Snow, 1943 Ag. (Occasional)
Farm Union - Owen Hallberg, 1946 Ag. (Change)

Standing Committees:

Investment: Hold constant
Lawrence E. Johnson, 1929 IT, Chairman
Clifford Sommer, 1932 B.
Wendell T. Burns, 1916 A.
Sam W. Campbell, 1925 A; 1927 L

Honors
(Incumbent) Franklin D. Gray, Chairman, 1925 A. Expiring 1954.
(Incumbent) Samuel C. Gale, 1917 A. Expiring 1955.
(New appointment) Walter H. Wheeler, 1906 EM. Expiring 1956.

University Regents
Members of Executive Committee

Legislative
All past M.A.A. presidents; Edgar F. Zelle, Chairman.

Regents
Constitutional Revision Provisions; Theodore Knudson, Chairman

Advertising
Mrs. Harold Eberhardt, Chairman

The committee looked at the new record of Minnesota Songs and discussed possible means of promotion. It was felt that everything should be done to promote this record, which is really an outstanding achievement for the Association. It is the first time in the History of the University that an official record of Minnesota Songs has been put out. After hearing the Executive Secretary as to the cost involved the following actions were approved:

Price of the album to members of the bandand chorus	$2.50
To members of the M.A.A., students and faculty	3.75
To all others	5.00

It was voted that the Executive Secretary should spend not to exceed $300.00 on necessary promotion and that a plan of promotion should be prepared and presented to the Board for their information.

The matter of the Alumni Association selling their membership lists to certain companies was discussed. From time to time various magazine companies request a list and will pay $15.00 per thousand names. Due to the fact that many of the different colleges and departments are already putting out directories of alumni, this source of revenue will soon dry up unless it is made use of now. After considerable discussion on motion duly made and seconded it was voted that the Association should allow the lists to be sold subject to the following conditions: each request to be reviewed by the Executive Committee and approved separately; each company requiring lists must state purpose and use of lists indicating in writing that the lists would be used solely for stated purpose; On motion duly made and seconded requests from Time and Life, Look and Newsweek were approved.

The Executive Secretary proposed a new reunion plan that created a great deal of discussion. At the present time reunions for the 15, 25, 35, 40, 45, and 50 year classes are held during senior week, ordinarily during May. It is a very costly promotion for the Association, about $2,000 in actual cash, plus staff time for six weeks. The question is, what is the value occuring to the University and the Association. At the present time our alumni day banquet is supported 80% by classes holding reunions and only 20% by other alumni. The whole alumni reunion program is force-fed and is becoming more difficult to promote each year and with more expenditure of time and money. The reason being that as we advance to the newer classes there is less class feeling as result of less participation and actually, less reason for participation. As the constituent Society Program advances- -the groups will have their own banquet which will appeal to the members because of the professional connection. This in turn will defeat purposes of a general reunion program and banquet. A substitute plan would be as follows:

1. Each of the reunion classes would hold reunions as desired, but not at any specific time.

2. The official alumni day banquet would be eliminated and in its place substitute an honor luncheon or a dinner to be held during Minnesota Week. This would be an invitational affair, very swank, with the Association paying the costs.

The Executive Committee felt that the idea presented would probably be the eventual program, but the timing isn't right as yet, time should be allowed fur further development of the Constituent Groups. On motion duly made, it was voted to refer the idea of a new reunion program to the Board for information and discussion. The Executive Secretary was asked to discuss this plan with University Officials as to their reaction.

The following calendar of meetings was adopted:

Fall meeting, October 8th, 5:30 p.m., dinner meeting.
Winter meeting, Monday, January 18th, 1954, 5:30 p.m., dinner meeting.
Annual meeting, Thursday, May 13th, 1954, time to be determined.

Meetings of the Executive Committee to be held monthly as follows:

Monday, October 12th; November 9th; December 7th; January 11th; February 8th; March 8th; April 26th; all Mondays 3:30 to 5:00 p.m., Room 205, Coffman Union.

On motion duly made and seconded it was voted that special laminated cards for Board of Directors and President be authorized. Approved, also, was a President's Plaque to be given as a service award. Also authorized were printed resolutions for members retiring from the Board. The Executive Secretary was instructed to bring in estimated costs on same for the next Board meeting. Approval was also granted to put out a sample advertising questionnaire to 500 alumni in conjunction with the American Alumni Council. President Christianson indicated he was going to appoint a committee to review editorial policy of the magazine.

The following items were discussed for informational purposes:

Membership campaign materials
Football schedule - Capital Airlines
Constituent groups
Football History
Annual Report
Football Trips

Western Trip	Sept.	22-26	Denver, Phoenix, Los Angeles, Southern California
Evanston	Oct.	9-10	Northwestern
Urbana	Oct.	17	Illinois
Des Moines	Nov.	12)	
Davenport	Nov.	13)	Iowa
Cedar Rapids	Nov.	13)	

AAC meeting, December 2, 3, and 4, Detroit, Michigan; Dearborn Inn
Presidents and Secretaries Meeting December 4th and 5th; Detroit, Michigan

Ring Promotion
Football Ticket Promotion for Clubs
Club Brochure
Playing cards as a new promotion
Little Brown Jug, 50th Anniversary, October 23
I.T. Alumni Dinner November 6th.
Dads' Day luncheon October 31st.
Christmas Party December 29th.
Need for New Magnetic Sound Projector costing about $650.00
Thanks to Board for flowers and sympathy at the time of the death of my Dad.
Letters from Young Alumni on Football Seat Location.
President Morrill's trip - agreed to three days in the field this fall. with probable towns- -International Falls, Baudette, and Crookston.

On motion duly made and seconded the meeting adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH/mjs

THE MINNESOTA ALUMNI ASSOCIATION

University of Minnesota

205 Coffman Memorial Union

May 21, 1953

M I N U T E S

Pursuant to a notice sent to all members of the Board of Directors of the Minnesota Alumni Association, including past presidents, a meeting of the Board was held in Room 353, Coffman Union, on Thursday, May 21, 1953 at 11:30 a.m.

In attendance were: Val Bjornson, Victor Christgau, Theodore Christianson, Mrs. Harold Eberhardt, Marcia Edwards, Dr. Theodore Fritsche, Lawrence Johnson, Theodore Knudson, Dean Richard Kozelka, Francis Lund, Glenn Seidel, Charles L. Sommers, Wells Wright; new board members, Mrs. Bernie Bierman and Dr. Leif Strand; past presidents Charles F. Keyes, Dr. Harvey Nelson, and Ben Palmer; committee members, M. O. Gillette, senate committee on intercollegiate athletics, Owen Hallberg, alumni representative on the St. Paul campus Union Board, and Robert Snow, alumni representative on the Minneapolis campus Union Board.

Minutes of the Executive Committee meetings of March 10, April 8, and May 5, including approval of the change in by-laws, were read and approved. The following calendar of events was tentatively approved with final approval for exact dates other than the first fall meeting to be made by the Executive Committee: Board of Directors' meeting, Saturday, October 3, prior to the Michigan State game, luncheon meeting; winter meeting, dinner, Monday, January 18, 1954; spring meeting, Saturday, May 15th, luncheon meeting. The 1954 reunion dates were set at May 13 and 14. The meetings of the Executive Committee were set for September 14, December 7, February 8, and April 26, all on Mondays from 3:30 to 5:30 p.m. in Room 205, Coffman Union. The nominating committee, comprised of Dr. Harvey Nelson, chairman, Marcia Edwards and Mrs. Eberhardt, put in the following nominations for officers and Executive Committee members: president, Judge Theodore Christianson, Jr.; first vice president, Francis "Pug" Lund; second vice president, Mrs. Wright Brooks; secretary, Dr. Theodore Fritsche; treasurer, Lawrence E. "Duke" Johnson; past president, Victor Christgau; at large, Mrs. Earl A. Knudtson and Elmer E. Engelbert. On motion duly made and seconded, the secretary was instructed to cast a unanimous ballot for the nominee.

Victor Christgau then gave his president's report, reviewing the year and emphasizing the need for a greater role to be played by the alumni as regards legislative work. The Executive Secretary made a report on the activities of the year, indicating that the report would be published sometime after the first of July. In lieu of some of the remarks made by the Executive Secretary, Ben Palmer suggested that a legislative committee and a regents' committee be appointed. The new president said that he would note the request and follow through on same.

Mr. Kozelka suggested that a study of editorial policy with relationship to the University and to the Association should be made. The president said that he would note the suggestion and follow through.

Lawrence Johnson offered resolutions as follows for each of the following people:

BE IT RESOLVED, That the Board of Directors of the Minnesota Alumni Association extend their sincere thanks and appreciation to Victor Christgau for his able and devoted leadership as President of the Association from July 1, 1952 to July 30, 1953.

BE IT RESOLVED, That the Board of Directors of the Minnesota Alumni Association extend their sincere thanks and appreciation to Charles L. Sommers, Maynard E. Pirsig, Rudolph T. Elstad, Marcia Edwards, and Valdeman Bjornson for their two terms of faithful and constructive service, on their retirement from the Board.

Further, that the Board of Directors of the Minnesota Alumni Association presents to each their best wishes for their continuing health, happiness and prosperity, trusting that the friendships and understand built in our mutual undertakings will be with us always.

On motion duly made the meeting was adjourned.

Ed Haislet

ED HAISLET
EXECUTIVE SECRETARY

EH:ep

THE MINNESOTA ALUMNI ASSOCIATION

University of Minnesota

205 Coffman Memorial Union

May 5, 1953

M I N U T E S

Pursuant to a notice sent to all members of the Executive Committee of the Minnesota Alumni Association, a meeting of the Executive Committee was held in Room 205, Coffman Union, on Tuesday, May 5, 1953 at 3:30 p.m.

In attendance were: Theodore Christianson, Jr., Victor Christgau, Lawrence Johnson, Francis Lund, and Ed Haislet. The meeting was called to order by President Victor Christgau. The Executive Secretary explained to the Executive Committee the effect of the legislative appropriation to the University budget for the coming biennium. The following is the University budget story in figures:

	1951 U. got	1953 U. asked	Senate OK'd	House OK'd	Compromised at
Gen'l maintenance	$28.3 million	$34 million	$32 million	$27.5 million	$29.8 million
U. Hospitals	2.7 million	3.7 million	3.6 million	3.4 million	3.5 million*
Ext.-Research	2.2 million	2.8 million	2.7 million	2.2 million	2.4 million
New Building	2.1 million	10.4 million	5.5 million	3.6 million	4.3 million

* Part of this increase went toward beginning a rehabilitation center in Mayo Memorial, for which no appropriation was asked in 1951.

For the biennium the budget will remain about as it was the past year. For the second year of the biennium there will be some changes and possibly retrenchment. This means that the second field representative that the Alumni Association was going to ask for is now impossible, as well as the equivalent of two extra people in the miscellaneous help to complete the Wheeldex changeover for this coming year. Also, six hundred dollars additional travel was asked for, which, of course, will now be denied. It means that some of the things that should be done by the Association will probably have to wait for another two years.

A report of the committee on by-laws chaired by Ben Palmer was given. Final draft was submitted. On motion duly made and seconded, it was approved. A copy of the by-laws is herewith attached.

A communication was read from the Melrose Music Corporation of New York, who holds the publication rights of the University of Minnesota songs, in which they indicate that there are three University of Minnesota songs that do not come under the contract, and they ask if they could acquire the rights to these three songs under the same terms and conditions that they now enjoy. Actually, the

copyright on the "U of M Rouser" has already expired. "Gopher M" expires in 1953. "Our Minnesota" expires in 1954. "Minnesota Fight Song" expires in 1954. "Minnesota" by Jack Malerich and Lou Breese, expires in 1963. "Hail, Minnesota" in the original has already expired; the new arrangement, however, does not expire until 1954. "The Golden Gopher Line" expires in 1972. It was the feeling of the committee that the contract did not do us too much good, although we receive about $50 to $75 a year in royalties, and that perhaps the thing to do was to let the other copyrights expire and become public domain. They asked that the executive secretary contact Mr. John Pillsbury, who was the chairman of our song committee. He was asked to check with Mr. Ralph Merchant as to such implications--that is, should we let the copyrights expire or should we renew them as we come up, and what are the advantages of going through a publishing house like the Melrose Music Company, or should we try to break the contract.

A letter was then read from the Minnesota Alumni Club of Houston, Texas, endorsing the idea of a University of Minnesota and Rice Institute Football series. In the discussion that followed, it was felt that a letter should be sent to Mr. Ike Armstrong, athletic director, with the suggestion that while the Board does not endorse this particular communication as such, that generally speaking they would like to see games scheduled in various parts of the country--that is, east, south, and west. It was noted that the University of Minnesota has never gone south nor have they gone east past Pittsburgh. At the present time our whole travel program (outside the Western Conference) is on the west coast. From the point of view of alumni interest it would be well to schedule games, when possible, in various parts of the country.

The Executive Secretary reported on the record album. The dates of May 25th, 26th, and 27th, from 3:30 to 6:00 p.m. have now been scheduled as a recording time for the album. The album will be a Long Play ten-inch record. The University of Minnesota band, chorus, organists, and others are all cooperating to make this a success. One thousand records have been ordered at $2.25 each, plus fifteen cents for the mailing package. It was suggested that when the price was set that members of the Minnesota Alumni Association should receive a substantial reduction over nonmembers and others. The album will be financed, using $1200 from the current budget; the class of 1903 has promised to give us anywheres up to $1000; the class of 1899 has given us $602.64; the class of 1900 gave $358.56. The album will be ready for fall trade.

The final report was given on the Reunion. Everything is proceeding according to plan with no problems apparent. The invitations to the Board of Directors have gone out to attend the annual Board meeting on May 21st at 12:00 noon, to act as hosts and hostesses at the Student-Alumni-Faculty Coffee Hour from 3:30 to 5:00 p.m. on May 22nd, and to the Fiftieth Annual Alumni Day Banquet at 6:30 in the Main Ballroom of Coffman Union on May 22nd.

Edw. L. Hausler

EXECUTIVE SECRETARY

1916

EH:ep