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Alumni News

Cedarville College

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ALUMNI NEWS

May 1966

Dear Alumnus:

The annual meeting of the Cedarville College Alumni Association will soon be upon us since May 28 has been scheduled for our luncheon and business meeting. A big day is planned and your executive committee has already met to outline events and business.

Recently, at the request of Mr. Lee Turner, Director of Development, the Alumni Executive Committee members met with Mr. Turner and William Riter to discuss a proposal for a class-agent system. The matter will be discussed further at our business meeting and perhaps some action taken on it.

Therefore, we have asked Mr. Turner to outline briefly the plan so that you as an alumnus can study this over and come prepared with ideas and suggestions of your own.

The proposal by Mr. Turner and Mr. Riter follows:

PROPOSAL TO THE ALUMNI ASSOCIATION

The proposal is that the Alumni Association set up a class-agent system in conjunction with an annual alumni fund.

1. By the use of class agents, we could perform a more effective service to our alumni. Almost all colleges use the class-agent system. Special cards could be sent on birthdays, anniversaries, births; interest could be aroused in alumni activities such as Homecoming, reunions, chapter meetings, etc. Class notes or a periodic news sheet could be sent to class members to tell them of each others activities. An annual directory could be mailed to all alumni members.
2. Class agents could send out letters in conjunction with the annual alumni fund.

The college is adding a man to the Director of Development's staff who will be in charge of alumni relations and communications (news releases, photography, and publications). Class agents would send their letters to the college. The college would duplicate the letters, furnish the postage, and send the materials back to the class agent who would mail them from his home town.

Because of the vast amount of paper work required at the college to operate a class-agent system, we have not been able to consider it until now. However, with the addition of a man who will be spending one-half of his time in alumni relations, the college will be able to duplicate class-agent letters and handle correspondence with them.

A summary of procedure would be as follows:

Approval by the Alumni Association to adopt this system.

An annual fund chairman will select class agents with advice of alumni officers and the man hired by the college to work in alumni relations. (Later each class may want to elect officers every three to five years.)

Class agents will be sent a workbook explaining their functions. (ie. furnish the Development Office with an up-to-date address of all class members, furnish news items to be used in the alumni section of the college bulletin, advise the Development Office of birth-days, anniversaries, births, and send out three letters a year in conjunction with the annual alumni fund.)

Each year the Development Office plans to furnish the alumni with a calendar with pictures of campus scenes and a schedule of events of campus activities (ie. academic, sports, cultural, etc.). This calendar will be a reminder of things taking place on campus that the alumni might want to attend.

Although the class-agent system may be expensive, the college will pay all expenses. All alumni gifts would go through the Business Office credited to the Alumni Association.

There are two main reasons that the class-agent system has proved effective:

First, in a small college such as Cedarville, the members of each class are acquainted with each other, and the class agent can correspond more effectively with his own classmates than a central office located at the college.

Second, the class-agent system will enable us to perform more services for the alumni than under any other method.

The college is currently working on a system for obtaining periodic data on the alumni. In the past, the amount of work done has been somewhat limited.

We feel the college could greatly benefit from the successes, failures, observations, and recommendations of the alumni. The plan is to have an Alumni Office on campus under the supervision of the Director of Development.

The primary purpose of this program will be to upgrade our academic program. The program should also give us a better evaluation of alumni giving and promote a better alumni-college relationship.

Data processing equipment will be in operation by September, 1967.

* * * * *

We also want to see a good representation at our banquet this year and request that you send in your reservations early so that we can make proper arrangements. Don't delay, send this in today!

James R. Johnson
Executive Secretary

BANQUET RESERVATION

Date _____

Enclosed please find a check (or money order) for _____ to cover the cost of _____ reservation (s) for the Annual Alumni Banquet Saturday, May 28, at 12 noon. Cost -- \$2 per person.

Clip and Mail to: Alumni Secretary
Cedarville College
Cedarville, Ohio 45314

Signed _____