

THE UNIVERSITY OF MICHIGAN

SENATE ASSEMBLY

Minutes of Assembly Meeting, November 16, 1970

ATTENDANCE

Present: Alston, Barnes, Bassett, Bertolaet, Bett, Birch, Bowditch, Bowman, Brown, Castor, Cooperrider, Cornish, Crawford, Dowson, Eggertsen, Frye, Gilbert, Graebel, Handler, Hauenstein, Hazlett, Hinerman, Hooper, Huntington, Jensen, Kahn, Kish, Lloyd, Magee, Marsden, Meyer, Michelsen, Mills, Morgan, Nelson, Norman, Overseth, Porter, Price, Richards, Rigan, Ryder, Scherer, Schulze, Schuman, Sears, Shappirio, Sonntag, Wilkes, Yagle, Youngdahl, Weinberg, Yablonky

Absent: Abrams, Asgar, Bishop, Bole, Carter, Coon, DeKornfeld, Galler, Goodman, Iglehart, Krachenberg, Lind, Rhodes, Rucknagel, Sandalow, Votaw

CALL TO
ORDER

Chairman Weinberg called the November meeting to order at 3:20 p.m. in the Rackham Amphitheatre.

APPROVAL OF
MINUTES

The minutes for the following monthly meetings were approved as distributed: June 15, 1970; September 15, 1970; October 19, 1970.

REPORT OF
SACUA ACTIVITIES

Professor Gilbert, reporting on SACUA activities since the last Assembly meeting, said four meetings had been held, including a regularly-scheduled monthly meeting with President Fleming. Much of the time, he said, had been devoted to the work of committees and to nominations to fill vacancies on committees. Additionally, he said, SACUA periodically reviewed the progress of the Judiciary Commission which appeared now to be at a standstill and considered a new format for the public hearings of the Regents following a disturbance at the Regents' meeting. Other matters which were discussed included the University Club and a report from Chairman Frank Kennedy of the Senate Advisory Review Committee who met with SACUA. Professor Gilbert reported that at the last meeting of SACUA, Dr. Owen Haig of the Medical School reported on a plan to help students and non-students in need of medical help who refuse to use existing health facilities. Dr. Haig described a new free clinic and solicited the support of the faculty.

REMARKS BY
VICE PRESIDENT
RADOCK

Chairman Weinberg noted that it was the custom of Assembly meetings to hear from officers of the central administration. In accordance with that custom, he introduced Vice President Michael Radock of the Office of University Relations and Development.

Vice President Radock at the outset pointed out that his office included ten areas, among them, Alumni Relations and Alumni Records, Broadcasting Services (Radio), Broadcasting Services (Television Center), Development Office, Information Services, Media Relations, Publications Office, State and Community Relations, Special Events and Health Science Relations.

He said he wanted to make a few preliminary remarks about a number of areas and then go into more detail concerning two of these areas, Alumni Relations and Development, or Fund Raising.

He said that we see, as our overall purpose, to maintain support for and minimize opposition to the University of Michigan and its programs. By support, he said, we mean political, social and financial support.

Vice President Radock said we accept as our function that of providing public relations counsel in the formation of policy and to develop and conduct public relations operations in the implementation of policy.

He pointed out that faculty members probably are most familiar with the Information Services and Publications Offices which constitute the main core of most university relations programs. He said his offices were located on the first and sixth floor of the Administration Building and in six other locations. He said he believed we have one of the finest professional staffs in public relations and development in any college or university in the nation.

He said we have special pride in our Television Center which is observing its twentieth year of broadcasting programs on commercial stations across the country. Many of the faculty in their travels probably have seen U-M television programs on stations coast to coast. He said our films and video tapes are distributed to approximately 90 stations, both commercial and educational in Michigan and throughout the country. Stations outside the state, he explained, are

charged handling fees for programs. The TV Center also provides consultation, production and engineering services for faculty members and University units wishing to include television and or film in their teaching, research, public relations or service activities.

Each year, he said, the Television Center produces for University Relations one half-hour film for use before service clubs, alumni clubs and other such groups. In 1969, the film was entitled, "Fleming's First Year." Last year's film, now making the rounds, is called, "A Concerned Generation." He said we believe it is an honest motion picture, largely about students telling their story about how they live and what they think. It is not an attempt to shock the alumni, service, civic and professional groups who see the film, he added, but neither does it feed them Pabulum. Some sequences disturb, others ought to make an older generation proud to have spawned such a concerned generation, he said.

He reported that Al Slote of the TV Center is working on our new film which is tentatively entitled, "They Teach at Michigan," a motion picture on the role of the faculty at this University. He said if any of the Assembly members would like to borrow any of these films, his Office will be happy to make the necessary arrangements.

Vice President Radock said it is no secret to any of us who have spent most of our professional lives in higher education that our colleges and universities can use a few friends among the general public and especially among college alumni. He said the dynamics of the past decade have resulted in new public relations problems for higher education. The quantitative and qualitative changes have resulted in new kinds of faculty, students and alumni, not radically different, although some are, but sufficiently different so that the old stereotypes don't fit.

He said as he and his staff see the educational public relations prescription for the 1970's, to be taken as directed by competent public relations professionals, it is a combination of honesty, identity and empathy. The constituent publics ought to know what's happening on the campus and to understand that some activism is positive. Colleges and universities are different, not uniform, he noted, and the

distinctions should be emphasized, both to counter generalizations and to enhance support.

He said there's a need for institutional empathy towards staff, students and alumni who are no longer imbued with the old school loyalties but are products of a dynamic decade.

He said we believe the media ought to be able to rely on our Information Office for a straight story, an honest response to a query, an explanation that clarifies. This is not to suggest a Pollyanna view of the press, he said. There are dumb, lazy and biased as well as bright, alert and objective reporters, he added. With the former, you try harder, he explained.

Of all the recent problems which have caused us much trouble, he said, is the syndicated columnist who drops into town, interviews an assortment of persons and whips off an impressionistic article which may be carried by several hundred newspapers coast to coast. He said we're not disturbed by impressionistic pieces but we are deeply troubled when such roundups contain inaccurate or misleading facts. You never catch up with such articles via letters to the editor, he said.

Vice President Radock turned to the area of Alumni Relations. He said there were those in higher education today who believe that the power and influence of alumni in university life and governance may be declining. This often is attributed to the sharp and steady decline in fraternity and sorority membership, the lack of interest in homecoming, in class reunions and problems with the admission of alumni sons and daughters. One serious problem with many colleges has been that the rosy picture of the campus that schools have painted for alumni have left alumni ill-prepared to understand disruptions and changes delineated in the press and in full color on the six and eleven p.m. TV news. Enlightened alumni administrators, he added, feel that the contrast between the campus profile drawn in alumni publications and that in the press, including the student publications, has left colleges and universities appearing dishonest.

He said that relations with alumni require fresh approaches. Michigan, he noted, has one of the largest constituencies in the nation, more than 250,000. Some 9,000 degrees are granted each year. Simply having attended the University at a particular time is not enough to sustain a relationship, he said.

At Michigan, with a highly competent alumni staff, Vice President Radock said, we are building these relationships through professional and other identifiable interests. Opportunities for continuing education are more meaningful to many than membership in a local alumni club. While the U-M Alumni Association services alumni clubs, it also runs the best alumni family camp in the country where some 2,800 members of alumni families are exposed to a variety of faculty-run symposiums and lectures as well as recreation.

He said the Association will arrange to have football coaches speak to alumni groups, but it also will arrange for a seminar with experts on drugs or urban problems. We can and need more faculty involvement in alumni programs, he added. It is difficult to make much of an impact when you consider the magnitude of our alumni family. In the state of Michigan alone, he noted, we have some 97,000 alumni; our second largest group, 20,000, is California where we have eight alumni clubs in the Greater Los Angeles area. He cited a few other figures: some 15,000 Michigan men and women belong to the national alumni association; about 38,000 to alumni clubs and constituent societies. Some 32,000 receive the Michigan Alumnus magazine. About 2,300 annually go on alumni family tours; this month we had 525 alumni in Greece.

In development programs, Vice President Radock said Michigan has had a formal development program and staff since 1953. He said it has sought to obtain financial support for the University from private sources, including alumni, corporations, foundations, students and friends. He said we like to look at these private dollars as "the vital margin," the gifts over and above state and federal funds. He said the University has traditionally received such private dollars since its founding and must continue to receive in ever greater amounts to retain its leadership position. He said it is this vital margin which ensures for Michigan the freedom to explore, the capability to achieve and the courage to lead which can make the difference between a university which is merely adequate and one which is truly great.

Vice President Radock said there are some excellent opportunities for faculty members who are seeking support for proposals to foundations. He noted that the tax law of last year imposes new regulations on foundations which

are to the advantage of faculty. He noted that the new law requires that foundations file annual reports and that they give away assets at a much greater rate, about six per cent by 1972. He said the law prevents foundations from letting money pile up instead of putting it to use in good works.

Vice President Radock, using a series of slides, summarized the Annual-Giving Fund program, which he said had just completed its sixteenth year and in that span of time has produced in excess of \$15,000,000. In 1968 and 1969, the Fund has produced more than \$2,000,000 each year.

He said the University achieved a total of \$21,150,456 in private support for 1968-69, with the following distribution: \$4.3 million from alumni; \$1.8 million from non-alumni individuals; \$1.7 million from other groups; \$7.8 million from foundations, and \$5.5 million from corporations and business.

He called attention to the University's capital campaign to raise \$55 million which, he noted, exceeded its goal by nearly \$18 million. He said this stands as a record, the largest amount of private support ever achieved by a public university in a capital campaign.

Vice President Radock reviewed the establishment of the Michigan Memorial-Phoenix Project, a campaign to memorialize the men of Michigan who died in World War II, which marked the beginning of organized fund raising at the University. Its academic objective was to provide funds for research into the peaceful uses for nuclear energy.

He said the Phoenix Campaign taught Michigan several lessons about fund raising: first, that it was important to give donors the option to designate their gifts and, in fact, to encourage them to designate; second, that giving by alumni had to be stimulated and third, raising sights should follow greater participation.

Following the close of the Phoenix Campaign, a Development Council was created to co-ordinate volunteers and staff efforts in pursuit of private support for the University. In 1953, the Development Council established the Michigan Alumni Fund which is now called the Annual-Giving Fund. He said it was created as an umbrella to provide co-ordination for all annual campaigns undertaken on the Michigan campus.

First of the major satellite annual funds initiated was the Law School Fund, established in 1961. In 1969, approximately \$283,000 was given to the Law School Fund by nearly 4,000 Law School graduates.

He said there are now five major school funds and more are being created. Last year the Medical Center Alumni Fund raised \$108,000. The Graduate School of Business Administration, which has just begun to organize regular appeals to its alumni, raised some \$65,000. The College of Engineering Fund produced more than \$50,000. The School of Dentistry Fund raised nearly \$60,000 in 1969.

Vice President Radock also called attention to the Presidents Club which has grown from 44 members when it was established in 1961 to 928 members this year. The executive committee of the Club established three basic options for membership: 1) a gift of \$1,000 annually for ten years; 2) a deferred gift of at least \$15,000, as a life income agreement, life insurance policy, or bequest, and 3) a combination/cash bequest gift of \$5,000 at \$500 a year, and a minimum bequest of \$7,500.

Another Club, the Hundred Club, has been developed to spotlight the \$100-a-year-and-up donor.

Following Vice President Radock's presentation, a number of questions were raised by Assembly members. One related to a college fund for LS&A. Vice President Radock replied that LS&A gets the least effective returns from alumni due to the decentralized efforts in LS&A. He noted there was no total centralized effort in LS&A similar to the professional schools.

On a question as to how priorities steer prospective gifts regarding the direction of the University, Vice President Radock said such priorities are not set by his staff but by the central administration. In the case of new buildings, he said, the consideration first goes to the Plant Extension Committee and then to the executive officers. In the past year, he added, we've had a lot of student-centered projects. He said Vice President for Student Services Robert Knauss has been asked to set up some sort of guides.

Chairman Weinberg asked about designated gifts and whether unrestricted gifts were declining in number. Vice

President Radock said we have better luck in seeking designated gifts.

A question was asked about the "flak" from the legislature about admission to out-of-state students. Vice President Radock said he had seen some figures which show that out-of-state students do remain in Michigan. He said there is a continuing battle to explain to the Legislature the number of Michigan students who go to neighboring schools.

On a question about the Opportunity Program, Vice President Radock said young Blacks were working with the staff in seeking financial support but that the general alumni were not too supportive.

Professor Hinerman said he was disturbed about the bad press of the University, that the press was obviously unfair, particularly the Detroit News. Vice President Radock said the biggest problems are with the editorial pages which don't necessarily carry over to news coverage. He said his staff people attempted to sit down with editors and explain our efforts. President Fleming also is quite willing to sit down with editors. In most cases, he said, we've not had a bad press. He said he didn't know why the Muskegon daily has been critical. As for the national press, the treatment for the most part has been favorable except for some syndicated columnists. He said it's difficult to answer these; some are very emotional. These produce alumni letters. After the BAM incident, we had a lot of alumni letters but it will be difficult to measure the impact on alumni giving.

Professor Kish asked how the faculty could help. Vice President Radock said the faculty could help by making themselves available for more alumni contacts. Most colleges fail to reach young alumni; the Alumni Camp is one approach with faculty lectures at the camp. The faculty, too, could provide help through foundations.

Chairman Weinberg said a group of faculty members was working on a proposal to establish a new University Club and suggested that the Assembly take some time to consider the matter. He said it was not his thought that any action be taken at this meeting and that some proposal might be offered at the December meeting. He suggested that the Assembly convene as a Committee of the Whole for forty minutes.

During the period, Professor Peter Franken of LS&A outlined a plan for a University Club, using the dining room facilities of the Michigan Union, one that would offer lunch, dinner and liquor by the glass. He said he and his small group that was pursuing the plan hoped that at least 500 to 1,000 faculty and staff members would pledge to join and pay dues of around \$25.00 annually.

ROBERT
MARRONE,
GA
PRESIDENT

Chairman Weinberg announced that Robert Marrone, president of the Graduate Assembly, had asked permission to address the Assembly.

Mr. Marrone stressed the character of the Graduate Assembly which, he said, was more representative of post-baccalaureate students on the campus than any other organization including the Student Government Council. He appealed for closer communication with the GA and asked that the GA not be overlooked when student representation was sought on faculty committees and other committees. He was critical of Vice President for Student Services Knauss for abandoning the Student Advisory Committee on Housing which had included five graduate students along with five undergraduate students. He said, too, that the broad cross-section of graduate students is not represented on the new Office of Student Services Policy Board.

COMMITTEE
APPOINT-
MENTS

The following committee appointments, on recommendations of SACUA, were approved:

Senate Advisory Review Committee - Replacement for Ann Hungerman for a one-year term, Raymond R. Reilly, Finance Dept., Business Administration

Classified Research Committee - Replacement for Dr. S.J. Behrman for a one-year term, Dr. Arthur B. French, Internal Medicine

Resource Allocation Commission - Replacement for Ralph Gibson, Theodore R. Meadows, Pathology (reconstitution of original panel of six)

Academic Services Advisory Committee - Oliver Overseth, Physics; Kenneth R. Magee, Medical; Chas. G. Morris, Psychology; William Kerr, Nuc. Engineering; Roger Lind, SACUA

Ad hoc Committee on Nomination Procedures - William Alston,
Philosophy; Bernard Galler, Computer & Comm. Science;
Terrance Sandalow, Law

On the Ad Hoc Committee on Nomination Procedures, Chairman Weinberg explained that the Assembly had expressed some unease on how to get nominations and elections to committees and SACUA and that the idea of the ad hoc group was proposed. Chairman Weinberg said Professor Alston would be designated as chairman of the new group.

A question was asked about faculty response to the surveys conducted by SACUA each year for work on committees. Chairman Weinberg replied that the response is extensive. He said the replies are tabulated and the material is constantly referred to by SACUA in making committee nominations. But he said SACUA does not confine itself exclusively to these lists because of the need for distribution or for special expertise. He said SACUA frequently provided new committees with more detailed information on this available material and also provides names for committee chairman for special jobs on sub-committees.

The meeting was adjourned at 5:15 p.m.

AL JURN-
MENT

Ben Yablonky

Secretary