Alumni on the Alert

Far-Flung Advisory Councils Form Backbone
Of the University of Oklahoma Alumni Activities

Despite determined efforts by everyone concerned, a $200,000 airport project for the University appeared to be bogged down in Washington. What to do? Someone consulted Ted Beaird, alumni executive secretary and troubleshooter deluxe. “Stir it up?” he said. “Sure. We’ve got the organization to do it. Within 48 hours we’ll have twenty telegrams from leading Oklahoma citizens on the right desks in Washington.” So he consulted his County Advisory Council file and sent out some letters. Within 48 hours carbon copies of the telegrams were on his desk; Washington had been convinced that Oklahomans were vitally interested in this project, and the airport had been saved.

That’s one example of what it means for the University of Oklahoma Association to have a County Advisory Council system, a plan of organization whereby the association is represented in every county of the state by a chairman and four members who keep in direct contact with the Alumni Office in Norman.

There are many other examples. WNAD, the University radio station, needed a quick check on the effect of its new antenna tower on the range of its broadcasts, as the Athletic Department was considering a policy of having the University station broadcast all football games. There was no time to set up an organization to do the checking. Again the alumni office had the answer. Bulletins were rushed to county advisory council chairman, who were asked to check reception of WNAD broadcasts. And the reports started rolling in—a big file that gave the University a valuable survey.

This advisory council system is just a little different from the organization of probably any other alumni system anywhere. Most of the associations are organized by graduating classes and by local clubs and in some cases by geographical district. But whenever Ted Beaird goes to a meeting of the American Alumni Council, other alumni secretaries start asking him about that unusual system used in Oklahoma they have heard so much about.

The executive board of the O. U. association adopted this plan about five years ago after a survey convinced officials that the graduating class plan of organization was not practical for O. U. because of the comparatively small class spirit, and that local alumni clubs would not provide a strong general organization, because of lack of co-ordination.

As now organized, the University of Oklahoma Association is a thoroughly democratic organization, but at the same time is closely knit for meeting any problem that might arise.

Control of the association is vested in the executive board, members of which are elected by mail ballot of all paid members of the association. There are fifteen executive board members, five being elected each year for three-year terms. The immediate past president also serves one year as an ex officio member of the board. Board members are ineligible to succeed themselves, a provision designed to assure that no one clique remain in power.

The constitution provides for appointment of a nominating committee by the president of the association, three nominees being selected for each board position to be filled. The constitution requires that the qualifications of the nominees be printed on the ballot. Copies of the ballot are sent to all paid members of the association. In recent years, copies of the ballot also have been sent to all graduates who are not members of the association, with notice that they may vote in the election by joining the association.

At the annual Commencement weekend meeting of the executive board, the new members are seated, and association officers for the year are elected. The executive board, which meets regularly twice a year and frequently on other occasions at the call of the president, is largely a policy forming board. Actual management of association affairs is in the hands of the executive secretary who maintains the association offices in the Memorial Union.

Members of the County Advisory Councils in Oklahoma, and the O. U. councils in other states and in foreign countries, are appointed by the executive secretary and the executive board. These are more than paper appointments, however, as council members are retained only when they definitely accept their appointments and perform the duties to which they are assigned.

The responsibilities of the advisory council members fall into two general classes:

1. Routine functions as the local representatives of the O. U. alumni association in the various communities.

2. Responding to emergency calls for special service.

Classed as routine functions—but nevertheless very important functions in the alumni program—are such things as: reporting changes of address of alumni; reporting news items about alumni for Sooner Magazine; acting as hosts to University staff members visiting their communities; taking charge of local arrangements when alumni dinners or football rallies or other meetings are to be held; bringing University talent into their communities for civic club meetings and other local programs; assisting in alumni association membership work; doing public relations work for the University by disseminating accurate information about O. U. in their communities, and also by reporting local reaction toward the University to the proper University authorities.

While “routine” in the sense that they are continuing responsibilities, the items mentioned above are all of real importance to the University of Oklahoma. The matter of reporting public opinion may sound vague and indefinite, but it is possible to cite a case where very specific results were obtained. Some years ago, when the University’s Summer Session was losing ground rapidly, alumni officials were asked to help find out what the trouble was. After a quick but thorough survey, the Alumni Office was able to report that the Summer Session wasn’t supplying what the school administrators and school teachers of the state wanted and needed—and they were going out of the state to get it. University officials put their heads together, streamlined the Summer Session to meet the current needs of school people as reported in the alumni survey, and the problem was largely solved.

Reporting changes of address of alumni may not sound important, but this kind of assistance is of the greatest value to the alumni office. Since nearly all contacts with alumni must be made through a mailing list—which now totals 20,000—the accuracy of this list is all-important.

The calls for special service sent to advisory councils are of the greatest variety.
Advisory Councils from Recent Classes

Advisory Councils in other States and in foreign Countries

Graduate Placement and Records Office
A COOPERATIVE PROJECT

TEXAS

This chart shows how the University of Oklahoma Alumni Association is organized and how it functions. It is an independent organization, but co-operates closely with the University in the operation of the Graduate Placement and Records Office. The County Advisory Councils keep the Alumni Office in the Union Building at Norman constantly in touch with alumni groups all over Oklahoma. The figures in the counties on the map show the number of graduates of the University residing in those counties, but the figures do not include former students, who in some cases are three or four times as numerous as the group with degrees.

One may be a highly individual matter, such as a letter from a University official to a council member in some out-of-state city asking him to investigate the personal characteristics of a man being considered for a position on the O. U. faculty. Reliable information not ordinarily found in a formal application can be obtained in this way.

Or it may be a matter of importance to the whole state, such as the election in which the constitutional amendment providing for a State Board of Regents for Higher Education, to co-ordinate all state colleges, was voted on. When the proposal for the amendment was announced, O. U. alumni officials called a meeting of alumni leaders, Dads and Mothers Association leaders, and other interested persons, and invited several men who were best informed on the plan, to describe it in detail. Realizing that the general public of the state understood little about the amendment or its implications, the alumni leaders decided that they should adopt and make public some policy on the amendment, and after long consideration they decided to support it. The exact extent to which this action influenced the passage of the amendment in the election is problematical, of course, but it is a fact that the University of Oklahoma Alumni Association was the only group of its kind to endorse the amendment publicly.

Although a strong organization for defending the University or supporting a constructive measure like the co-ordinating board amendment, the county advisory council system is strictly non-political. For one thing, the council members include both Democrats and Republicans, many of them members of widely diverse political factions. It would be an absurdity to attempt to unite them in any kind of strictly political endeavor.

The advisory councils in other states and in foreign countries devote most of their activities to reporting news of Sooner alumni from time to time. Basically, the advisory councils are the business organization of the Alumni Association, organized to perform a service; and the sponsoring of social gatherings is not a regular function of the councils.

Following is the list of advisory council members as of October 15:

Oklahoma

The first name in each county is the chairman.

Adair—Joe H. Carson, Stilwell; Jack Claflin and George M. Hagan, Stilwell; Grover Howard and Mrs. Elizabeth Howard, Westville.

Alfalfa—Floyd Croxton, Cherokee; Miss Jane Wilder and Oren Mark Ginder, Cherokee; Lee Sommers, Helena; Mrs. Loretta Brown Hunt, Dacoma.

Atoka—R. G. • Cates, Atoka; Frank Deaton, Mrs. Charles B. Memminger, Todd Downing and James Wallace Boone, all of Atoka.

Beaver—Miss M. Eleanor Tracy, Beaver; H. E. Wilson, Charles M. Miles, Mrs. W. T. Riley, and Mrs. Doyle Murphy, all of Beaver.

Beckham—Caitlon C. Cornelis, Sayre; Donald T. Royse, Elk City; J. R. Cornelison, Sayre.

Bryan—George F. Armor, Canton; Mrs. William Evans and Kent R. Ruth, Canty; Lorraine Murauer, Watonga; E. E. Cowan, Canton.
Alumni on the Alert

(continued from page 13)

Lewis Steiger, Mrs. Mildred L. Williams, Dr. W. K. Haynie and Mrs. Irma Shaw, all of Durant.

Cleveland—James R. McLean, Anadarko; John J. Young, Cyril; Carlton M. Hulbert, Hulbert; Hogue, Carnegie; Miss Peggy Clay, Anadarko.

Cumnard—Lucius Babcock, Jr., El Reno; Mrs. George S. Taylor, Allin; Miss Elizabeth F. Bonebrake, Emmett F. Thompson and H. Merle Wood, all of El Reno.

Carter—William W. Potter, Ardmore; O. T. Jensen, Bristow; Lila Potter, Chapel Hill; Mrs. Cora Dyer Keith and Mert Woods, all of Ardmore.

Cherokee—John Vaughn, Tahlequah; Miss Ruth Allin, Catoosa; Misses E. R. Crew, Jr., Dr. H. A. Masters, all of Tahlequah.

Checotah—O. A. Brewer, Hogan E. M. DeWeese, Mrs. Fannie Gibbons, Ralph K. Jenner and Jack Marks, all of Checotah.

Cimarron—Brooks Lewis, Boise City; Homer L. Johnson and John Albert McMahon, Bosie City; Mrs. Glenn Leaman, Kingston.

Cleveland—Thomas Richard Bemdum, Norman; R. L. Downing, George Nolan, Fred E. Tarman, and Dr. D. W. Willard, all of Norman.

Coalinga—Lela Hall, Coalinga; Dale Brown and Ralph Holsinger, Coalinga; Leon H. Crowder, Lehigh; Chapman Earnest Hough, Central; and Ralph Holsinger, Coaligee; Leonard Harvey Miss Fannie Glenn, Ralph K. Jenner and Jack Marks, all of Hugo.

Creek—John Vaughn, Tahlequah; Miss Ruth Allin, Catoosa; Misses E. R. Crew, Jr., Dr. H. A. Masters, all of Tahlequah.

Cheseta—O. A. Brewer, Hogan E. M. DeWeese, Mrs. Fannie Gibbons, Ralph K. Jenner and Jack Marks, all of Checotah.

Cimarron—Brooks Lewis, Boise City; Homer L. Johnson and John Albert McMahon, Bosie City; Mrs. Glenn Leaman, Kingston.

Cleveland—Thomas Richard Bemdum, Norman; R. L. Downing, George Nolan, Fred E. Tarman, and Dr. D. W. Willard, all of Norman.

Coalinga—Lela Hall, Coalinga; Dale Brown and Ralph Holsinger, Coalinga; Leon H. Crowder, Lehigh; Chapman Earnest Hough, Central; and Ralph Holsinger, Coaligee; Leonard Harvey Miss Fannie Glenn, Ralph K. Jenner and Jack Marks, all of Hugo.

Creek—John Vaughn, Tahlequah; Miss Ruth Allin, Catoosa; Misses E. R. Crew, Jr., Dr. H. A. Masters, all of Tahlequah.

Cheseta—O. A. Brewer, Hogan E. M. DeWeese, Mrs. Fannie Gibbons, Ralph K. Jenner and Jack Marks, all of Checotah.

Cimarron—Brooks Lewis, Boise City; Homer L. Johnson and John Albert McMahon, Bosie City; Mrs. Glenn Leaman, Kingston.

Cleveland—Thomas Richard Bemdum, Norman; R. L. Downing, George Nolan, Fred E. Tarman, and Dr. D. W. Willard, all of Norman.

Coalinga—Lela Hall, Coalinga; Dale Brown and Ralph Holsinger, Coalinga; Leon H. Crowder, Lehigh; Chapman Earnest Hough, Central; and Ralph Holsinger, Coaligee; Leonard Harvey Miss Fannie Glenn, Ralph K. Jenner and Jack Marks, all of Hugo.

Creek—John Vaughn, Tahlequah; Miss Ruth Allin, Catoosa; Misses E. R. Crew, Jr., Dr. H. A. Masters, all of Tahlequah.

Cheseta—O. A. Brewer, Hogan E. M. DeWeese, Mrs. Fannie Gibbons, Ralph K. Jenner and Jack Marks, all of Checotah.