Some Observations About An Essential Commodity: Excellence

Most of this issue is devoted to problems of financing higher education. The material is general and national but applies in Oklahoma as well as across the nation. At the University of Oklahoma, significant progress has been made in meeting some of these problems through voluntary support. This is our main hope for the future. Five million dollars of a $20 million goal has already been received. The influence of this money is being felt in every phase of university life.

The University of Oklahoma is uniquely equipped to be such an institution in the history of the Southwest. The University has a tradition of service to the society which supports it. Since its doors first opened in 1892 the University of Oklahoma has supervised the education of men and women who have become the leading citizens of the Southwest and who have participated in national and international affairs. Sooner graduates, in contributing to their communities, their professions and society, have influenced the lives of every citizen in this section of the country.

As the importance of education increases in the next decade and beyond, the importance of the University of Oklahoma to the Southwest will increase accordingly. It is essential to the advancement of both the state and the region that the University be the strongest, most progressive institution that men and money can create.

The Plan for Excellence is a plan for your future. It is a plan by which higher education can contribute to the economic well-being, the social improvement, the cultural advancement of every citizen of Oklahoma and the Southwest.

In briefest terms the Plan is the University of Oklahoma's long-range blueprint for transforming a good university into the superior center of learning which can propel the Southwest to its destiny of greatness.

R. Boyd Gunning