

1991

Alumni Action News, December/January 1991-1992

Eastern Michigan University

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Alumni Action

NEWS

December 1991/ January 1992

Annual Strategy Focus Survey

In eight years, Eastern Michigan University will celebrate 150 years of providing students with quality education. The Alumni Association would like to work with you to have a "Best in the MAC" alumni association for our 80,000-plus alumni.

To assist us in obtaining your input, we have developed a brief survey (less than ten minutes to complete). The survey is divided into the following five specific areas on which we would like your views:

- Developing a Huron Recognition Center
- Improving recognition of alumni
- Improving communication with alumni
- Improving scholarship funding
- Improving alumni participation in the University, the Alumni Association, and chapter events

Developing a Huron Recognition Center

Over the past few years, representatives from your Alumni Association participated in the Indian Symbol Review Committee and the New Logo Committee. At the May and November Board of Regents meetings, your Alumni Association expressed the view of retaining the Huron name.

The Huron name has been associated proudly with the University for the past 61 years. You may not know that the name was submitted and accepted as part of a contest to rename the school from its previous name of "Normalites." The winning participants were two students who worked the night desk at the Huron Hotel in downtown Ypsilanti.

In recognition of this 61-year tradition, the Alumni Association would like to work with the University in the following areas:

- In conjunction with the Huron (Wyandotte) tribes, develop a Huron Recognition Center to document the history of the Hurons. This could be done through video, display, and text material in a respectful, dignified way.

- Develop a joint operating arrangement between the Hurons and the University to pursue areas of mutual interest, such as pow-wows and additional scholarship funding.
- Pursue the opportunity for the University to develop as the foremost research institution for Native American history in the state.
- Pursue the opportunity for representatives from the Hurons, the University, and the alumni body to develop a symbol of our cooperative working relationship and identify mutually agreed upon ways of recognizing the Huron name.

At our November Alumni Board meeting, we established a program to accept contributions to develop a Huron Recognition Center and to provide additional scholarship funding for American Indians.

Improving Alumni Recognition

Currently we have more than 80,000 alumni, with 50,000 within an hour's drive of the University. We would like to improve recognition of those alumni who have assisted the University to achieve the following:

- First in the state in multi-cultural diversity among graduates.
- First in the country in graduating students with degrees in education.
- Third largest undergraduate business program in the state.
- First for the past seven out of ten years in the National Forensic Championships.
- First Pulitzer Prize recipient recognized in 1991.
- First in two of the last four years in competition for the Reese Trophy, symbolic of overall athletic excellence in the Mid-American Conference.
- Outstanding College of Technology and Corporate Education Center.

The Alumni Association has recognized the achievements of over 150 alumni through the following programs:

- Annually, in May, the Alumni Association holds a dinner dance to recognize individuals with the following awards:
 - Distinguished Alumni Award (since 1957)
 - Alumni Achievement Award (since 1968)
 - Outstanding Young Alumni Award (since 1971)
 - John Porter Distinguished Service Award (since 1987)
- At Homecoming, we recognized the first recipients of our Alumni Teacher Excellence Awards.
- We are looking forward to working with the University in the following areas:
 - Developing an Alumni Recognition Area by obtaining space on campus to recognize accomplishments of our alumni through videos, pictures, and text.
 - Developing a publication titled "Who's Who from Eastern — a Celebration of Excellence."
 - Developing a program to recognize our multicultural diversity. As an example, the Black Alumni Chapter could work with the University to develop material on how African-American graduates of EMU have assisted the University in achieving excellence through their own accomplishments.

Improving Communication with Alumni

In the telecommunications industry the Alumni Association would be called an "aggregator," in publishing a "customer publisher," in fund-raising a "cause related marketer." Currently, our Alumni Association spends \$12,000 per year to publish ten newsletters (September through June), which are sent to 4,500 alumni. In 1992, we will also be publishing an Alumni Directory.

There is currently a toll-free number (1-800-U-ALUMNI) to call to correct any name or address so we can easily keep track of "lost alumni." We are also aware that various campus departments from Academics to Athletics may send out mailings to key constituencies.

We would like to explore the opportunity to become an "aggregator" for information to our alumni. We would like to explore the feasibility of combining our mailing budget and those of departments such as Athletics, providing newsletter column space to improve communication to our alumni. A general outline of the newsletter may include articles in the following areas:

- Alumni News
- Academics
- Arts
- Athletics
- Administration

As we approach the University's 150th anniversary we would like to develop a "History of EMU" publication with supplemental updates of "The Year in Review."

Improving Scholarship Funding

Currently, our University has one of the lowest tuition costs per credit hour and is recognized as one of the most efficient among the state's public education institutions.

However, EMU students pay 42 percent of the total cost of their education, which is 60 percent higher than the national average of 26 percent, and 63 percent of all students receive some financial aid. The Alumni Association currently provides some students on campus with scholarships and would like to provide more students with scholarship funding.

Improving Alumni Participation in the University, the Alumni Association, and Chapter Events

The Alumni Association currently has 4,500 members. Our goal is to have 20,000 by our 150th anniversary in 1999. A more detailed listing of the features and benefits of joining the Alumni Association is described in our membership application, but includes:

- Newsletter
- Scholarships for children of alumni
- Discounts at local businesses and sporting events
- Recognition memorabilia—watches, rings, clocks, and plaques
- Local and national events, such as Homecoming, Dinner Dance, Yuletide, Golf and Tennis Outing

We believe a goal of 20,000 is feasible considering that Miami of Ohio and Central Michigan currently have 10-15,000 alumni in their programs.

How You Can Help

If you want to get involved, be more informed, and make a difference in effecting change, consider joining the Alumni Association Steering Committee of Advisers. In January we will host a pizza dinner to discuss the direction of the Alumni Association and how you can become involved. To make a reservation and obtain the discussion outline of our proposed efforts, call Denise Brennan at (313) 487-0250. If you have any questions call John Fovenesi at (313) 396-3481 or George Beaudette at (313) 487-0250.

Annual Strategy Survey

Please print

Name: _____ Date: _____

Home: (home) _____ (business) _____

In general, how do you feel about the strategic direction and efforts of the following five points:

Strongly Support Direction	Benefits Exceed Barriers	Barriers Exceed Benefits	Barriers Strongly Exceed Benefits	No Comment
----------------------------	--------------------------	--------------------------	-----------------------------------	------------

- | | | | | | |
|--|-------|-------|-------|-------|-------|
| 1. Huron logo: | | | | | |
| 1.a. Develop Huron Recognition Center. | _____ | _____ | _____ | _____ | _____ |
| 1.b. Develop operating arrangement between Hurons and University. | _____ | _____ | _____ | _____ | _____ |
| 1.c. Pursue development of University as foremost research institution for Native American history in state. | _____ | _____ | _____ | _____ | _____ |
| 1.d. Develop recognition symbol for cooperative working relationship. | _____ | _____ | _____ | _____ | _____ |
| 2. Alumni recognition: | | | | | |
| 2.a. Continue and expand alumni recognition awards. | _____ | _____ | _____ | _____ | _____ |
| 2.b. Develop "Alumni Recognition Area" on campus. | _____ | _____ | _____ | _____ | _____ |
| 2.c. Expand program to recognize multi-cultural diversity. | _____ | _____ | _____ | _____ | _____ |
| 3. Improving alumni communication: | | | | | |
| 3.a. Expand and develop as information "aggregator" for alumni. | _____ | _____ | _____ | _____ | _____ |
| 3.b. Develop "History of EMU" publication. | _____ | _____ | _____ | _____ | _____ |
| 3.c. Develop annual "Year-in-Review" publication. | _____ | _____ | _____ | _____ | _____ |
| 4. Improving scholarship funding for students by increasing endowment funds. | _____ | _____ | _____ | _____ | _____ |
| 5. Improving alumni participation in events. | _____ | _____ | _____ | _____ | _____ |

B. If you believe some barriers exist to pursuing the above directions, please indicate:

1. Logo:

2. Alumni recognition:

3. Communication:

4. Improving scholarship funding:

5. Alumni participation:

C. If you represent a University organization:

How could our Alumni Association work with you to improve our working relationship?

1. _____
2. _____
3. _____
4. _____
5. _____

D. For all survey participants:

What additional features and benefits (e.g., discounts, programs, events, and services) could we offer to improve our membership participation?

E. For all survey participants:

How could you or your organization assist us in achieving these goals as indicated in the preceding pages?

Thank you for your participation.

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United States

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Office for Alumni Relations
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Ypsilanti, MI 48197

Staple Here

Fold survey in half, letterfold on broken lines so mailing
information is displayed, and staple shut.

Come Home to Eastern

We would like to extend a personal invitation to all of our alumni and friends to return to your alma mater Friday, February 14, and Saturday, February 15.

Friday night we will help you celebrate Valentine's Day with an elegant, candle-lit dinner party at the Huron Golf Clubhouse.

On Saturday a one-day Alumni Mini College will be offered. This is your chance to re-live the college experience and learn about topics of interest to you without worrying about grades or credit.

After soaking up knowledge all day, you can choose from a variety of evening activities to help you relax. The EMU Theatre will present "The Lion in Winter." The EMU basketball team will challenge Bowling Green at Bowen Field House. Or perhaps you will want to just sit back and enjoy the accommodations at the Radisson on the Lake. Whatever your preference, we are sure you will enjoy this opportunity to come home to Eastern.

EMU vs. UNLV

Come out and show your support for the home team! Eastern Michigan University will be taking on the Running Rebels of the University of Nevada-Las Vegas Saturday, December 21, 1991, at 4:00 p.m. in the Palace of Auburn Hills. A block of tickets has been reserved for you so the Eastern alumni can show their support and solidarity. If you would like to meet informally with other alumni before the game, we will be unofficially meeting at the Palace Grill. Your enthusiasm and proud Green and White colors will make a difference. For additional information or to reserve tickets, please call the EMU Ticket Office at (313) 487-2282.

Alumni Action News is published monthly by the Eastern Michigan University Alumni Association.

Alumni Association Officers

John Fovenesi, '73, President
William Mays, Jr., '54, Past President
Joan Colladay, '72, President-Elect
Mike Libbing, '91, Treasurer

Alumni Action News Committee

Denise Kaercher, '88, Chair
Gloria August, '86

Alumni Relations Staff

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Carole M. Lick, Assistant Director
Sue McKenzie, Special Projects
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Now Accepting Alumni Association Award Nominations

The 1992 Alumni Association Awards nominations are due by January 7, 1992. This is your opportunity to see Eastern Michigan University alumni recognized for their outstanding efforts and contributions. The categories for nomination are:

The Distinguished Alumni Award

This award is given to alumni who have achieved extraordinary distinction in their chosen field, demonstrated unusual service to humankind, and maintained a continuing interest in Eastern Michigan University. Generally, they have been graduates of EMU for 25 years or longer.

The Alumni Achievement Award

This award is given to alumni who have achieved distinction in their chosen field, clearly demonstrated through their professional and other achievements the value of their college education, and maintained a continuing interest in Eastern Michigan University. Generally, they have been graduates of EMU for 10 years or longer.

The Outstanding Young Alumni Award

This award is given to alumni whose achievements have been signified by personal honors bestowed upon them by their peers and who have demonstrated the value of their education through their post-college achievements. Generally, they have been graduates of EMU for less than 10 years.

Dr. John W. Porter Distinguished Service Award

This award is given to individuals who have made an outstanding contribution to Eastern Michigan University or the EMU Alumni Association. Recipients need not be graduates of Eastern Michigan University.



Thank You Joyce

The Newsletter Committee wishes to thank Joyce Squires for her significant contributions of time and energy in researching and writing for this monthly publication. Her dependability as a volunteer and her love for this University are unmatched. Joyce will be chairing the newly formed Recognition Committee for 1991-92 under the Alumni Association Board's revised committee structure.

Beaux Arts Festival

Sunday, January 19 -
Saturday, January 25
Sponberg Theatre

Sunday, January 19, 2:30 p.m. Musical collage featuring our best instrumental and choral musicians.

Tuesday, January 21, 4:30 p.m. A special performance of "Seeds of Dawn" by our internationally recognized Theatre of the Young.

Wednesday, January 22, 8:00 p.m. Our Performance Studies Program presents a special performance.

Thursday, January 23 - Saturday, January 25, Noon Semi-finals of the Martin Luther King, Jr. Oratory Contest. 8:00 p.m. *In the Hot Spot*: Performances by alumni, students, and faculty, focusing attention on personal and public issues for today. Showcasing of "The Word" by Thomas Crawford, Regional Winner of the American College Theater Festival and other original plays.

Friday, January 24, Noon. Finals of the Martin Luther King, Jr. Oratory Contest.

Admission to all Sunday through Wednesday events is free. Admission to *In the Hot Spot* is \$5.

You're Invited...

WHO: Alumni and Friends
WHAT: Reception
WHERE: Tower Inn Restaurant
701 West Cross, Ypsilanti
WHEN: January 15, 1992, 4 - 7 p.m.
HOST: John Fovenesi, Alumni Association
President

After enjoying a reception with fellow alumni and friends, you can cheer our basketball teams on to victory against Central Michigan University. The women's game begins at 5:45 p.m. and the men's game begins at 8:15 p.m.

Farewell to Eastern

Dear EMU Alumni and Friends,

My heart is beating rapidly with mixed emotions as I write this to inform you that I have accepted a new position at the University of Akron. As of January 6, I will be their Assistant Vice President for institutional Advancement in charge of Alumni Relations. While career opportunities are usually welcomed enthusiastically, it is difficult to sever oneself from a labor of love. The nature of Alumni Relations involves a growing admiration for the University and a treasured and ever-increasing circle of colleagues and friends. These elements produce a working environment which is both supportive and endearing. Leaving it is difficult. EMU and those who care so much about it will remain with me always.

I look forward to a frequent crossing of paths. Akron has just recently joined the MAC. Eastern's home season opener on September 5 is with Akron.

Thank you for wonderful memories.

Warm Regards,
Carole Lick, Assistant Director and Alumni
Outreach Coordinator

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