

ALUMNI RELATIONS

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While some basic attempts were made by the Directors of Financial Aid and Placement and of College Relations to explore the value of an Alumni Association and its functions, it was premature in the 1971 self-study report to address that issue. Determination was made that responsibility for alumni relations would lie with the Development Office, which was established in November 1973 with a full-time director and secretary.

Through contact primarily with Placement and College Relations, a number of alumni indicated an interest in formation of an association. Those identifiable alumni, interested students, and staff members met in January 1974 to discuss the value and goals of an association and generally to feed in ideas which could then be submitted to alumni through a newsletter inviting their input. That newsletter, prepared with the assistance of alumni and mailed in February, contained a questionnaire; plans are to record and analyze responses after which alumni will again be asked to meet with other members of the community to determine specific goals and objectives. Those attending the January meeting agreed that the best rationale for an association was to "keep alumni in touch with the institution and with each other" and more specific goals, and tools to implement those goals, would logically follow from that premise.

Alumni are now being asked to serve on disappearing task forces and the effort will be continued for more involvement in community affairs.

By sharing information and computerized records with the Placement Office, the Development Office has set up and is maintaining current files on all alumni.

While it is still too early to predict accurately the direction of the association as it must be defined not by administrators but by those whom it serves and in cooperation with the college community, there are a few areas of general agreement. Through coordination with the Development Office, alumni might well:

1. Assist in attracting new students by meeting with applicants.
2. Through their everyday contacts in their communities help in attempts to better interpret Evergreen to the general public.
3. Through meetings and seminars on campus keep in touch with the institution, discuss problem areas where they might be of assistance and generally remain an active, vital part of the college community.

4. Through geographic agents, provide a regular contact point with the college to assist when necessary in their communities and to keep in touch with other alumni in their areas.

The college in turn must:

1. Service alumni on a continuing basis as a vital part of the college community, keeping them well informed and urging their involvement in college matters.
2. Coordinate activities of the alumni.
3. Provide continuing education programs of interest.
4. Maintain accurate records on alumni and their achievements.

At this time, the situation is, expectedly, very fluid.