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Prairie View General Alumni Association

Prairie View A&M College

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PRAIRIE VIEW AGRICULTURAL AND MECHANICAL COLLEGE
Prairie View, Texas

October 28, 1957

TO: Mr. E. E. Cleaver, President
Prairie View General Alumni Association

FROM: E. B. Evans, President

SUBJECT: The Philosophy, Role, Scope and Relationship of an
Alumni Association with a first-class effective program
as it relates to Prairie View A. and M. College.

1. PHILOSOPHY AND ROLE

It is recognized that every institution of higher learning should have a working relationship with its alumni. In view of this fact, circumstances would suggest that such a relationship between Prairie View A. and M. College and its alumni be set forth in a formal statement to which the institution and the Alumni Association may adhere.

We believe that the relationship between the Alumni Association and the College should be beneficial to each other, and the mutual assistance provided by the Alumni Association and by the College should be limited only by their abilities for service to each other. This relationship should be like a two-way street for it is not possible to produce and continue alumnaal relationship where all the giving is in one direction.

Further, we hold that the student should be trained as an alumnus from matriculation, for he enrolls in the college for life and for better or worse he will always remain an integral part of the institution.

Likewise, we affirm that the primary function of the College is higher education and that the alumni can be a powerful force in helping to fulfill this function. The college is no longer a proprietorship, but a cooperative structure in which the administration, faculty, alumni, and undergraduates are stock holders of equal rank.

2. SCOPE

The activities of the alumni organization should be broad enough in scope to include all graduates and ex-students; and provision should be made for associate members such as parents, staff, and spouses of alumni.

There should be careful records kept in an established Alumni Office for all who have attended the institution and not merely for a few outstanding graduates. These records should indicate occupations, further study, contributions to public and community service, and other items that may measure the influence of the institution in the state and the nation. An educational program among alumni should be given careful consideration and they should be encouraged to maintain an interest in their Alma Mater and contribute to its support. However, care should be taken that the policies or program of the institution are not dominated by the alumni.

The scope of alumni activities might well include:

1. Activities centering around social interest such as:
 - a. Alumni Clubs
 - b. Annual Alumni meetings
 - c. Class reunions
 - d. Movies of winning football games
 - e. Dinners with speakers from the campus
2. Activities centering around fund raising
3. Activities that are informational in their emphasis
4. Activities pertaining to recruitment and placement:
 - a. Alumni magazine
 - b. Newsletters
 - c. Special bulletins and reports about various college enterprises
 - d. Special anniversaries
 - e. Workshops
5. Activities related to evaluating the effectiveness of the college:
 - a. Students as consumers of the institution's offering
 - b. Former students as products of the college
6. Activities pertaining to effective alumni club effort:
 - a. Workshops related to effective organization techniques
 - b. Providing resource personnel
7. Activities pertaining to effective alumni relations:
 - a. Recognition awards
 - b. Special anniversaries
8. Activities pertaining to student affairs:
 - a. Providing awards and prizes for excellence in such activities as athletics, debating, music, etc.

- b. Providing scholarships for talented students
- c. Sponsorship of athletic contests, musical concerts, dramatic productions, and the like involving students of their Alma Mater
- d. Providing workshops and activities pertaining to effective alumni work.

3. RELATIONSHIP

An effective Alumni association is a cooperative endeavor between the institution of higher learning and its ex-students and alumni, organized and operated for the mutual benefit of both.

For maximum results, there must be a clear understanding and a close working relationship between the alumni and the college. To assure such relationship definite duties and functions must be designated for both. The following are suggested:

A. Duties and Responsibilities of the Alumni

1. To effectuate a spirit of appreciation for the Alma Mater; to promote educational efficiency and preserve the integrity of the institution by aiding it through organized effort to realize its objectives.
2. To provide a medium of communication between the institution and its alumni for the promotion of maximum mutual benefit to both.
3. To be a liaison between the community and the college in establishing and preserving good public relations.
4. To organize efforts to gain endowment and special support for the college and assist financially in deserving projects that require funds.
5. To assist in a student recruitment program that will bring superior, worthy, and deserving students to the school.
6. To assist the institution in whatever placement services are possible for students and graduates.

B. Duties and Responsibilities of the College

1. To encourage the alumni group to initiate a vigorous, productive alumni program.
2. To offer the Alumni Association assistance in its operation on the campus in the form of office space, personnel, funds for the maintenance of alumni records, and whatever additional aid the institution can supply.

3. To provide avenues of communication between the institution and the alumni such as current information on and interpretation of the institution's standing, program, problems, hopes, aims, and aspirations, and to seek and consider, seriously, opinions of alumni on vital matters concerning the institution.
4. To utilize, develop, and publize the individual and collective talents of alumni members.
5. To provide the kind of satisfying student experience, and the best possible education that will give the alumnus the feeling of great value of his own college education and a feeling of responsibility to see that those who come after him have the same opportunity.
6. To regard the alumni as the life-line of the institution and to continue educating them by extending the intellectual adventure which was begun in undergraduate days.
7. To enlist the alumni as spear-heads in the never-ending battle for public understanding and support.

Above all, for the most successful relationship to exist between alumni and the institution, it is important that the institution assure the alumni group of its need and its great potential, but, at the same time, give the alumni association the feeling that it is an independent organization which is not bound by institutional controls.

Art IV Constitution

Make provision for a Interim Committee
which the Board to operate between
board meetings and elected by the Board

add advisory Council

Alumini year Nov. 1 through Oct 31

Section 2 of art IV

The Executive shall serve
as secretary to the Board
of Directors