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The Abstract of the Lindenwood College Volunteer Survey

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**THE ABSTRACT OF
THE DEVELOPMENT OF THE LINDENWOOD COLLEGE
VOLUNTEER SURVEY**

Glenda Dawn Raef Schaefer, BA

**An Abstract Presented to the Faculty of the Graduate
School of Lindenwood College in Partial
Fulfillment of the Requirements for the
Degree of Master of Science**



**AN ABSTRACT FOR
THE DEVELOPMENT OF THE LINDENWOOD COLLEGE
VOLUNTEER SURVEY**

Lindenwood College needed more volunteers to help in the alumni and development departments. When this project began in 1988, alumni volunteers helped with the phonathon, mailings, networking for fund raising, and scholarship fund raising, as well as planning the annual Alumni Reunion. There were many more tasks than volunteers. Those who were faithful to their duties often "burned out" in a short time. As an active alumna, I felt the need for more help. We knew there were alumni willing to help, but we did not know who they were. When the development staff person who was to have developed a survey left, I volunteered for the job.

The survey was to have been for development purposes, but I broadened the scope to include those departments which needed alumni volunteers. I interviewed the heads of the alumni, development, and admissions departments and the archivist. While this work was in progress, an opportunity to test a Personal Survey on my classmates arose. I saw the need for two surveys that could compliment each other. The Personal Survey could be used alone or in conjunction with a volunteer survey, an opinion survey, a development survey or any other survey that would satisfy a particular need. The Volunteer Survey would be the one that was needed at the time.

After the pretest, I made changes to the Personal Survey. The Volunteer survey was completed and ready to be distributed. There was a delay of one year because of budgetary difficulties and staff turnover.

I wrote the first edition of the Lindenwood Connection, the first such alumni publication in many years. It included the surveys. When they returned, I sorted them and put them in folders for display during the Alumni Reunion that October of 1989.

Since then I have processed 3519 surveys from the publishers of the Lindenwood College Alumni Directory which also contained a volunteer section. The results of these surveys will be distributed to those departments which need them. This extra manpower will help each department reach its goals more efficiently.

**THE DEVELOPMENT OF THE LINDENWOOD COLLEGE
VOLUNTEER SURVEY**

Glenda Dawn Raef Schaefer, BA

**A Culminating Project Presented to the Faculty of the Graduate
School of Lindenwood College in Partial
Fulfillment of the Requirements for the
Degree of Master of Science**

COMMITTEE IN CHARGE OF CANDIDACY:

**Adjunct Instructor Peter V. Carlos,
Chairperson and Advisor**

Vice President Dr. Daniel N. Keck

Professor Dr. Dominic C. Soda

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THE DEVELOPMENT OF THE LINDENWOOD COLLEGE VOLUNTEER SURVEY

The Lindenwood College Alumni Department has been successful in using alumni volunteers to help with many tasks related to fund-raising, including the phonathon, mailings, networking and scholarship funding, as well as the annual Alumni Reunion. Other departments also need alumni volunteer help, but there are not enough volunteers for all the possible jobs. Those alumni volunteers who live close to campus (in the metro St. Louis area) are often overworked to the point of "burn out." New volunteers must be constantly recruited to satisfy the needs. The solution is to develop a survey to elicit a response from those thousands of alumni who are not known personally by the staff of the Alumni and Development Offices. The result is two kinds of surveys that work together--the Personal Survey and the Volunteer Survey.

When this project began in 1988, the Alumni Department did not have the staff to research and develop new alumni volunteers into an effective workforce. Mr. James D. Thompson, Executive Director of Institutional Development and College Relations, assigned a staff member to begin the research within the Lindenwood community to learn the kinds of questions that should be included in a development questionnaire. That staff member left Lindenwood and I volunteered to finish the job. Interviews with various department heads followed. Mr. James Thompson, Ms. Esther Fenning, Alumni Director, Mr. V. Peter Pitts, Director of Admissions, and Miss Mary Ambler, Archivist,

all provided input to and approval of the questions as they were drafted. Mr. James Thompson gave final approval to the questionnaire and the cover letter.

Ms. Fenning and the President of the Alumni Board, Mrs. Maurita Stueck, were concerned with building a "class agent" system. This system relies on personal contact between alumni to build a sense of loyalty to the institution and increase volunteerism and contributions. They also needed alumni to fill the Alumni Board seats and the alumni seats on the Board of Directors. The Alumni Board needed nominees for the annual Merit Awards for Service and Professional Achievement. The Alumni Board had a Mentor program in place, but it needed more volunteers.

Mr. Pitts wanted to use volunteers to recruit students across the country. Excel, a program lead by alumni volunteer Ms. Jinny Gender, had a list of volunteers from all over the country willing to represent Lindenwood at College Night programs, to call on prospects, and visit high schools. The Admissions Office needed still more volunteers to emphasize local recruiting.

Miss Ambler was in need of help in the Archives. In addition to the physical work of cataloging and filing in the Archives, she wanted oral histories to be made for as many classes as possible. Also, artifacts from Lindenwood's history were needed for the Sibley Museum.

THE PERSONAL SURVEY

An alumni directory was printed in 1986 so there was some personal information available about the alumni, but not much more than the basic information found in the Alumni Directory. The

directory publisher, Bernard C. Harris Publishing Company, Inc., had included the basic information: name, address, telephone number, firm name and position with the firm. Based largely on the description of the job position held, the publisher had given the Development Office a listing of possible income levels of alumni. Unfortunately, many of the titles were ambiguous. For example, "Director" could mean theatrical director, board director, director of a division in a major company, or a non-profit director who might be a volunteer. Some of these "directors" were in a high-income category, and others were in a no-income category. Therefore, Lindenwood's survey needed to embellish on these categories and provide more information about the alumni.

October 1988 marked the twentieth anniversary of my graduation from Lindenwood College. Ms. Fenning asked me to be the class agent chairman and the 1968 class representative for the Alumni Reunion. I quickly drafted a short version of the personal information survey and organized a class agent system for the Class of 1968 to encourage a response to the survey and attendance at the Reunion. The class agent communications system consisted of three tiers of alumni, each of which contacted the tier below it.

The first draft of the survey was extremely simple, but the alumni were happy to have a means of communicating with each other on a personal basis. The cover letter reads as follows:

September 26, 1988

Dear Classmate,

We have been hard at work trying to contact everyone. We hope you are going to be able to make it to the Reunion on October 14-16. It will be so good to see you again.

We would like to make up a 20th Reunion booklet so everyone will be able to keep in touch with each other. Everyone will be interested in knowing about your job, family, interests, etc., so we would like to include that in the booklet.

We would like to keep this as simple and inexpensive as possible. If you would type or neatly print your information in black ink we may be able to photocopy the forms. Re-typing them would take a lot of time. We would love to include a photo of you and your family, but that would increase the cost. We will have class photos taken at reunion, so we will have a photo of those of you who come.

We will have your original bios on display during the weekend. If you could send a snapshot of you and your family, we could include that with the information for the Reunion.

Please return this form by October 4, whether you can come or not. We hope to see you at Reunion, but we know it is difficult for everyone to make it. Please come in spirit (by sending your biography), if not in person. Send your information to me at the address below.

Hope to see you soon,
Glenda Schaefer
227 Briarcliff Dr.
St. Charles, MO 63301

____I would like a copy of the 20th Reunion booklet at \$5.00-\$10.00
(We won't know the exact price until we see the response and know
how many to print. If the cost is more than this, we may have to
shorten responses or leave out some information under the last
section.)

Personal Survey Draft #1

NAME:

MAIDEN NAME:

ADDRESS:

HOME PHONE:

WORK PHONE:

TELL US ABOUT YOUR WORK:

TELL US ABOUT YOUR PLEASURES, ACCOMPLISHMENTS, AND
GOALS:

TELL US ABOUT YOUR SPOUSE:

TELL US ABOUT YOUR CHILDREN:

TELL US YOUR FAVORITE LINDENWOOD MEMORY:

TELL US WHAT LINDENWOOD DID FOR YOU:

COMMENTS:

Most respondents took the survey as intended and filled the page with interesting stories in answer to these inquiries. Some sent photographs of themselves and their families. Alumni returned 41 of the 248 surveys mailed. In the 1968 Linden Leaves, the college yearbook, only 112 seniors were listed. The Commencement booklet listed 154 graduates. The other 94 alumni listed in the computer may have only been students one year or may have been summer graduates. The response was 36.6 percent of the yearbook listings.

Concurrently, I developed a volunteer survey. It was not sent with the trial Personal Survey since I wanted to test the Personal Survey alone. The Personal Survey was designed to evoke pleasurable memories of the alumni's years at Lindenwood which would prepare the way for the Volunteer Survey in which they would be asked to give of themselves. Even though information from the Personal Survey could be used for development and admissions purposes, the questions had to be friendly and caring, not cold and probing. No actual dollar amount of income question was used because of its inherent development application.

CASE Currents, a publication of The Council for Advancement and Support of Education, CASE, contains numerous articles on alumni surveys by different authors and from different perspectives. I used several of their suggested guidelines in the construction of the surveys. "Of all of the alumni survey instruments I have seen, few seem to consider basic principles of question wording or questionnaire design" (Frey 19). I made the survey as friendly, straightforward, and simple as possible. Several authors stressed the need for a pretest of the survey. Dick Conklin, director of information services of Notre

Dame, and Lee Harlan, director of alumni relations of Pomona College, both encourage pretesting to make sure the questions are not ambiguous (Bartkevicius 22-23). The results of the trial did point out flaws in some of the questions. The alumni did not always answer completely about their job, their education, their spouse, and their life at Lindenwood. The next step was to re-phrase these questions so that they were curious, but not noseey. I used headings with sub-headings to describe the answers requested.

Personal Survey Draft #2**PERSONAL SURVEY****NAME:****MAIDEN NAME:****ADDRESS:****CLASS YEAR:****HOME PHONE:****WORK PHONE:****1. TELL US ABOUT YOUR CURRENT WORK****Company Name:****Job title:****Duties:****2. TELL US ABOUT OTHER JOBS YOU HAVE HELD****(Job title, company name, where, how long?)****3. TELL US ABOUT YOUR PLEASURES, ACCOMPLISHMENTS AND****GOALS:****Pleasures--Hobbies, recreation, community involvement, etc.:****Accomplishments--Awards, achievements, etc.:****Goals--Personal and professional:****Education--Institutions and courses studied:****4. TELL US ABOUT YOUR SPOUSE****Name:****Job title, company name:****Interests and accomplishments****5. TELL US ABOUT YOUR CHILDREN:****Full names, ages, grades in school, pleasures and achievements:****6. TELL US ABOUT YOUR LIFE AT LINDENWOOD****If you were a resident, which dorm you lived in:****Your best friends:****Your area of study:**

Your favorite teachers and why:

What Lindenwood did for you, personally and professionally:

Your favorite memories of Lindenwood (as many as you want):

Thank you for taking the time to respond to our Alumni survey.

Please use additional sheets of paper, if necessary. Return this

survey tomorrow to: Glenda Schaefer, Class Agent Chairman

21 Fox Valley Ct.

O'Fallon, MO 63366

These questions needed to deliver specific and useful information. The subtitles under the first question on "current work" will give an indication as to the approximate income level of that position. Many respondents noted that their position was a volunteer one or that they owned the business, in addition to their title. A code letter was assigned to the response to indicate income level as follows: A--joint, upper level, B--professional, upper level, C--owner/operator, middle level, D--professional, middle level, E--single parent, F--homemaker, O--other, L--deceased and M--retired.

Question two is useful if the answer to the first question is "retired." If the response is that of a high paying position, then the retirement income may be higher than normal.

The response to "pleasures" was often very enlightening. The space should have been much larger for some alumni. Responses to this question were coded as follows: N--music/theatre, P--sports/outdoors, Q--arts/crafts/cooking, R--reading/writing, S--gardening/pets, T--travel, U--church, V--volunteer, W--family, and Z--all of the above. The development office could use this information to solicit donations from a specific target audience instead of soliciting the entire alumni body. Educational projects could also solicit help from those who are "experts" in one of these areas. A student tour to Europe could use alumni chaperones who love to travel and perhaps who have connections to the faculty involved or the destination. Those who really love sports or theater might be more willing to donate to a sports or theater program than those who have no interest. These responses also may be used if the alumni volunteers to be a mentor,

participate in a career day program or teach a workshop on the Volunteer Survey.

The accomplishments and awards will indicate the level of expertise the alumni have in any area and their desire to do a job well.

The question about alumni goals was intended to provide information that would allow the college to adjust the curriculum to serve the alumni again, but the responses did not address that point. Most of the answers were altruistic.

The question on education indicates where the alumni have gone after Lindenwood and what they have studied. A change of a major area of concentration is interesting. Two other questions should be added to this section: 1. Dates attended and 2. Degrees received. Lindenwood's records are not complete on either the dates attended or the graduation dates. Many alumni noted the commencement dates and degrees, but not enough to make the question as good as it should have been.

The section about the spouse reveals an additional income factor and possible donor solicitation based upon personal interests. If the spouse fits the requirements, he/she might be a candidate for a Board of Directors or Board of Overseers position. Corporate contribution solicitation might also be a possibility.

The ages of the children of alumni will indicate when the Admissions Department could begin sending them information. Many alumni came to Lindenwood because other members of their family had had good experiences here. The interests and achievements of the

children will point Financial Aid to particular kinds of scholarships that could be available to them.

I designed the last question to bring back pleasant memories of Lindenwood. The name(s) of the dorm(s) in which the alumni lived will provide information that could be used to solicit funds to renovate a particular building or as a focus for Alumni Reunion events.

The list of best friends can be very useful to the Class Agent System which relies on individuals personally contacting other individuals to pass along information or fund drive solicitations. It will also provide suggestions of alumni who might be willing to contact their class for their honored class reunion (every 5 years).

The question on the area of study will show any change in the focus of the alumni when compared with the employment information. This will be a testimonial to the value of a good liberal arts education and can be used in promotions by the Admissions Department. It will also indicate which department(s) the alumni was most closely associated with at Lindenwood. If they answer the next question specifically, then those teachers listed may be very helpful in convincing those alumni to return to campus for the Alumni Reunion or to take part in a departmental event such as a workshop. If they did not list any specific teachers, a request by the head of the department might still be convincing. A final benefit of this question is to let the mentioned professors know what a good job they have done, and to let those who were not mentioned know what made those who were so memorable.

"What Lindenwood did for you" can be the kind of information that can be used in advertising and public relations. Permission would

have to be obtained from the alumni to use specific quotations or their names and positions, but good use could be made of generalities as well. "Lindenwood's faculty cares about the individual student's educational needs" was a theme repeated throughout the surveys. These answers will also help to define Lindenwood's value as an educational institution.

The final question was included for the history books. The favorite memories of the alumni can provide suggestions about alumni who would be good candidates for oral histories, who might be able to fill in some blanks in the records, and who might have enough loyalty to be asked to serve on a board or on a committee. More importantly this question was designed to make the alumni more open to the second questionnaire, the Volunteer Survey.

The "thank you" from and mailing directions to the home of the "Class Agent Chairman" made the responses again more personal. The alumni could address their responses to either their fellow classmates or the "real person" to whose home the survey was to be sent. At the time this survey was scheduled to be mailed, the Alumni Office did not have enough staff to handle the surveys, so I processed them.

The third draft of the Personal Survey is the same as the second except that under question three, the sub-heading "Goals" was removed. The response to this question in the trial survey did not satisfy the purpose of the question as most of the answers were altruistic in nature.

THE VOLUNTEER SURVEY

At the time of the development of the Volunteer Survey, I relied most heavily on questions the department heads felt should be part of this questionnaire. The surveys from other institutions provided by the Council for Advancement and Support of Education, CASE, were not very helpful since they were not geared to request volunteer help. I wrote to the following colleges and universities requesting a copy of their alumni survey and their results with the intention to compare Lindenwood's alumni to the alumni of those institutions: Wellesley College, Bryn Mawr, Vassar College, Smith College, Drury College, William Jewell College, Stephens College, William Woods College, Culver-Stockton College, Rockhurst College, Washington University and the University of Missouri/Columbia. Lindenwood has a history similar to the first four colleges and was often called, "the Wellesley of the West." I chose the next six colleges because of their size and location close enough to be competition for Lindenwood. Washington University and the University of Missouri/Columbia are large mid-west institutions that are competing for students in the same market as Lindenwood. Responses came from five of the institutions. Wellesley College, William Woods College, and the University of Missouri/ Columbia did not have surveys nor results they could send. Vassar and Bryn Mawr College sent a copy of their surveys and Vassar included a copy of their survey summary. Bryn Mawr designed its survey to collect comprehensive information on alumnae. It contained the usual personal information as well as questions on issues facing the College and the alumnae . The Bryn Mawr survey described in the CASE article did not ask for the

alumnae's income level (Bartkevicius 23). The survey I received does ask the alumnae to check the appropriate income range, so it was revised since the one in the mid-1970's.

The Bernard C. Harris Publishing Company, Inc, publisher of the Alumni Directory, was planning to begin another edition of their directory within a few months, but I did not have access to one of their questionnaires. Since I could find no other volunteer oriented survey, this Volunteer Survey is unique.

The Development Office at Lindenwood uses a data processing program called Fund Master. It can handle the information on the Personal Survey, but cannot handle the amount of information contained in the Volunteer Survey. Since there are only two people who can input information into this program, there just is not time to computerize this information. Only one computer can access the program, so the Alumni Office can not easily retrieve this data. The questions, then, were written asking for a simple yes or no answer to questions arranged by department. The smaller amount of data can be kept on floppy disks and used on a Macintosh Plus or SE personal computer.

Volunteer Survey Draft #1

NAME:

ADDRESS:

HOME PHONE:

WORK PHONE:

CLASS:

(Please write yes or no in the blanks beside the questions.)Board

1. Do you wish Lindenwood to remain a private liberal arts college?___
2. Would you be willing to serve on the Board of Directors___, Board of Overseers___ or Alumni Board?___

Admissions

3. Would you be willing to send your child to Lindenwood?___
4. Would you be interested in returning for further study?___
5. Would you be willing to recruit a new student for Lindenwood?___(A full-time residential student means about \$10,000 for the College)

Alumni

6. Do you receive the following and do you have any suggestions how we might improve them?

LindenWordPioneer

Fund-raising appeals

7. Would you be willing to share your professional experience with the current students in Career Day Programs?___
8. Would you be willing to be part of a professional networking program?___

9. Would you be interested in meeting with other Alumni in your area?__

Development

10. Do you currently contribute to Lindenwood's General Fund?__If not, would you like to do so?__
11. Would you be willing to make an additional contribution to renovate your dorm?__A gift of \$____would renovate a room and put your name on the door.
12. Would you be willing to provide the labor to paint, wallpaper, make drapes, lay carpet, upholster, etc. in your dorm? Type of labor__
13. Would you be interested in a Lindenwood MasterCard?__You would be helping the College every time you used your card.
14. Would you be willing to pledge a specific amount per month on your MasterCard?__(\$5/mth=\$60/year, \$25/mth=\$300/year, etc.)
15. Would you be willing to help with a fund-raising project?
Phone-a-thon__Alumni Auction__Class Agent Program__

Archives

16. Do you have any memorabilia for the archives?__
17. Would you be willing to make an oral history of your stay at L.C.?__

Miscellaneous

18. Would you be interested in teaching a workshop or a course?__
19. Do you have any other ideas that might help us help Lindenwood?

20. Do you have any other comments? We would like to hear from you.

(Please use all the extra paper you need for your comments and suggestions.)

Mrs. Judy Peters of the development office read and made changes to the first draft. I added a question on the strengths and weaknesses of the College publications to question six. Mrs. Peters changed question ten to read: "Do you currently contribute to Lindenwood's Annual Fund?__What information could we provide that would encourage your giving?" And she changed "fund-raising project" to "development/alumni project" in question fifteen.

Ms. Fenning added the request for mentors, volunteers for the Archives, writers for an alumni newsletter, and volunteers to research accomplished alumni. I re-typed the survey and sent to Mr. Thompson.

Volunteer Survey Draft #2

NAME: MAIDEN NAME:
 ADDRESS:
 HOME PHONE: WORK PHONE: CLASS:
 COMPANY NAME: TITLE:

(Please write yes or no in the blanks beside the questions)

Board

1. Do you wish Lindenwood to remain a private liberal arts college?
2. Would you be willing to serve on the Advisory Council?___
 Volunteer Development Campaign Committee___, Alumni Board___, Board of Overseers___, or Board of Directors___?

Admissions

3. Would your child be interested in attending Lindenwood?
4. Would you be interested in returning for further study?
5. Would you be willing to recruit a new student for Lindenwood?___ (A full-time residential student means about \$10,000 for the College.)

Alumni

6. Do you receive the following publications; and do you have any suggestions how we might improve them?
 What are their strengths and weaknesses?

LindenWordPioneer

Fund-raising appeals

7. **Would you be willing to share your professional experience with the current students in Career Day Programs?**
8. **Would you be interested in being a mentor for a student?**
9. **Would you be willing to be part of an informational networking program?**
10. **Would you be interested in meeting with other Alumni in your area?**

Development

11. **Do you currently contribute to Lindenwood's Annual Fund?—What information could we provide to encourage your giving?**
12. **Would you be willing to make an additional contribution to renovate your dorm—or for another special purpose?— Purpose?**
13. **Would you be willing to provide the labor to paint, wallpaper, make drapes, lay carpet, upholster, etc., in your dorm? Type of labor--**
14. **Would you be interested in a Lindenwood MasterCard?— You would be helping the College every time you used your card.**
15. **Would you be willing to pledge a specific amount per month to the Annual Fund on your MasterCard?— (\$5/mo.= \$60/yr, \$25/mo.= \$300/yr, etc.)**
16. **Would you be willing to help with a particular alumni/development project? Phonathon— Alumni Auction— Class Agent Program— Regional Ambassador—**

Archives

17. Do you have any memorabilia for the archives?
18. Would you be willing to make an oral history of your stay at Lindenwood?___or interview other alumni?___
19. Would you be interested in working in the archives as a volunteer?

Miscellaneous

20. Would you be interested in teaching a workshop or a course?
21. Would you like to be a contributing writer to an alumni magazine?
22. Are you interested in conducting research on accomplished alumni?
23. Do you have any other ideas that might help us help Lindenwood?
24. Do you have any other comments? We would like to hear from you. (Please use all the extra paper you need for your comments and suggestions.)

Mr. Thompson revised this draft to eliminate several questions and reduce the form to only one page. The general consensus in the Development Office was that the alumni would not answer the questionnaire if it was more than two pages. Lee Harlan, director of alumni relations of Pomona College, says that, "the shorter the questionnaire, the greater the response (Bartkevicius 23)." The shortest questionnaire I received from CASE was four pages from Agnes Scott College. The Florida State University survey had five pages, Loyola College in Maryland and Mount Saint Mary's College both had surveys with six pages each. Purdue University's survey was seven pages, both sides, which received a high return from the alumni who participated in the sample (Snyder 2-3). Bryn Mawr handled their survey largely with telephone interviews which took up to one-half hour to conduct and Notre Dame University's written survey took an hour to complete. Bryn Mawr reached 81 percent of their alumnae and Notre Dame reached 66 percent. Notre Dame's Dick Conklin "believes so many cooperated because Notre Dame alumni feel close to their alma mater" (Bartkevicius 22-23).

At this time in the development of the surveys, Lindenwood was entering a time of crisis. Personnel were in a state of constant motion with staff leaving or transferring and new staff arriving. Departments were restructured. The changes made some of the questions invalid. The first question on the fate of the College was removed. The Board of Directors were entertaining thoughts of a merger or sale, but the general public was not aware of their discussions. The Advisory Council and the Volunteer Development Campaign Committee were eliminated. I removed the question that

asked for input on the development publications and the one about a Lindenwood MasterCard. Question thirteen which asked for volunteer help with the physical plant was of interest to many local alumni, but the administration did not want to focus on the condition of the buildings in a public way. Since the resulting survey was only one page long, we decided to print the Personal Survey and the Volunteer Survey back to back so there would be no need of repeating the alumni's name and address information on this form. The third draft became the final edition.

Volunteer Survey Draft #3VOLUNTEER SURVEY

(Please write yes or no in the blanks beside the questions)

Admissions

1. Would your child be interested in attending Lindenwood?__
2. Would you be interested in returning for further study?__
3. Would you be willing to recruit a new student for Lindenwood?__(A full-time residential student means about \$10,000 for the College.)

Alumni

4. Would you be willing to share your professional experience with the current students in Career Day Programs?__
5. Would you be interested in being a mentor for a student?__
6. Would you be willing to be part of an informational networking program?__
7. Would you be interested in meeting with other Alumni in your area?__
8. Would you be willing to serve on the Alumni Board__,Board of Overseers__,or Board of Directors__? If you answer yes, you will receive more information on these boards.

Development

9. Do you currently contribute to Lindenwood's Annual Fund?__If not, what information could we provide to encourage your giving?
10. Would you be willing to make an additional contribution to renovate your dorm__or for another special purpose?__
Purpose?

11. Would you be willing to pledge a specific amount per month to the Annual Fund on your MasterCard?__
12. Would you be willing to help with a particular alumni/development project? Phonathon__Alumni Auction__Class Agent Program__Regional Ambassador__

Archives

13. Do you have any memorabilia for the archives?__What?
14. Would you be willing to make an oral history of your stay at Lindenwood__or interview other alumni?__
15. Would you be interested in working in the archives as a volunteer?__

Miscellaneous

16. Would you be interested in teaching a workshop or a course?__
17. Would you like to be a contributing writer to an alumni publication?__
18. Are you interested in conducting research on accomplished alumni?__
19. Do you have any other ideas that might help us help Lindenwood?
20. Do you have any other comments? We would like to hear from you.

The first three questions are for the benefit of the admissions office. A "yes" answer to the first two should have the immediate attention of the staff. The third question pertains to a program called "Excel" which involves volunteer alumni as recruiters to assist the admissions office. Volunteer recruiters are successfully used by many schools across the country, including Boston University (Star 102). Robert Sevier discovered that 23.7 percent of students went to a school recommended by friends who were either current students or alumni of the institution. "A surprising 63.9 percent indicated that a parent, sibling, other relative, or close friend had attended the same college that they chose" (Sevier 46).

The next three alumni questions are designed to link the alumni with the current student body. The career day question can be used by departments to further their own goals and by admissions to recruit students into specific programs.

The mentor program is a function of the Alumni Board. Respondents could serve on this committee.

Alumna Ms. Gaile Haessly suggested the question on informational networking. She found her career and present employment by talking to a number of people, each of whom directed her down paths she had not considered before. Cornell University has a program called Career Profiles in which alumni give students insight into their careers and even provides some mentor pairing of alumni and students (Purpura 106).

Question seven will aid the process of establishing new alumni clubs and adding membership to existing ones. These alumni could also become part of the Class Agent System.

The Alumni Board itself needs new membership every year, as well as its several committees. The Board of Overseers consists of business people in the community and is open to alumni. The Board of Directors needs more alumni in its membership. Those who responded to any of these boards should receive more information on the requirements of the boards so they may decide if they wish to pursue membership.

The alumni questions intentionally do not have anything to do with money. For the past several years, the College publications have been full of financial reports and pleas for contributions. The alumni have become tired of the subject. Alumni can volunteer for one of these positions, except the Board of Directors, without feeling that they have to make a substantial financial contribution to help the College.

Even though the development office would know who contributes to the Annual Fund, this information would not be available to the users of this survey since it is in the development office computer. Those who volunteer to help the College but who do not give regularly are prime candidates for more regular giving in the future. If the response is "no," then the reason will be very helpful to future fund drives.

Question ten will see if asking for two gifts a year would be feasible. Since this was written in a time of financial uncertainty for the College, the question hoped to elicit alumni contributions to help with renovating buildings and aiding ongoing programs.

Lindenwood was investigating an institutional MasterCard. It would have provided the College with an unexpected income each month that would have had the potential to develop into "painless"

fund-raising. The initial feedback was not good enough to warrant pursuing the idea so the question was dropped. A new question asked if the alumni would be willing to pledge on their own MasterCard. The newly graduated, divorced, or retired alumni who could not afford to give much at a time could give \$5.00 a month which would amount to \$60.00 a year. This regular contribution would be a way of training alumni to become regular donors.

The final development question is largely also an alumni question. Alumni are vital to the success of the phonathon and are in charge of the auction. The class agent and regional ambassador programs are entirely dependent on alumni to man them. The alumni gifts totaled 43.8 percent of the total gifts and grants income for the year ending June 30, 1989. The Alumni Auction raised money to support the Lindenwood/Soviet Exchange Program in 1989. The Class Agent System promotes alumni attendance at five-year interval reunions. The Regional Ambassadors promote the College and help identify donors by visiting with alumni all over the country.

The archives are the soul of Lindenwood. Many items from the College's past are on display in the Sibley Museum. The archivists are always looking for additional artifacts. One of the most important and most difficult to acquire is the oral history of the alumni, faculty and staff. Oral histories can include many more details of life on campus, relationships with faculty and staff, and traditions of the day than can written histories simply because it takes so much more time to write than to talk, and a good conversation can lead from one good story to another. The archives staff consists of two active volunteers who give one day a week to Lindenwood. They do not have time to do the

interviews; therefore, volunteers are very important to the success of this program.

Question fifteen will recruit help for the archives. All of the current volunteers are over the age of retirement and more youthful help is vital.

The miscellaneous questions ask the alumni to do something that may be fun for them. Those who have expertise in a particular area might enjoy teaching a workshop. The faculty would benefit by having the workshops since they would attract students and add prestige to the department. It would also be good for admissions to show that the alumni have such strong support for the educational programs of the College.

When I wrote question seventeen, there was no "alumni publication." The development office produced two publications that contained a lot of "business" information. Many alumni did not read those publications since they did not contain much "alumni" news, and they objected to the College sending mailings which did not interest them. The idea of a new publication for alumni was exciting.

Questions seventeen and eighteen would provide help to ensure that the alumni newsletter would be read by the general alumni audience.

The last two questions provided a sounding board for the alumni to express their feelings. Interviews with the Class of 1968, produced fresh new ideas. There was no good way to ask such creative questions without making them open-ended essay questions. Number nineteen will elicit a positive response. Number twenty will allow the respondents to make negative comments.

The surveys were ready to be mailed. We decided to include them in the next publication since an individual mailing to 10,300 alumni, even at bulk rates, was more than the budget allowed for the alumni office. Unfortunately, a major change in the administration delayed the distribution of the surveys until August of 1989.

Since the budget cutting measures had reduced the alumni/development staff to two, I volunteered to write, typeset and layout a new alumni newsletter that would be strictly oriented to alumni news. Mrs. Peters, by then the alumni director, chose the name of the new publication, The Lindenwood Connection, and oversaw the design of the masthead. The fall edition focused on the Alumni Reunion in October and was a good instrument to carry the surveys to the general alumni population. The surveys were printed back to back in the center of the newsletter so the alumni could cut them out easily. A short article explained the surveys, since the cover letter was no longer valid.

LINDENWOOD SURVEYS

The surveys on the adjoining pages are part of the Class Agent networking plan. The results of the Personal Survey will be made available to those who attend Reunion Weekend. Remember that you are writing to your friends about the events in your life! The Volunteer Survey will be used to help us do a better job with alumni relations. As you can see, some questions ask for your criticism and some for your help. Please take the time to fill out the Personal Survey, even if you do not wish to answer the Volunteer Survey, and send it to me tomorrow at:

Glenda Schaefer, Class Agent Chmn.
21 Fox Valley Ct.
O'Fallon, MO 63366

Mrs. Peters added one article and one paragraph to the newsletter, and traded the positions of two columns, then sent it to the printer. The newsletter was mailed at bulk rates. Unfortunately, a number of local alumni did not receive the publication; therefore, there is no accurate way of knowing how many of the approximately 10,000 newsletters were actually received by the general alumni population. Since the directions had encouraged the alumni to return the surveys tomorrow, 201 returned by the Alumni Reunion in October 1989. I placed the surveys in three-prong folders by decade, in graduation date order. The Personal Surveys were very popular with the alumni at the reunion.

THE ALUMNI DIRECTORY SURVEY

The Alumni Directory was scheduled to be re-printed in 1990. The close approximation of these two surveys was a concern. Would the alumni complete one form and not the other? Carleton Graphics, the directory publisher, mailed their surveys in February of 1990, with a "due" date of March 16, 1990. The directory company returned the original forms to Lindenwood in August. Carleton Graphics used only the basic information on the front of the survey for the directory. The back of the survey contained information on the alumni's educational history, spouse, children, activities at Lindenwood, activities after Lindenwood, relatives who have attended Lindenwood, two persons who should always know their addresses, and a volunteer section. Again, the problem of staff to process these surveys meant that the volunteer section of the survey would not be used. Any alumni who had taken the time to mark a volunteer box deserved a

response to their offer; so, I processed this volunteer information as well.

Carleton Graphics mailed their surveys in separate envelopes at bulk rates. Alumni returned a total of 3519 surveys for a 35.19 percent return rate. Approximately 600 surveys were not deliverable to the addressees which would adjust the return rate to 37.4 percent. Since I do not have access to a computer program that would easily handle the data from these surveys, I compiled the information by hand.

After dealing with more than 3500 surveys, I can make some observations about the directory survey:

1. The occupation codes are meaningless. Job descriptions like manager, counselor, director, and president are ambiguous and give no real indication of income level. Since my Personal Survey asked for a job description, it is possible to code the approximate income level at the time of processing.
2. The family information section does not provide enough space for active alumni and it is poorly arranged. The first question asks for "your Social Security No." Most respondents did not complete that question and answered very few of the rest of the "spouse" questions in that box.
3. Many of the older alumni could not remember what activities they participated in when at Lindenwood.
4. The box which contains "dependent" information only provides enough room for name and birthdate. Many of the "children" have children and fascinating careers. Several alumni mentioned that they were happy with the question on my Personal Survey that asked

about their children, their pleasures and achievements. Most people do like to "brag" about their children.

5. The section on activities after Lindenwood is too small to be useful. Those alumni who are involved in their communities do more than one thing as volunteers. The results were difficult to read as they either wrote as small as they could to cram in as many activities as possible or wrote nothing.

6. The question asking the alumni to "list two persons who should always know your address (one person outside of family)" is very good. Often a person moves and neglects to notify the College of the change of address. The directory company asked for the Social Security number so they could track down address "unknowns," but many alumni perceived that as too nosy. They did list a contact person or institution, such as a church or a bank.

7. The volunteer section had many of the same questions found in my Volunteer Survey. They asked more specific questions under the heading, "Admissions." I liked the way they worded the questions and would like to add them to my survey.

8. I covered the "Alumni Relations" questions in the Volunteer Survey.

9. I like the question on "Planned Giving" that asks if the respondent would like more information on planned giving. I would remove the Volunteer Survey question eleven and replace it with this one.

10. The Volunteer Survey covered all the "Fund Raising" questions except the one asking for help to "identify potential donors."

11. The "Career Development" questions are good. I would add the question, I would be willing to "arrange career/experience opportunities for students."

THE NEXT LINDENWOOD ALUMNI SURVEY

The result of this study has been another draft of the surveys. I would still do them in the same format, but I would lengthen the surveys to ask a few more questions.

The additions to the Personal Survey would be under "Education" and "Children." It is important to know what degrees the alumni have received, and it would be nice to know about the education of the spouse. Since many Lindenwood "alumni" did not graduate, additional space for the dates attended is important. The title on question five should include grandchildren. I would also add "Name at LC," since it would be nice to have three ways to trace alumni, and "City, State and Zip" in the address.

The Volunteer Survey would include the aforementioned additions. There would be three additional questions under "Admissions," one additional question under "Alumni," and an exchange of questions under "Development." Several of the questions should be moved to different categories.

Personal Survey Draft #4

PERSONAL SURVEY

NAME: MAIDEN NAME: NAME AT LC:
 ADDRESS: CITY:
 STATE: ZIP: HOME PHONE: WORK PHONE:
 CLASS YEAR: DATES ATTENDED: DEGREES RECEIVED:

1. TELL US ABOUT YOUR CURRENT WORK

Company Name:

Job Title:

Duties:

2. TELL US ABOUT OTHER JOBS YOU HAVE HELD

(Job title, company name, where, how long)

3. TELL US ABOUT YOUR PLEASURES, ACCOMPLISHMENTS, AND EDUCATION

Pleasures--Hobbies, recreation, community involvement, etc.

Accomplishments--Awards, achievements, etc.

Education--Degree, institution, and courses studied

4. TELL US ABOUT YOUR SPOUSE

Name:

Job title and company name:

Education--Degree, institution, and courses studied

Interests and achievements

5. TELL US ABOUT YOUR CHILDREN/GRANDCHILDREN

Full names, ages, grades in school, pleasures and achievements

6. TELL US ABOUT YOUR LIFE AT LINDENWOOD

If you were a resident, which dorm you lived in:

Your best friends:

Your area of study:

Your favorite teachers and why:

What Lindenwood did for you, personally and professionally:

Your favorite memories of Lindenwood (as many as you want):

Please list the names and addresses of two persons who will always know your address:

Thank you for taking the time to respond to our Alumni Survey.

Please use additional sheets of paper, if necessary. Return this survey tomorrow to: (Give a specific address)

Volunteer Survey Draft #4

VOLUNTEER SURVEYAdmissions

1. Would your child be interested in attending Lindenwood?___
2. Would you be interested in returning for further study?___
If yes, in what field?
3. Would you be willing to recruit a new student?___
4. Would you be willing to contact prospective students and their parents?___Would you be willing to host receptions for them?___
5. Would you be willing to represent Lindenwood at area college-night programs?___

Alumni

6. Would you be willing to share your professional experience with the current students in Career Day programs?___
7. Would you be interested in being a mentor for a student?___
8. Would you be willing to arrange internships or other career opportunities for students?
9. Would you be willing to be part of an informational networking program?___
10. Would you like to meet with other Alumni in your area?___
11. Would you be willing to serve on the Alumni Board___, Board of Overseers___, or the Board of Directors___? If you answer yes, you will receive more information on these boards.
12. Would you be willing to help with a particular alumni/development project? Phonathon___Alumni Auction___
Class Agent Program___Regional Ambassador___

Development

13. Do you currently contribute to Lindenwood's Annual Fund?___If not, what information could we provide to encourage your giving?
14. Would you be willing to make an additional contribution to renovate your dorm___or for another special purpose?___Purpose:
15. Would you like to receive information about including Lindenwood in your estate planning?___

Archives

16. Do you have any memorabilia for the archives?___What?
17. Would you be willing to make an oral history of your stay at Lindenwood___or interview other alumni?___
18. Would you be interested in working in the archives as a volunteer?___

Miscellaneous

19. Would you be interested in teaching a workshop or a course?___
20. Would you like to be a contributing writer to the Lindenwood Connection?___
21. Are you interested in conducting research on alumni, faculty and staff?___
22. Do you have any other ideas that might help us help Lindenwood? Your comments will be appreciated.

The revised form would have to be approved by all the department heads again before the next survey could be mailed. Since they are all new to their positions, they would have new ideas about what information they would like for their departments. That is good. The institution should tailor its survey to fit its needs at that moment. Each institution has a different reason for doing a survey and is therefore looking for a different result.

If the intention of the survey was to measure public opinion, the survey would have to be mathematically organized so the statistical results would be valid, i.e. samples would have to be drawn by computer that would represent the whole alumni body (Frey 19-20). The Volunteer Survey does not have enough information to measure opinion. Its value is in gathering a workforce.

The results of my surveys are fun to read. Ms. Shirley Bergman, of the Lutheran Institute on Aging, called from Seward, Nebraska, to ask about my survey. Her institution will be celebrating an anniversary in two years and she wants to do a survey of the alumni. One of our alumnae had mentioned to Ms. Bergman that Lindenwood had done an interesting survey recently. She wanted a survey that would be fun and give insight into the alumni. She will have to adapt the Lindenwood College survey to her needs, but I know she will enjoy the responses.

THE LINDENWOOD COLLEGE SURVEY RESULTS

I have drawn many lists from these two surveys. The alumni of Lindenwood College are like Lindenwood College herself, ahead of their time. The newsletter editor and the Archivist will be interested in a list of those alumni who have special careers, who have accomplished many things in their lives, or who have particularly interesting memories for further research and interviews. Those who have volunteered to work in a particular department will be on a list that will go to that department head. The President of the College and other administrators will be interested in the alumni's opinions and suggestions since they provide an idea of the alumni perception of the mission of Lindenwood College. Some of the suggestions are very good.

Because of the hand processing procedures I am using, the following lists will be from the Volunteer Survey. If the alumni office and development office could acquire the software to handle this data, it would make their jobs much easier. The alumni director could ask for a list of all alumni who would like to serve on the Alumni Board when a vacancy occurs. The development director could ask for Phonathon volunteers. The ideal arrangement would be for all the data to be in a central computer that could be accessed by the departments involved from their personal computers or a way to provide copies of the data to each department's computer station. It is important to not only know the name, address and telephone number of a volunteer, but also the volunteer's job, interests, accomplishments, and education. The more the project head knows about the volunteer, the more productive the relationship will be.

The Volunteer Survey was a success. Department heads have had the chance to ask for the help they need. We have identified many more alumni volunteers and know more information about them. The hands of those volunteers will help the programs of the College run more smoothly. That means a lot to a small college on a tight budget.

RESULTS OF THE LINDENWOOD COLLEGE VOLUNTEER SURVEY
(201 Responses)

Admissions

1. Would your child be interested in attending Lindenwood?
yes--7 maybe--9, for a PhD--1
2. Would you be interested in returning for further study?
yes--19, maybe--8, PhD--2, to teach--1
3. Would you be willing to recruit a new student for Lindenwood?
yes--47, maybe--16, talk to prospects--2

Alumni

4. Would you be willing to share your professional experience in Career Day Programs? yes--62, maybe--3, in home area--2
5. Would you be interested in being a mentor for a student?
yes--35, maybe--8, in home area--2
6. Would you be willing to be part of an informational networking program? yes--53, maybe--11
7. Would you be interested in meeting other alumni in our area?
yes-75, maybe 10
8. Would you be willing to serve on the Alumni Board? 39 Board of Overseers? 27 or Board of Directors? 30 .

Development

9. Do you currently contribute to Lindenwood's Annual Fund?
yes--67, sometimes--3. If not, what information could we provide to encourage your giving? no money--2; That LC is no longer mismanaged; Not until you have reinstated the classics; How is the money being spent--3.

10. Would you be willing to make an additional contribution to renovate your dorm 5 or for another special purpose? yes--19, maybe--8; sports complex; upkeep of the college; theater and space programs; horsemanship--2; art department; classics; more resident students; library--2; memorial; Sibley
11. Would you be willing to pledge a specific amount per month to the Annual Fund on your MasterCard? yes--1, maybe--2
12. Would you be willing to help with a particular alumni/development project? Phonathon yes--14, maybe--2, Alumni Auction yes--12, maybe--1, Class Agent Program yes--18, maybe--4, Regional Ambassador yes--18, maybe 4

Archives

13. Do you have any memorabilia for the archives? 4 What? Lambda Chi Pearl Pin, 150th photos and flag master, present photos of the class of '61, graduation photos of the class of '61
14. Would you be willing to make an oral history of your stay at Lindenwood? yes--32, maybe--7 interview other alumni? yes--26, (Rev. Robert McLeod), maybe--1
15. Would you be interested in working in the archives as a volunteer? yes--9

Miscellaneous

16. Would you be interested in teaching a workshop or a course? yes--35, maybe 6
- Using Your Liberal Arts Education in the 21st Century
- Papermaking and Bookbinding
- Professional Image for Women
- topics on travel

17. Would you like to be a contributing writer to an alumni publication? yes--19, maybe 8
18. Are you interested in conducting research on accomplished alumni? yes--8, maybe--2
19. Do you have any other ideas that might help us help Lindenwood?

* This survey seems a step in the right direction--the first interest Lindenwood has shown in my children and their schooling.

* Maybe "adopt" a student for a year as far as support, especially any foreign students.

* Become known for something very special. Then advertise e.g. pre-law, pre-med, journalism

* In trying to raise money to renovate a dorm put a cap on amount it would take per room. Then encourage people to donate that amount and put a very small brass plaque above doorway of room with name and year of student that way the dorm contribution is more personal.

* Charm bracelets were a biggie back in the 50's and early 60's. Do we have a gold or silver Linden leaf charm? It could be offered in the bookstore and/or for every alumnae who gave at annual giving over a certain amount.

* The alumnae auction is a neat idea. Keep including items made by past and present professors, administrators, etc. I could donate a picture of Robert Lee McLeod and maybe we can find some of Bullet. Don't overlook photographs. Past class pictures, pictures of campus (past/present) pictures of prof. ect.

- * The phonathon was especially effective. Especially hearing from John Wehmer who was my instructor. Continue with faculty members calling or classmates calling. The personal touch does the trick.
- * If you have a fund-raiser/auction I would be glad to donate some embossed papers.
- * If you have a fund-raiser/auction I would be glad to donate some embossed papers.
- * I thought the dining room was a great contribution for good manners and I felt the school had a real "finishing school" atmosphere which I missed at Illinois.
- * Please return to women's college.
- * Spend what funds are available to make the campus beautiful again and the dorms comfortable and hire exemplary professors. Bring back the equestrian classes.
- * Try to promote plain and simple education/no cute stuff/fluff. Students see through this and it doesn't teach.
- * Keep up what you're doing (as I see it in newsletters)
- *Possibly--fund raising is my business
- * Lindenwood had an identity for many years...it disappeared for about 20 years...keep building an inner integrity of excellence and the identity will return.
- * Keep academic standards high. We use to be called the Wellesley of the West.
- * Don't try to be all things to all people. Concentrate on specific goals, a caring, teaching faculty and offering TLC to students along with solid liberal arts.

* Lindenwood needs to recognize all of the alumni--many are Lindenwood should build a network of alumni that would act as resources financially. I have always had the feeling that even though I was one of the top in my class that no one cared what happened to me. I would think that many graduates feel the same.

* Any chance of starting up the equestrian program again?

* Use the power of alumni to get local, national press for Lindenwood--If done properly, one could keep Lindenwood in national spotlight, raise money, increase endowment, attract students from all states. If all the people of Lindenwood were to network--business and social--we could make a lot of money for ourselves and Lindenwood--you use my services and contacts, I use yours, we all get ahead. We shared then--if we shared now we would have the power of schools like Harvard or Yale, that have mastered networking. The school and people don't have to look hard for fame or money. They use the power.

* Keep the great instructors they had when I attended. The administration was awful then, but the instructors were terrific. Keep publishing the alumni directory--that's nice.

* Get area alumni groups going strong. Since I seldom get back to St. Louis area, I would rather get involved with alumni activities and meet people in Georgia.

* Have more socials for enrolled students plus alumni--networking events, etc. As I mentioned to Mr. Spainhower, the evening students at satellite centers need to be lured to campus



and made a part of Lindenwood life if you want them to feel any loyalty to the school vrs. just being education consumers who buy what they need and then leave. The time to build loyalty is while people are still students.

* Since I helped Dr. Spainhower and Ed Watkins in 85/86 (power structure analysis of St. Louis) recommendation to enlarge Board members and include power figures, I have seen the Board(s) expanded--Keep up great work.

* Sports complex. Don't ever discontinue the Christmas walk!
Excellent for the community.

20. Do you have any other comments?

* Think the Lindenwood Connection is very good and fulfills a need. Hope it can continue.

* I'll be interested in receiving/reading info/results of survey.

* This mailing seems more the tone of the warm individual Lindenwood I treasure. For several yrs I have felt a plastic aura of "Marketing" which I have not liked!

* As we get older and hopefully more successful, perhaps each class could be encouraged to make an "Anniversary Donation" to Lindenwood. You're headed in the right direction, keep up the good work.

* It is not possible to do anything requiring travel to St. Charles nor with only one year of memories do I feel I have clear knowledge of students, teachers, events from 30+ years ago. Financially, I am limited to small contributions in rotation with my husbands educational institutions and those of my children and my own alma mater, UNO and the community college.

* I am willing to do a number of these things, but since I don't live near Lindenwood I probably wouldn't be able to help out.

* I teach women's studies courses and many others because of the wonderful treatment I received as a 30 yr-old married woman who wanted to complete her degree. Lindenwood encouraged me to do this. I applaud the efforts of many to raise the number of resident LC students. Last year at this time my sources proclaimed LC was gone! Hurray for your successful recruiting!

*I appreciate the sound framework that I was offered at Lindenwood; given my maturity level and "space" at that age, I would have floundered severely in a large university. My financial contributions don't reflect it, but my gratitude for the attention I received at LC is enormous & I feel I represent it well today because of the nurturing I received there.

* I am very concerned that the music department is no longer as strong as I believe it has been in the past and as strong as I believe it should be. This lessens the value of my own degree--but of more concern is that the opportunity of training talented young people in this field is a must in order to preserve the art, provide skill development and perpetuate a great tradition of a Liberal Arts College.

*I enjoy receiving and reading news about Lindenwood and friends, etc. I am concerned about Lindenwood's future.

* I completely lost interest in LC after Dr. McCluer retired, because the school went in such a hopeless direction.

Dr. Spainhower had energy and imagination, and I began to feel some hope about the school, so did contribute for 3 or 4 years when he began his campaign.

* "Lindenwood Connection" is very nice. Can you start printing on recycled paper?

* I appreciate "Lindenwood Connection." Please research using recycled paper for Lindenwood mailings. Try to do single mailings for alum married to alum.

* This was a good idea!

* I have been concerned about rumors of financial doom. I hope they have been resolved. Further, I hope the tradition of excellent liberal arts education can continue.

* I truly enjoyed my four years at Lindenwood but because of all the changes since I left, I'm unsure if I would still be drawn to the school as a student now.

* I am so sorry to answer "no" to so many things, but it is very busy right now. (There were several versions of this comment, many including a lack of money and time.)

* I married my husband in April of 1978 in Sibley Parlor and we go back every April to Lindenwood to remember our wedding and celebrate our anniversary.

*Thanks! The spirit is willing--not sure what mechanics I can offer.

*My job and kids occupy all my time--I have very little free time, but I would be interested in networking social time.

*I love Lindenwood and the staff of 88/89!

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THE LINDENWOOD CONNECTION

Glenda Schaefer ('68), Editor
Vol. I, No. 1 Fall 1989 Issue

Judy Schroer Peters ('84)
Alumni Director, 949-2000

"THE ARTS REVISITED"

This year marks the 20th anniversary of the Fine Arts Building. John Wehmer and Glenda Schaefer, Reunion co-chairmen, would like to invite everyone to attend the Reunion and the "Rededication of the Harry D. Hendren Gallery."

As Chairman of the Art Department, Professor Hendren was instrumental in getting the FAB approved and designed in cooperation with the other professors. As an art teacher, he will never be forgotten for his twenty-five years of service to his students--caring about their needs and nurturing their interest in art history.

The "Rededication" will take place on Saturday, October 14, from 10 to 11:30 am. Art by alumni Gale Johnston ('74) and Nancy Follis ('74) will be on display in the Harry D. Hendren Gallery all weekend.

Workshops entitled, "Women in the Arts," by Nancy Follis, and "Drawing on the Right Side of the Brain," by John Wehmer will be presented from 3 to 5 pm. You may register for the workshops after the "Rededication."

Also on Saturday, the Alumni Association will hold its annual meeting and luncheon in Ayers Dining Hall at 11:30 am. The Alumni Board will host a reception from 4-6 pm and Dinner Al Fresca will be served at 6 pm on the center campus patio. Faculty and students will join the alumni for bar-b-que and music. After dinner, "Mary, Mary," a heartwarming comedy/love story by Jean Kerr, will be presented in Jelkyl Theater.

On Sunday morning a brunch will precede the church service at the St. Charles Presbyterian Church/ Lindenwood Chapel at 10:30 am.

And, don't forget to attend the Alumni Auction on Friday at 6 pm!

You will find a registration form on the back cover of this publication. The deadline for registration is **September 30**, so please send in the form with your payment to the Lindenwood Alumni Office as soon as possible.

LINDENWOOD COLLEGE REUNION

October 13, 14, 15



"The Arts Revisited"

Special thanks to Lori Marshall ('79) for designing the cover of our Reunion Brochure, shown above.

LINDENWOOD IS BUZZING

You'll see a lot more students on campus this year when you come back for Reunion. The residential enrollment is double what it was last year!

The maintenance staff has been renovating and repairing student living quarters and consolidating the administrative offices to make more dorm space.

Students will have plenty to keep them busy on campus. The athletic program now includes junior varsity football, basketball, baseball, soccer, cross country and track. An athletic field house, a newly-designed student life center (which combines with the existing indoor pool and gym) an exercise room and redecorated dining facilities will give students a variety of areas in which to enjoy numerous activities.

Academic excellence continues to be a priority at Lindenwood. The college offers over 40 undergraduate and graduate programs, including its successful LCIE (Lindenwood College for Individualized Education) program.

LINDENWOOD'S ARTISTS- PROFESSOR JOHN WEHMER

John Wehmer has just completed 30 years at Lindenwood. When he started teaching, the Art Department had four classrooms in the Memorial Arts Building. Over the years it grew to include Young Hall, the "Carriage House," the Quonset Hut and the old greenhouse (remember them?)

Professor Wehmer received BFA and MFA degrees from Washington University and the University of Illinois. His paintings and drawings have won many prizes. He spends his summers in Colorado where he does creative work and plans course work for the new school year.

Antiques have been a special interest of his for years. He has put together numerous exhibitions at Lindenwood, including patchwork quilts, appliqued quilts, woven coverlets, mola fabrics from Panama and 3 one-person shows of his own work.

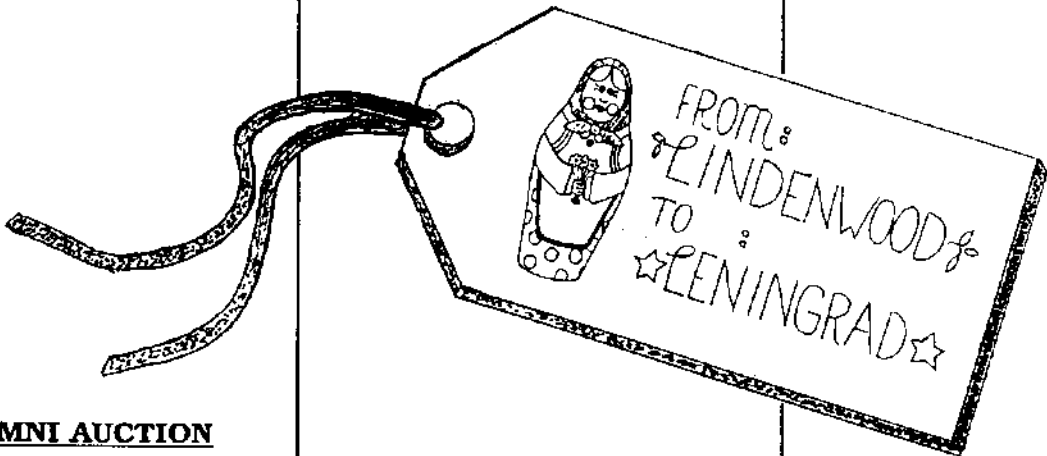
PROFESSOR DEAN ECKERT

Dr. Dean Eckert is a professor and chair of the Art Department where he has taught for the past 21 years. He received his BA, BFA and MA degrees from Ohio State University and a PhD in Art History from the University of Iowa.

His works are shown in juried shows throughout the Midwest region. In addition to private collections, his work may be found in the collections of the Butler Institute of American Art, the State Historical Society in Columbia and Bristol-Meyers Pharmaceutical, Inc.

Professor Eckert lectures on art, including repeat presentations on Japanese gardens and festivals at the annual Japanese Garden Festival at the Missouri Botanical Garden. He enjoys frequent travel to Europe and Asia.

Both Dean and John are anxious to see their former students at Reunion.



1989 ALUMNI AUCTION

"From Lindenwood to Leningrad" is the theme of the Alumni Auction to be held at 6 pm on October 13. The dining room in Ayres Hall will come alive with the sights, sounds and flavors of Russia. Students involved in the Lindenwood/Soviet Exchange will provide entertainment and atmosphere during the Russian dinner of beef tenderloin and black caviar. Proceeds from the auction will help another group of LC students make the trip to Azerbaijan in 1991.

Mr. Wayne Foxall of Troy, Missouri, will begin the auction at 7 pm. Bidders will have the opportunity to purchase such exciting items as an evening ride for 2 in St. Louis in a 1927 Bentley, dinner and symphony for 2, a barn dance and hayride for 20, a handcrafted candy Christmas house, an oriental rug, a sofa-size oil painting, a fishing trip, personalized stationery, a travelogue of almost any place in the world and much, much more.

Be sure to make your reservations for this delightful evening by sending your check for \$25 per ticket to the Alumni Office. Those students and alumni who would like to attend the auction, but not the dinner, may purchase tickets for \$5 and will be seated following the dinner.

We need your help. If you would like to make a donation of an item or a service to the auction, please fill out the following form and mail it immediately to:

Lindenwood/Soviet Exchange
Lindenwood College
P.O. Box 305
St. Charles, MO 63301

or contact one of the co-chairs: Martin Sherman at 314-946-3345, Glenda Schaefer at 314-625-2550, or Sophia Wehmer at 314-949-2000, ext. 280.

LINDENWOOD/SOVIET EXCHANGE

The Lindenwood/Soviet Exchange is very special. It is an attempt to better the relations between the U.S. and Russia by a reciprocal exchange between undergraduates from all academic disciplines.

Last March, Lindenwood students spent 2 days in Moscow, 3 days in Leningrad and a week and a half in a youth hostel in Baku, Azerbaijan. A group of Russian students will spend 11 days at Lindenwood in November and another group of our students will return to Russia in May of 1991.

Lindenwood is one of only 12 schools chosen from among such institutions as Yale, Harvard, and Texas University to be allowed to take part in a Soviet Exchange. The program was brought to Lindenwood by Ron Watermon ('89) when he was a junior.

1988 AUCTION REPORT

The Alumni Auction held last Reunion Weekend was a success! The \$2500 we raised bought a computer for the library. Our thanks to those of you who donated items or services to the auction and to those who bid on those bargains.

Auctioneer Dr. James Hood did a splendid job, in spite of having his legs in casts! Some of the exciting items were: a needlepoint "SMILE" reminder made by Lula Clayton Beale, an embroidered tablecloth made by Dr. Esther Johnson, a watercolor by Florence Null, a pastel by John Wehmer, a book of poetry by Dr. Howard Barnett, a poem by James Feely, a photograph by Hans Levi, an oil painting by Arthur Kanak, a travelogue by Dr. Dean Eckert, and a handmade baby sweater by Mary Ambler. Other items included: antiques; gift certificates to Brooks Brothers and Nieman-Marcus; bed and breakfasts in New York, Kings Mountain, Vail, Boston and Lake Geneva; as well as handmade baskets, computer tutoring, homemade goodies and much more.

Name _____ Year _____

Address _____ State _____ Zip _____

Phone _____ Approximate Value of Item _____

Description of item or service (please be specific) _____

CLUB REPORTS

ST. CHARLES CLUB

The St. Charles Club held its 6th annual "Mrs. Sibley's Attic Sale" on June 3. Over 185 vendors sold arts, crafts, antiques and a wide variety of food on front campus under the Linden trees. The proceeds will provide nine Lindenwood students with over \$8,000 in scholarships.

All alumni in the St. Louis metro area are invited to attend the October 2nd potluck Scholarship Dinner. This is an opportunity to meet the scholarship students and their parents. If you would like to attend, call Virginia Terry at 723-2233 and bring your favorite dish to share.

Virginia Terry, President

ST. LOUIS CLUB

The St. Louis Club held its very successful annual Fashion Show last February. The proceeds provide scholarships for Lindenwood students.

The Club is in need of officers for the 1989-90 year. Anyone interested in this opportunity should call Nancy Dietz at 878-3721 or Jeri Stine at 469-1183.

Nancy Dietz, Past President

KANSAS CITY CLUB

In its 78th year, the Kansas City Club is alive and well. At present, there are 30 members. Regular meetings are held on the fourth Thursday of every month, September through March, plus a Holiday Brunch in early December, a Spring Luncheon in April or May and a summer picnic.

In March, KC Club members assisted with the Phonathon by making calls to over 200 alumni in the Kansas City area. We added many names to our calling list for future club events and, hopefully, our contacts were beneficial to the Alumni Department at the college.

We had our summer picnic on August 3rd. All 16 new students from the Kansas City area were invited to the picnic. Sabina Gray (Sophomore) and her mother, six NEW students and their families, Coach Gary White from Lindenwood, and eight of the club members and their families attended. It was great!

Each year we award one or two scholarships to qualifying candidates. We raise funds by holding a garage sale in August and special events such as the Luncheon/Card Party we had last spring.

Mary Adams, President

SOUTHERN CALIFORNIA CLUB

The Southern California Club needs your help! We would like to find some new members to share in our fun and festivities! Come and relive those old, dusty memories of the past. This is your chance to meet some alumni from a different era. If you're an alumnus of the 70s or 80s, think what it would have been like to have attended Lindenwood in the 30s or 40s! Now is your chance to find out if they really did eat off of white tablecloths.

The club meets every two months at a different member's house for a luncheon and to discuss what's old, what's new, and what the future holds for Lindenwood, as well as for ourselves. Our next meeting is October 21st at the home of Leatha Dean in Pacific Palisades. We will meet again December 9th in Westchester at the home of Janie Kuska. If you are interested in joining our club, or helping to start an extension

of our club in another area, please call Betty Ziegler at 619-931-1770 or Arminta Harness at 213-379-9353. Get involved, you won't regret it!

Betty Ziegler, President

A LETTER FROM ESTHER

As many of you know, I resigned from the position of Alumni Relations Manager at Lindenwood as of last spring. I will miss you all. I've so appreciated your friendship, support and the intellectual stimulation that comes from working with free and independent spirits.

I will always feel a part of Lindenwood and although it saddens me to leave my co-workers and alumni friends, my liberal arts education taught me that "leavetakings" are essential for change and growth. I agree with Doris Crozier, a former dean of students at Lindenwood. Doris said, "contentment can be death."

During the next year's "sabbatical," I will take time to explore my options for the future. I will read, write, learn how to "word-process" on my new computer, take courses and work part-time baby-sitting my grandchildren.

I look forward to visiting with you at Reunion in October!

Gratefully,

Esther Talbot Fenning ('77)



John Wehmer, Judith Brougham('60) and Dr. Dean Eckert in Kansas City

CLASS AGENTS

The purpose of the Class Agents Program is to form a network of "class representatives" who are in regular, personal contact with the other alumni in their class. The goal of the Class Agent is to inform fellow alumni about Lindenwood events and to share information about each other. There are about 20 alumni in the program at present. Join us--it is more fun than work! Contact Judy Peters for more information.

1984 KIMBERLY JONES has a radio interview show called "It's Your Business" on KPBA in Pine Bluff, Arkansas. She has done radio and newspaper work since graduation and is a well-known on-air personality in Pine Bluff. She is starting her own public relations firm called "Kimberly R. Jones & Associates." She married Michael Sneed on September 2, 1989.

1979 LORI A. MARSHALL married BRIAN SAMUELS ('79) in 1981 and moved to the Soulard neighborhood in St. Louis where they continue renovation on an old house. Lori and Brian have many cats and dogs. This love of animals (and a BFA) makes her perfect for her job as the only full-time Graphics employee at the St. Louis Zoo. She designs office forms, brochures, newsletters, mailings and Zoo signs.

1974 MARTIN SHERMAN and wife Patricia have two children--Andrew, 12, and Lauren, 6. He is an Occupational Analyst, attached to the Department of Labor, and is currently working on his Doctoral Degree. Martin is active in his church and in Lindenwood Alumni organizations.

1963 BARBARA BROCKGREITENS CLARK and husband Bob have two children--Tom, 23, and Karen, 18. Barbara is a P.E. teacher at Jefferson Middle School. She has received many awards, including the 1989 Teacher of the Year and two St. Charles School District awards for leadership and community service. Barb also teaches PSR at St. Cletus Church and is a partner in a wholesale craft supply (catalog) business.

1938 LOIS NULL LANE and husband Melvin have been married 48 years! She earned a Masters in Education from the University of Missouri in St. Louis and taught English for many years at St. Charles High School. Her two sons and a daughter-in-law are also teachers. She enjoys playing bridge and traveling all over the U.S. She is a cherished volunteer in the St. Charles Presbyterian Church, a retired teachers group and at Lindenwood.

CLASS NOTES

BARBARA KIRCHHOFF RUSSELL ('68) has opened Russell Photography in Webster Groves, Missouri. She has been happily married to Jerry for 14 years and has a son, Gregory Matthew, who is ten.

CHERYL SPALDING MOORE ('68) is the Administrative Officer of the U.S. Treasury Department's Treasury Executive Institute. She conducts senior-level management, productivity and leadership seminars in Washington, D.C., and seven field stations throughout the U.S. She is happily married and has three active sons.

TOMMY BUELL RUPINSKI ('74) reports that she has been promoted to Assistant Director of the Direct Marketing Training Program, the Service Fund of NOW-NYC, an organization that trains minority and lower income women for entry level jobs. She is doing fund raising, curriculum development and technical assistance. If any alumni in the New York area know of any clerk-typist or data-entry job openings and would like suggested applicants, give Tommy a call at 212-989-7230.

GALE JOHNSTON ('74) is living in Flagstaff, Arizona, where he is a teaching assistant at the University of Arizona while working on his MFA. He worked as a commercial artist for several years before he decided to return to school. Gale's work will be on exhibit in the Hendren Gallery during Reunion Weekend.

BARRY FREESE ('75), his wife Sara and daughter Ruthan welcomed the arrival of Samantha Leigh on July 28, 1989. Barry is in the Information Services, Methods and Procedures Department of Contel in Wentzville, Missouri.

LINDENWOOD SURVEYS

The surveys on the adjoining pages are part of the Class Agent networking plan. The results of the Personal Survey will be made available to those who attend Reunion Weekend. Remember that you are writing to your friends about the events in your life! The Volunteer Survey will be used to help us do a better job with alumni relations. As you can see, some questions ask for your criticism and some for your help. Please take the time to fill out the Personal Survey, even if you do not wish to answer the Volunteer Survey, and send it to me tomorrow at:

Glenda Schaefer, Class Agent Chrmn
21 Fox Valley Ct.
O'Fallon, MO 63366

If you have any questions, please feel free to call me at 314-625-2550. (This survey is not the same as the Alumni Directory which will be reprinted in 1990. Please respond to that survey as well.)

ANN ELIZABETH RESCHETZ ('83) was recently promoted to the position of Assistant Purchasing Manager in the promotional Products Group of Anheuser-Busch in St. Louis. She received her MBA from Webster University in 1989. Her sister, KATHY RESCHETZ ('80) is Special Projects Supervisor for Corporate Inventory Management for Anheuser-Busch and her mother, MARGARET PFOFF RESCHETZ ('54), is a sixth grade teacher at Franklin School in Decatur, Illinois.

ROBERT WYLIE ('84) and **DAVID TODD BURCHYETT ('81)** have successfully started their own video production company, Corporate Image Video Communications, Inc. They have produced videos for companies such as PET, the Doerun Company, American Transportation Education Centers, the State of Missouri and the City of St. Charles. Rob is married to LING FU ('84) and Todd is married to CANDACE MYERS ('88).

PERSONAL SURVEY

Name:

Maiden Name:

Address:

Class year:

Home Phone:

Work Phone:

1. TELL US ABOUT YOUR CURRENT WORK

Company Name:

Job title:

Duties:

2. TELL US ABOUT OTHER JOBS YOU HAVE HELD

(Job title, company name, where, how long)

3. TELL US ABOUT YOUR PLEASURES, ACCOMPLISHMENTS, AND EDUCATION

Pleasures--Hobbies, recreation, community involvement, etc.:

Accomplishments--Awards, achievements, etc.:

Education--Institutions and courses studied:

4. TELL US ABOUT YOUR SPOUSE

Name:

Job title, company name:

Interests and Accomplishments:

5. TELL US ABOUT YOUR CHILDREN

Full names, ages, grades in school, pleasures and achievements:

6. TELL US ABOUT YOUR LIFE AT LINDENWOOD

If you were a resident, which dorm you lived in:

Your best friends:

Your area of study:

Your favorite teachers and why:

What Lindenwood did for you, personally and professionally:

Your favorite memories of Lindenwood (as many as you want):

Thank you for taking the time to respond to our Alumni survey. Please use additional sheets of paper, if necessary. Return this survey tomorrow to:

Glenda Schaefer, Class Agent Chairman
21 Fox Valley Ct.
O'Fallon, MO 63366

VOLUNTEER SURVEY

(Please write yes or no in the blanks beside the questions.)

Admissions

1. Would your child be interested in attending Lindenwood?_____
 2. Would you be interested in returning for further study?_____
 3. Would you be willing to recruit a new student for Lindenwood?_____
- (A full-time residential student means about \$10,000 for the College.)

Alumni

4. Would you be willing to share your professional experience with the current students in Career Day Programs?_____
5. Would you be interested in being a mentor for a student?_____
6. Would you be willing to be part of an informational networking program?_____
7. Would you be interested in meeting with other Alumni in your area?_____
8. Would you be willing to serve on the Alumni Board_____, Board of Overseers_____, or Board of Directors_____? If you answer yes, you will receive more information on these boards.

Development

9. Do you currently contribute to Lindenwood's Annual Fund?_____ If not, what information could we provide to encourage your giving?_____
10. Would you be willing to make an **additional** contribution to renovate your dorm_____ or for another special purpose?_____ Purpose?_____
11. Would you be willing to pledge a specific amount per month to the Annual Fund on your MasterCard?_____
12. Would you be willing to help with a particular alumni/development project?
Phonathon_____ Alumni Auction_____ Class Agent Program_____ Regional Ambassador_____

Archives

13. Do you have any memorabilia for the archives? _____ What?_____
14. Would you be willing to make an oral history of your stay at Lindenwood_____ or interview other alumni?_____
15. Would you be interested in working in the archives as a volunteer?_____

Miscellaneous

16. Would you be interested in teaching a workshop or a course?_____
17. Would you like to be a contributing writer to an alumni publication?_____
18. Are you interested in conducting research on accomplished alumni?_____
19. Do you have any other ideas that might help us help Lindenwood?
20. Do you have any other comments? We would like to hear from you.

MEET OUR NEW--

Alumni Relations and Giving Director

Judith Schroer Peters ('84)

Judy Peters received her BS in Mass Communications from Lindenwood in 1984. Since then she has worked in advertising and public relations for Borgmeyer Advertising, St. Charles Community Council and D'Arcy Masius Benton & Bowles.

Judy is eager to hear from you and to help with your alumni needs.

Alumni Activities Coordinator

Penny Myers-Bryant ('83)

Penny has worked in several capacities since obtaining her BS in Mass Communications from Lindenwood in 1983. She worked for 3 years as a Senior Account Analyst for Citicorp, one year as Vice President of Marketing for Corporate Image Video Communications, and freelanced in video production before going into "semi" retirement to have her son, Teddy.

Director of Development

Susan Thomas Rudolph

Susan Rudolph oversees the corporate, foundation and alumni fundraising efforts for Lindenwood. She knows a great deal about both fundraising and the College since she has served as an admissions counselor at Lindenwood and as the Corporate and Foundation Giving Administrator for the Saint Louis Symphony Orchestra.

Susan is a 1981 graduate of Indiana University and a candidate for a Master of Arts in Communication and Public Relations at Lindenwood.

Development Coordinator

Diane Kimberling

Diane assists Susan Rudolph in the fundraising efforts for Lindenwood, as well as other activities in the Development Office. She worked for three years as an Account Coordinator at D'Arcy Masius Benton & Bowles Advertising and is looking forward to becoming an active supporter for Lindenwood.

IN MEMORIAM

DYKE STEINBECK BARTON ('29) died on April 2, 1989. All who had the privilege of personally knowing Dyke will confirm she was special. Dyke had charm, grace and a wonderful sense of humor. She would proudly tell you that she was 81 years old, had 6 children, 19 grandchildren and 5 great grandchildren.

Dyke loved her family, loved her community and loved Lindenwood. She gave much of herself. She was a Life Member of the Lindenwood Board of Directors, Past National President of the Lindenwood College Alumni Association, and an active member of the Kansas City Lindenwood College Club until the day she died. She was a past president of the Kansas City Women's Civic Club, the Children's Cardiac Center at Children's Mercy Hospital, the Kansas City Rose Society and the Presidents and Past Presidents of Kansas City. She served on the boards of the Kansas City Museum and the English Speaking Union.

Dyke was born in Goderich, Ontario, Canada, but lived most of her life in Kansas City. She was married to Kenneth K. Barton, who died in 1972.

Submitted by Mary Adams

EVELYN W. HAMILTON passed away on April 14, 1989, in Keystone Heights, FL.

She attended Lindenwood College for Women and Butler University from which she received a BA degree in psychology. She worked at Methodist and Community Hospitals in Indianapolis and retired as personnel coordinator.

Evelyn was a polio victim from the age of 4 1/2, but her zest for life kept her going in her activities. She was past president of the Indianapolis Association of Personnel Women, served 14 years as a member of the advisory board for the Industrial Training Program of the Indianapolis Public Schools and was an officer in the International Association of Personnel Women. She was active in the Keystone United Methodist Church and a member of Zeta Tau Alpha and Delta Theta Tau.

She is survived by her mother, Mrs. Reine Heath, and a sister, Louise Hamilton Brock.

Submitted by Louise Hamilton Brock

ALUMNI AWARD WINNERS

Ruth Ann Ellsasser Franks

The 1989 Alumni Award for Professional Accomplishment was presented to Judge Ruth Ann Ellsasser Franks, Class of '68. Ruth Ann received her BA in political science and history from Lindenwood and her Doctor of Jurisprudence from the University of Toledo College of Law in 1975.

She is the only woman Judge of the Lucas County Common Pleas Court, General Trial Division. In the ten years prior to being elected Judge, Ruth Ann represented the state of Ohio in cases ranging from murder and rape to robbery and burglary.

Ruth Ann is married to Josh, a forensic scientist, and has a son, Richard, 18.

Janet Lewis Riddle

The Alumni Merit Award for Service was given to Janet Lewis Riddle of the Class of '56.

Jan has been an active Lindenwood volunteer since the mid-seventies when she traveled from her home in upstate New York to attend Alumni Council meetings twice a year.

She has served as president and vice-president of the Alumni Council, co-chaired the sesquicentennial celebration in May of 1977 and served on the search committee for the president of the College in 1983. She was also responsible for collecting recipes and publishing the successful LINDENWOOD COOKS cookbook for the Alumni Association in 1984 and served tirelessly on reunion committees for six years.

Jan now resides in Chesterfield with her husband Veryl.

Special thanks to Rich Brooks for designing the masthead of The Lindenwood Connection.

"THE GOOD 'OLE DAYS"

Remember those good 'ole days by sharing memories with old classmates. Introducing an easy way to look them up - our new 1990 Alumni Directory. The book, that will soon be in production, will list all living alumni.

You'll soon be receiving a biographical update packet.

Be sure to complete and return the information promptly so you won't be forgotten. Only the number of directories ordered will be printed, so send your request for either a hardbound or softbound copy right away - and relive those school years with good friends.

LINDENWOOD CONNECTION

This publication is in response to alumni requests for more "alumni" news. Please let us know if we have succeeded.

To do this well, we need information about you. Please send us word of important events in your life and work.

(We know that several of you sent information to the College that does not appear in this issue. All of the offices were moved this summer and the "Class Notes" folder was misplaced. We hope to have that corrected by next issue.)

REGISTRATION FORM

No. of persons: _____

REUNION '89

Complimentary Activities:

_____ Rededication of Hendren Gallery

_____ "Visit from Mary Sibley"

_____ Art Workshops (bring own supplies)

_____ Alumni Board Reception

Please detach & return with check payable to Lindenwood College Alumni Office

Activities requiring advance tickets:

	No. of persons	Amount each
Walking tour of Main Street (includes transportation & dessert)	_____	\$ 5.00
Dinner/Auction	_____	\$25.00
(Auction Only)	_____	\$ 5.00
Continental Breakfast	_____	\$ 2.00
Annual Luncheon Meeting	_____	\$ 8.00
Dinner Al Fresca	_____	\$ 6.00
Theatre Performance	_____	\$ 5.00
Buffet Breakfast	_____	\$ 6.00
Registration Fee (for all attending)	_____	\$ 5.00

REGISTRATION DEADLINE:

September 30

Total Enclosed \$ _____

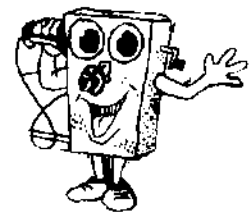
Name _____

Address _____ City _____ State _____ Zip _____

Phone _____

Name while at Lindenwood _____ Class _____

For more information, call 949-2000, ext. 389



PHONATHON A SUCCESS!

Phonathon '89 raised \$210,897.70 from 3,041 alumni all across the country. Since the goal was \$190,000, we can truly say that the alumni gave 110% to their college!

Director of Alumni Relations and Giving Judy Peters, Call Leader Donna Ziegermeier, Alumni Chairman Martin Sherman ('74) and 37 alumni and student volunteers called four nights a week from March 6 to June 30 to reach alumni as far away as Alaska and Hawaii. An all-time high of 55% of the alumni contributed to this success. Thanks so much!



LINDENWOOD
COLLEGE

St. Charles, MO 63301

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Mrs Glenda D Schaefer
 21 Fox Valley Court
 D'Fallon, MO 63366-6430

RETURN ADDRESS:
 Lindenwood College
 Alumni Association
 Editorial Office
 P.O. Box 4427
 South Bend, IN 46634-4427

HELP! The Alumni Office needs your help in making the 1990 Alumni Directory as complete as possible. Please check the information listed below and make any corrections and/or additions in the appropriate spaces provided on the questionnaire. Please return this form even if the data presented are correct, to ensure that your complete listing will be presented. If you wish to reserve your personal copy, please do so and return questionnaire NO LATER THAN **March 16, 1990** CID: 100308

(nm) FIRST/MIDDLE NAME Glenda D		LAST NAME Schaefer		PREFIX (Dr, Rev, Mrs, etc.) Mrs	SUFFIX (Jr, Sr, III, etc.)
(md) NAME WHILE ATTENDING LINDENWOOD COLLEGE (e.g., Maiden Name only) Glenda Dawn Reef					
LINDENWOOD COLLEGE DEGREES AND OCCUPATION CODES. Please verify or fill in from tables on reverse side. Use codes only.					
(cd) LC DEGREE 1 BA	(cy) YEAR 1 1968	(d1) LC DEGREE 2	(y1) YEAR 2		
(ha) RESIDENCE ADDRESS (street or post office box number) 21 Fox Valley Court			(hc) CITY, (hd) STATE & (hz) ZIP no. (Zip Code must appear in address) D'Fallon, MO 63366-6430		
(liv) PROVINCE and (hr) COUNTRY (if other than U.S.)			(hf) RESIDENCE PHONE (with Area Code) (314) 625-2550		
(fb) FIRM NAME St Charles Humane Societ		(fc) Occupational Code	(fi) POSITION with Firm (Title) Dir of Humane Educ		
(fa) BUSINESS ADDRESS (street or post office box number)			(fe) CITY, (fs) STATE & (ftz) ZIP no. (Zip Code must appear in address)		
(fv) PROVINCE and (fr) COUNTRY (if other than U.S.)			(fi) BUSINESS PHONE (with Area Code)	MATCHING GIFT FIRM YES <input type="checkbox"/> NO <input type="checkbox"/>	

ORDER FORM - LINDENWOOD COLLEGE ALUMNI DIRECTORY

<input type="checkbox"/> YES, please reserve my hardbound edition at \$39.95 each Plus \$4.00 postage and handling. Total price of \$43.95 per copy. (Indiana residents add 5% sales tax, total \$46.35)	<input type="checkbox"/> YES, please reserve my softbound edition at \$29.95 each Plus \$4.00 postage and handling. Total price of \$33.95 per copy. (Indiana residents add 5% sales tax, total \$35.65)	I CHOOSE TO PAY FOR THE DIRECTORY IN THE FOLLOWING MANNER: <input type="checkbox"/> Check or money order enclosed. Make checks payable, in U.S. funds, to ALUMNI DIRECTORY . Your cancelled check is your receipt. <input type="checkbox"/> Bill me at time of shipment. A service charge of \$4.00 will be added. (Foreign Shipments must be prepaid in U.S. funds)
--	--	---

100308-010555-48-006335

Signature _____

OFFICE USE ONLY: DR BN DC OT CA

LINDENWOOD DEGREES							
BA	Bachelor of Arts	MBA	Master of Business Administration	MA	Master of Arts	MFA	Master of Fine Arts
BS	Bachelor of Science			MS	Master of Science	MVS	Master of Valuation Sciences
OCCUPATION CODES							
01	Account Executive	26	Clerk/Clerical	51	Group Vice President	76	Researcher
02	Accountant/C.P.A.	28	Comptroller	52	Homemaker	77	Retired
03	Administrative Asst.	27	Computer Programmer	53	Instructor	78	Sales Manager
04	Administrator	29	Consultant	54	Interior Designer	79	Sales Representative
05	Agent/Broker	30	Controller	55	Judge	80	Secretary
06	Analyst	31	Coordinator	56	Law Clerk	81	Secretary-Treasurer
07	Architect	32	Counselor	57	Librarian	82	Semi-Retired
08	Artist	33	Curator	58	Librarian/Archivist	83	Senior Partner
09	Assistant Dean	34	Dean	59	Loan Officer	84	Senior Vice Pres.
10	Assistant Director	35	Denialist	60	Manager	85	Social Worker
12	Assistant Manager	36	Department Chair	61	Medical Director	86	Staff Accountant
13	Assistant Professor	37	Designer	62	Minister/Pastor	87	Staff Nurse
15	Associate Dean	38	Director	63	Nurse	88	Student
16	Associate Director	41	Dist. Superintendent	64	Office Manager	89	Superintendent
17	Associate Professor	39	District Attorney	65	Officer	90	Supervisor
11	Asst. District Atty.	40	District Manager	66	Owner	91	Systems Analyst
14	Asst. Vice President	42	Editor	67	Partner	92	Tax Specialist
18	Attorney-at-Law	43	Engineer	68	Personnel Director	93	Teacher
19	Auditor	46	Exec. Vice President	69	Physician	94	Therapist
20	Bank Officer/Manager	44	Executive	70	Pilot	95	Treasurer
21	Board Chair	45	Executive Director	71	President	96	Trustee
22	Board Member	47	Fellow	72	Principal	97	Underwriter
23	Chairperson	48	Financial Consultant	73	Professor	98	Vice President
24	Chief	49	General Counsel	74	Publisher	99	Writer
25	Chief Exec. Officer	50	General Manager	75	Regional Manager	100	Assembler

THE FOLLOWING INFORMATION IS FOR SCHOOL USE ONLY AND WILL NOT BE INCLUDED IN THE DIRECTORY.

EDUCATION AFTER LINDENWOOD COLLEGE		
DEGREE	YEAR	UNIVERSITY

FAMILY INFORMATION:

Your Social Security No. (for Id. only) _____ Spouse's Name _____ Spouse's Social Security No. _____ Is spouse a Lindenwood College alumnus? () Yes () No If no, please complete the following: Occupation _____ Firm Name _____ Business Phone _____ Matching GMU Firm: () Yes () No Spouse's University _____	DEPENDENTS with DATE OF BIRTH <table border="1"> <thead> <tr> <th>NAME</th> <th>BIRTHDATE</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	NAME	BIRTHDATE						
NAME	BIRTHDATE								
Student Activities/Organizations while at Lindenwood College _____	Activities/Organizations after Lindenwood College (Honors, Achievements, Board Member, etc.) _____ CIVIC/BUSINESS: FOR LINDENWOOD: PUBLIC OFFICES:								

RELATIVES WHO HAVE ATTENDED LINDENWOOD COLLEGE:

NAME	CLASS	RELATIONSHIP

LIST TWO PERSONS WHO SHOULD ALWAYS KNOW YOUR ADDRESS (ONE PERSON OUTSIDE OF FAMILY):

NAME	ADDRESS

IF CALLED UPON BY THE APPROPRIATE OFFICE, I WOULD BE WILLING TO ASSIST THE COLLEGE IN THE FOLLOWING AREAS:
(check the appropriate spaces)

ADMISSIONS: <input type="checkbox"/> refer names of prospects <input type="checkbox"/> contact prospective students and their parents <input type="checkbox"/> host receptions for prospective students and their parents <input type="checkbox"/> represent Lindenwood at area college-day or college-night programs	PLANNED GIVING: <input type="checkbox"/> Have you included Lindenwood in your estate planning? Yes () No () <input type="checkbox"/> I would like information about estate planning Yes () No ()	CAREER DEVELOPMENT: <input type="checkbox"/> arrange career/experience opportunities for students (ie: Internships, co-ops, etc.) <input type="checkbox"/> furnish name of person in my organization responsible for college recruiting _____ name _____ title
ALUMNI RELATIONS: <input type="checkbox"/> make calls to alumni to promote an alumni event <input type="checkbox"/> be a member of a planning committee for alumni gatherings	FUND RAISING: <input type="checkbox"/> identify potential donors <input type="checkbox"/> contact classmates <input type="checkbox"/> make phone calls during phoneathons	<input type="checkbox"/> provide information regarding possible summer jobs for Lindenwood College students <input type="checkbox"/> talk to students on campus about my profession/business, or participate in Career days <input type="checkbox"/> arrange student career exploration visits to my firm/business