

Dear R-----:

As you know, I was away during last spring's term and out of touch with planning for the Alumni Bulletin. Consequently, I was glad of the chance to talk with the Committee on Faculty-Alumni Cooperation, and to learn about your ideas. Since then I have been thinking over what we talked about, and it seems to me there are some questions which need to be considered very seriously. For, as you well know from your varied legal and business experiences, it is possible to make a decision which seems to solve a present problem but which raises greater difficulties in the future.

As I understand it,

A. You ~~are~~ as the current elected President of the Alumni Assn. desire to have the Bulletin become self-supporting financially, by the end of this <sup>college</sup> year if possible, so that the Alumni Assn. will need no longer to subsidize it.

B. To make the Bulletin self-supporting you propose either or both of the following:

- a. To put the Bulletin on a subscription basis. (In the light of comments on the difficulty of collecting these, I believe we agreed this was not a feasible plan right now.)
- b. To make advertising contracts, with the hope of thus raising about 4000 L.T. this year. (One advt. of 500 L.T. has already been promised, it was reported.)

My comment is, when a publication carries information only it needs only editorial, printing, and mailing services. When, however, it plans to carry advertising it needs in addition to these a responsible Business Manager. (A mere collector of advertising money is not enough) Such a Business Manager may be part-time, but he or she should be someone who can carry on a sustained policy, under the proper authorities, year by year.

If the Alumni Assn. is planning to get out from under the support of its Alumni's own Bulletin, someone else will have to put a shoulder under it. Only two available groups could back such a Bulletin: the Alumni Assn., and the College Administration. If the Alumni Assn. (which started the Bulletin only three years ago) is planning not to see the Bulletin through for a period of years, there should be a clear understanding with the College Administration about this. For, if the Alumni Assn. starts taking on financial advertising contracts for the Bulletin, and then leaves the Bulletin alone, it is hardly fair to drop the policy of administering advertising contracts into the hands of the Administration, unless the latter has already agreed to such a policy. My suggestion is, then, that before commitments are made to advertisers, the ~~mutual~~ advice of the College Administration be ascertained.

My second question is based on a realization of the unexpected ~~results~~ <sup>results</sup> of human affairs! As I understand it, the President of the Alumni Assn. "guarantees" the financial solvency of the Bulletin this year. But suppose anything should happen to a President, who is then going to "guarantee"? Is it written anywhere in the minutes of the Alumni Assn. or its Executive Committee? Has the Administration a copy of it? Is there any "Bulletin Committee" of the Alumni Assn. which is ~~responsible~~ responsible for carrying on the Bulletin, regardless of whatever circumstances or elections do to any particular President of the Association?

You <sup>hope</sup> as well as mine is, I am sure, that the Bulletin may grow in influence. We see this over not two or three but eight or ten years. The questions I have raised ~~are~~ <sup>are</sup> out of my belief that it would be well to have a clear understanding with college authorities on the proposed business obligations of the Bulletin, and on the relation of the Bulletin to the Association as a corporate and continuing body rather than to any one officer who, like all of us humans, is subject to change and unforeseen events.

With kind personal regards from

(L.H.S.)

From Laurens Seelye

Subject: Business problems ahead in the publishing of the Alumni Bulletin

As you know, I am one of the faculty members of the Faculty Committee on Cooperation with the Alumni, of which Herbert Lane is chairman. As you also know, the Alumni Bulletin has appeared first in mimeographed form, and later in small-format printed form, both done without advertising. When I returned to college this fall, having been absent when plans were suggested by alumni last spring for this year's issues, I learned that the "alumni" intended to issue the Bulletin this fall in a 16-page edition with advertisements. Later I learned from Mr. Genani that "some of the alumni" did not agree with him in this proposal, but that as President he was going ahead with it and would "guarantee" such subsidy as might be needed this year.

Last Saturday noon we had a meeting of the committee with the two alumni members, Messrs. Genani and Ongelidis. During our conversation certain points came out which cause me to raise some questions with the administration of the college. These points were:

1. Mr. Genani wishes the Alumni Assn. to get out from under subsidizing the Bulletin as soon as possible, so that all money gathering can be devoted to the 300,000 L.T. fund he is collecting in order to build an American College Club House in the city. By contracting for advertising for the Bulletin it can become self-supporting, he hopes, and thus relieve the Alumni Association of further subsidization.
2. To date one advertisement, from Sokoni Vakum, has been promised, to yield 500 L.T. The alumni members of the committee believe it will be "easy" to get another 3500 L.T. of advertising from corporations or companies with which our alumni are connected. No one has, however, done this, nor is there anyone whose continuing and responsible job it is to do so.
3. Any deficit in the publishing of the Bulletin this year, uncovered by the hoped-for advertising, Mr. Genani says he will "guarantee."... I have been to an executive Committee meeting of the Alumni Assn. and I was not aware of any minutes written or read, so I do not know whether this is a personal or associational "guarantee." If anything happened to Mr. Genani.....?

The situation therefore raised in my mind the following questions, on which I would be glad to have the college administration's best thinking:

1. Can advertising be secured, payment collected, and circulation guaranteed without someone like a Business Manager or a Business Department for the Bulletin? All that the college now provides is editorial, mailing, and advisory services.
2. How far can the college administration rely on the Alumni Assn. in making business contracts, when there is no corporate organization of alumni, and when decisions affecting the financial future are made by one officer and not recorded in the minutes of any alumni committee?
3. If anything untoward happens to advertising contracts and advertisers start assessing responsibility, will it fall upon the Alumni Assn. (which according to its current president is anxious to withdraw from such responsibility), and how far upon the college administration?
4. What attitude is the college administration taking towards fund raising for the building of a club house? (I have been asked by the Assn. Pres. to overture the Dean of A.C.G. informally on the matter!)

The Bulletin has made a good start; but now may be the time to spot the problems which lie ahead, and be prepared for them.

L.H.S.

1. Revision of Organization-of-R.C. Chart - what uses for it?
2. Periodical Sat. P.M. "isolation periods" as substitute for suspension and other penalties.
3. Improved organization of Bookstore at opening of year--suggestion to H.K. for quick and systematic service.
4. Student-teacher relations, especially extra-curricular. Office hours, etc. (Seminars on this recently carried on by Dept. of Instruction in city)
5. Orientation of new students, especially freshmen, to RC. (cf. program now carried on in Academy)
6. Improved alumni relations to the colleges:
  - a. Fall Alumni Homecoming Day?
  - b. Opportunity for alumni to meet new teachers?
  - c. Relation of teachers to the American College Club at Galata Saray.
  - d. Introduction of seniors to alumni responsibilities
  - e. ? ?
7. Parents of students - How acquaint - interest them in aims of the college?
8. Arbor Day: how make it more significant? Combine with Alumni Homecoming Day?, etc.
9. R. C. Centenary due in a decade -
10. Departmental Reports: Forms adopted by Faculty Dec. 1947 unused? Revise? Available in Library for the public? Confer with Library Staff?
11. Standard requirements in English usage for all courses taught in English? (Cf. printed form issued in 1943)
12. Suggestion that in 1953-54 some book (e.g. Overstreet's The Mature Mind, Barzun's The Teacher in America) be adopted for discussion among faculty and students, basis for some assembly talks, with multiple copies available.
13. Faculty-By-Laws (adopted Dec. 6, 1948) to be revised? Eliminate neglected provisions?
14. Faculty meeting in spring or fall to evaluate aims and accomplishments? (see Fact-Staff minutes Dec. 12, 1950) What objectives for the year?
15. Suggestions towards revision of Regulations (Talimatname):
  - a. Students repeating be limited to one repeated year in Academy and one in College?
  - b. A Qualifying English-usage examination before admission to College junior year?
  - c. Others?
16. Orientation of local staff? American history and culture?
17. Improvement of College Assemblies: speeches audible? objectives?
18. Interpretation of marks - what do 10, 9, 8, etc. mean in intellectual effort.
19. Give classes on college level their permanent names, by years?
20. Freshman orientation in library practices?
21. Closer contact of faculty with the problems arising in student activities and government?
22. What is the campus policy in regard to "lost and found" objects?
23. Open discussions to be held during the year: what problems and topics?
24. Etc.

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**Arşiv ve Dokümantasyon Merkezi**

**Kişisel Arşivlerle İstanbul'da Bilim, Kültür ve Eğitim Tanıtı**

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