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## Alumni Relations: General (A17-A-1) contents

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## **External Relations (A17)**

The Office of External Relations functions as the primary source of public information for the institution. It works with a number of different constituencies--alumni, donors, parents, public and business leaders, and other friends of the college--in "increasing awareness and goodwill, fostering financial support and building community."

This record group is divided into two sub-groups: Alumni Relations (A17-A) and University Relations (A17-B). Both sub-groups contain materials that served to build awareness of the community, provide information to interested groups and promote UMM among the larger public. Photos, news releases, print materials and other sorts of promotional materials are prominently represented. See the sub-group descriptions for a fuller and more detailed listing.

The Vice Chancellor for External Relations leads this office. The administrative unit was created in 1999-2000, and before this date, the offices of Alumni Relations, University Relations and Fund Development, although performing comparable functions, were generally independent. (See the individual administrative histories of Alumni and University Relations.) Madeline Maxeiner served in this role from 1999 to 2014, and the directors of both Alumni and University Relations report to that office.

### **Alumni Relations (A17-A)**

The responsibilities of the Alumni Relations Office, initially called "Alumni Affairs," were originally quite modest. Its leadership was charged to Herb Croom, who was also the Director of Student Services. His title throughout 1960s and into the 1970s was "Coordinator of Alumni Affairs." Upon Croom's death in 1973, Ronn Hamm, who also served as Director of University Relations, was placed in charge of Alumni Affairs. When Hamm left in 1979 Gary Donovan, who also served as Director of Career Planning and Placement Services, took over the office. The next year Madeline (Maddy) Maxeiner was named "Academic Coordinator of Alumni Affairs." Four years later (1984-85 academic year), she became the "Coordinator of Alumni Relations" and in 1987 the "Director" of the office. The Annual Report for 1993-94 indicates a restructuring in that year and Alumni Relations, University Relations and Fund Development were now listed within the Office of External Relations. Maxeiner continued as Director of Alumni Relations until 1997-98 at which time she became director of fund development. Vivian Heltemes then served as director until June, 2003 when she was replaced by Patrick Gannon. Carla Riley later replaced Gannon. In 1999-2000 a new position was created--Vice Chancellor for External Relations and Director of Fund Development," and the Director of Alumni Relations, as well as the director of University Relations, would report to this new officer.

### **General Files (A17-A-1)**

There are materials that are from former students of the WCSA as well as the early years of UMM. Some of the students have sent in original certificates, letters and other memorabilia from those eras. The other box has photo books dating from various years and events.

## **Container List**

### **Hollinger 1**

Morris Science Project, nd (many copies)

Student-Staff Directories, 1969-74

Re-collections, 2000. A booklet of campus history celebrating the 150th birthday of the University of Minnesota, the 90th birthday of the West Central School of Agriculture, and the 40th birthday of UMM. Editor: Judy Korn. Interns: James Horsman and Jennifer Jones. (2 copies on file, more available for reference)

### **Box 1**

Alumni Newsletter Book

Guest book from 1995 homecoming alumni reception

2010 Educator of the Year, Lori Halverson-Wente

WCSA Original Letters

Alumni Newsletter Books

Star Tribune Variety section, July 26 2012-article on Koslowski twins

First recording of University Band and Students at Convocation Nov 9 1960 (reel)

Letter from Elder Jackson regarding WCSA reunion 2005

Letter from Roger Scheophoerster regarding "The Tunnel Incident" and 1948 Annual

Letter from Dan Stock regarding information about his father Rudy Stock and regarding game reels

Iota Psi Sorority Time Capsule letter

Letter and scraps from Nona (Marshall) Eschbach

Curtis Larson (file folder)

handwritten song lyrics

Committee for Peace in Viet Nam letter

U of M Bulletin 1965-67

U of M Bulletin 1963-65

Answers to Problems in Physics: Parts I and II Combined

University of Minnesota Morris Hymn and Fight Song sheet music

UMM Music Department program (Nov 28 1961)

Men and Decisions book from Dean Briggs to Jerry Jacobson

First Annual Awards Day Convocation 1962 program

James R. Odden (file folder) contains letter suggesting Odden to apply to UMM

### **Box 2**

5 copies of Re-collections, 2000 – one copy is annotated.

The University Register, February 1, 2001

The University Register, February 8, 2001

Morris Sun Tribune, February 22, 2001

Kiosk, Sesquicentennial Edition, February, 2001

Customer Connection – Otter Tail Power Company, January, 2001 (2)

Photo – Rodney Briggs and Deanne Frederiekson with pig, 1961

Photo – Student D.J., nd

Photo – Presidents of Co. Farmers Union, 1961

Photo – Rodney Briggs with Ray Darland and Stanley Wenberg, 1960  
UMN Alumni Publication about beginning of the U of M, Winter, 2001  
Photo – James Horsman, Lyndee Warren, and Megan Wojdyla  
“Architect analyzes history of UMM Campus” Morris Sun, June 6, 1995  
Historical Information re: philosophy journal and lectures  
Pamphlet of the University of Minnesota-Morris, 1964  
Flyer for a “Pop Concert,” Sunday, May 19, 1974  
Programs for the Dedication of the HFA, April 30 – May 11, 1975  
Program for Minnesota Dance Theater in Edson Auditorium, May 9, 1974  
The Vanguard, October 11, 1962  
Morris Weekly, November 12, 1980  
The University Register, April 1, 1993  
The University Register, November 18, 1993  
The University Register, February 2, 1995  
The Vanguard, nd, 1969  
Morris Weekly, May 20, 1981  
UMM Postcard, 2000  
Photos – James Horsman and Jenny Jones