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Analysis

By KEN VAN OSDOL

Planning underway for Centennial

The University is planning its birthday—three years early. In 1976, the University will take historical note of its 100th year as an academic institution of higher education.

It was in the fall of 1876, that 97 students first enrolled in the University of Oregon—consisting of one building, newly completed Deady Hall. Now the time has come to plan the celebration of that memorable occasion.

Coincidental and convenient is the fact that the United States of America will also be flying full colors of celebration in 1976 commemorating the signing of the Declaration of Independence in 1776. Some University Centennial planners are toying with the idea of linking the two celebrations.

Although definite dates haven't been established, the University will probably celebrate its 100th anniversary for an entire year or more.

Planning for the birthday occasion is still in the rough stages but some general outlines and a few details are beginning to gel. The University's Centennial celebration will likely be dubbed

"Second Century" because "it looks forward into the future instead of back to the past. It's more optimistic."

A variety of academic, cultural and developmental activities are currently being blueprinted for "Second Century" celebration. Possible events may include concerts, art exhibits, theater performance, and lectures by noted scholars.

A significant part of the "Second Century" plan involves "sight raising and friend raising" activities. Translated into less discrete terms it means fund raising. The University will follow the pattern of other major universities and colleges around the country by taking the opportunity of a centennial celebration to focus attention on the University's need for private donor support.

"The public should be aware that the state doesn't support the University entirely," Carl Fisher of the University Development Fund said. "We hope to significantly raise the level of voluntary contribution to the University," he added.

Muriel Jackson, an assistant to

President Clark, discussed the Centennial in broader terms. She said the fund raising project is only part of the planned program. "We're going to try to develop an awareness (in the people of Oregon) of the quality of the University. Most Oregonians don't realize what a first class University they've got here," Jackson said. The University is very highly regarded outside the state as one of the nation's best institutions, according to Jackson. Within Oregon, however, the University's reputation suffers—partially due to the high level of student activism in recent years.

The primary aim of the "Second Century" celebration "is to get the University to reach out to let the people know what a good place this is," Jackson said.

Along with the planned appearances of "notable speakers", fine arts exhibits and building dedications, development projects will mark the 100-year mark at the University.

According to Fisher, projects under consideration include remodeling of present structures, improvements in the University Library, restoration of the Millrace, a new addition to the Art Museum, restoration of Hayward Field track facilities and a student retreat.

Clark expressed interest in a Millrace restoration project. He said the University may try to obtain legal easements to preserve and beautify the Millrace "for posterity." "We can't lose it—it is slipping away by bits," Clark said.

The possibility of constructing an addition to the present Art Museum also struck a note of interest with Clark who is keenly interested in fine art. Clark said he expects the University will find "friends" who will regard and addition to the Art Museum as a worthwhile project worth of their donations.

Clark, who is an avid track and field fan, said improvements at Hayward Field would be a likely Centennial project. "We have more interest here for track than any similar clientele anywhere else in the U.S.," Clark said. "We need better facilities to enhance that interest," he added.

The Centennial Needs and Priorities Committee, headed by Fisher, is currently investigating the needs of the University which

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