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## University sets sights on larger fund-raising sums

By Dan Eisler  
Emerald Contributor

The University is quitting while it's ahead.

Three-fourths of the way into its \$60 million fund-raising goal, the Campaign for Oregon ended.

But another, bigger campaign is on the horizon, said Brodie Remington, the University vice president of public affairs and development.

The campaign's first phase brought in \$46 million on original projections of \$34.6 million, said Teri Giustina, director of leadership gifts at the University Foundation.

Dropping the fund-raiser's second phase provided an opportunity for the University to reassess its goals before it enters another campaign, Giustina said.

The success of the first phase of the campaign was just one of the reasons for discontinuing the campaign, Remington said.

The first phase's conclusion coincided with Myles Brand's arrival as the new University president in 1989. When a new president takes office, a higher education institution often takes time to reassess its fund-raising program, Remington said.

The second phase was postponed until the new leadership had taken hold and new plans had been formulated, Remington said.

The University additionally delayed the second phase with Remington's arrival in October from the University of Pennsylvania, where he served as director of a \$1-billion, five-year fund-raising campaign, half of that raised in the first year.

After consideration, University officials, including Brand and Remington, decided to scrap the existing fund-raiser and start over, Remington said. "My own preference was to start fresh."

"The fundraising program has been very solid, but it's a young program," he said. "I believe it has just begun to tap into the potential that exists."

For the 1990-91 fiscal year, which ended June 30, the University raised a total of approximately \$14 million in donations from businesses, alumni, private foundations and other non-alumni contributors, Remington said.

However, the official sum won't be known until early September, after the figures are audited, Remington said.

Still, the total looks like a record, Remington said, and the University's fund-raising program has just scratched the surface of available donations.

Remington said he hoped the University can favorably compete with similar-sized institutions around the country. "There's no reason for us to be second to anyone among our peers."

The University has lagged behind its peers because its fund-raising program is not as old and less systematic than other institutions, he said. "It also means we have an opportunity to make progress."

"We're sort of the fresh kid on the block," Remington said. "Rather than (being) worn out and beat up, we've just scratched the surface."

This fall the University begins to dig deeper with a campaign planning effort, Remington said. "This will lead to kicking off the major campaign in 18 to 24 months."

The campaign will have a very ambitious fund-raising goal, but "we don't yet know what that goal will be, and we won't know until the academic-strategic plan is set," Remington said.

"There are a lot of steps to go through to determine what the appropriate goal is," he said.

The projected total must be reachable, and as part of the process, the University

Turn to MONEY, Page 4



### Riding high

Window washer Christopher Jenkins takes care of the outside of Carson Hall last week as part of the University's annual window cleaning effort. When the work wraps up later this week, 28 buildings will have been serviced.

Photo by Jeff Paslay

## Educators debate Oregon's academic future

By Miriam Winston  
Emerald Contributor

It is easier to make rocks sing than to force educators change their methods, said state Rep. Vera Katz, one of the many speakers at last week's Education 2000 conference, held at the University.

Educators from every school district in Oregon and many universities and community colleges gathered in Eugene, however, to learn some new possibilities for improving teaching strategies.

Karen Sondgroth admittedly graduated from the University's teacher certification program with a "pretty standardized view of how education in the public school system functions."

She returned to campus for the conference to "listen to experienced teachers and their solutions for problems and to hear about what changes I need to be ready to make in my own teaching methods."

Oregon House Bill 3565 was the major focus of this year's

gathering as educators encouraged each other to "Seize the Day," the conference theme, and take advantage of the educational focus in the Oregon Legislature.

Katz, who spoke Friday, encouraged teacher support of the controversial education reform bill, urging a massive overhaul in education from primary school to higher education.

"Sixty to 70 percent of our youngsters do not go on to college," the Portland Democrat said, "and we must rethink school organization if we don't want a stillborn generation of workers."

HB 3565 focuses on creating "the best and most advanced education in the world by the year 2000 and the most sophisticated work force by 2010," Katz said. She linked directly the need for better education and the drive to create a higher standard of living in Oregon.

"The changing face of Oregon is creating a wider and wider wage gap between the education haves and have-nots," Katz said.



Vera Katz

"We can no longer permit throwaway children, and we cannot ignore that our schools are at risk of failure," she said. "The only option is to completely re-examine and retool curriculum and teaching practices."

While Katz and others at the conference focused on economic forces behind educational re-

vamping, many teachers agreed with the need for change but not with the "factory model" of education. The debate at the conference was a tense one.

"Educators need to be shaken up from on high," Katz said, in order to save Oregon's economic future.

Margaret Gratton, an Organizational Development staff member at Mount Hood Community College, spoke Saturday in opposition to Katz's position.

"The economy-based, tightly controlled answers we come up with on a legislative level," she said, "don't do justice to the depth of human questions."

"Embracing a question or problem in its fullest meaning is hard work," Gratton said. "But the education reform we need is not about the work force."

Gratton said she wants teachers, administrators, parents and legislators to remember that children will grow up to "fall in love, have families and make

Turn to EDUCATION, Page 4

## INDEX

### Good cause

About 20 University students, including many student-parents, braved Saturday's heat and spent the day removing equipment from the playground at Amazon Housing in south Eugene to make way for new structures that will be put in later this month. Suzie Blanchard, director of Amazon Co-op, said the effort saved University Housing about \$2,000.

See story, Page 5

### Not the best



The film *V.I. Warshawski*, starring Kathleen Turner as a tough-as-nails Chicago private eye, is a combination of good acting and a TV-quality script. The movie isn't bad, but it doesn't live up to the book from which it was adapted.

See review, Page 8