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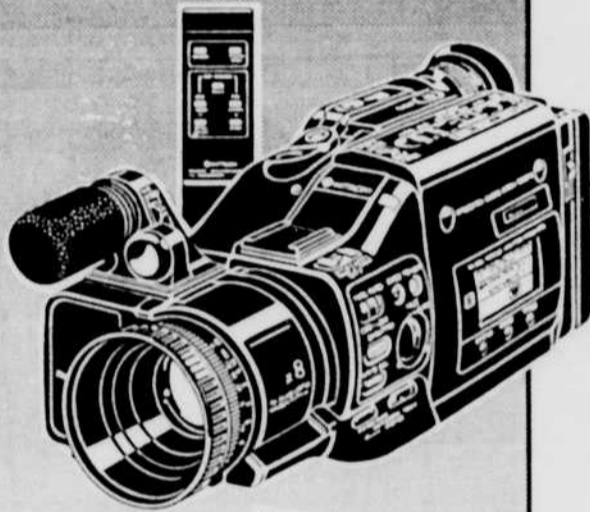
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## MONEY

Continued from Page 1

ty will conduct a fund-raising market strategy, Remington said. Moreover, the University administration and the University Foundation Board will review the campaign objective and strategy.

Face-to-face contact is the best method for fund raising and brings in the largest gifts, Remington said. Moreover, this area is where the University is placing more and more emphasis.

Particular priorities, such as the Knight Library, require a matchmaking process between relevant University personnel and alumni and non-alumni interested in supporting the library. "It's important the fund-raising program be guided and driven by the academic agenda," Remington said.

"Most donors restrict their gifts to particular purposes," he said. "There is not - at this or

any other university - gift money just waiting for someone to distribute it," Remington said.

The University makes the request at the right time and the right place, and then the donor decides to give a present as the library needs funds. Donations are "not cases of getting a general gift of \$100,000 and throwing darts at a board" to determine how to allocate that money, Remington said.

The University's interest in fund raising preceded the Ballot Measure 5 cutbacks, Remington said. "For a while the University leadership has seen fundraising as a way to advance the University, and that recognition preceded Measure 5."

However, private fund raising will never take the place of public support at the University, Remington said.

"It can add to the support, and help to insure a very high quality teaching and research," he said. "It's part of moving ahead but it's not the answer."

## EDUCATION

Continued from Page 1

choices" that have nothing to do with being "productive at work."

Advocating educational reform should be for the sake of individual children, Gratton said.

Most conference participants and speakers agreed on the need for educational reform but disagreed on the needed focus.

Judith Ramaley, president of Portland State University, said that "Oregon could lead the nation in fresh approaches and solutions to educational problems, promoting joint ventures (of business and education), not competitions."

"Are we bound together by something other than the gross national product?" Ramaley asked. "I certainly hope so. We are becoming a learning society."

## ET ALS

Pacific Party will hold an organizational meeting today at 3 p.m. in EMU Century Room F. All students interested in building a progressive third party in Oregon are welcome to attend. Call 343-6233 or 683-4299 for more information.

Deadline for submitting Et als to the Emerald front desk, EMU Suite 300, is noon the day be-

fore publication. Et als run the day of the event unless the event takes place before noon.

Notices of events with a donation or admission charge will not be accepted. Campus events and those scheduled nearest the publication date will be given priority. The Emerald reserves the right to edit notices for grammar and style.

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