

Homecoming

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research universities. Hasselmo will address the topic of the American research university's transition to the 21st century.

The ceremony marks the commencement of the academic year, said Barbara Edwards, special counsel to the University president. "It seemed appropos as a time for a ceremony to bring people together for the start of the academic year."

All are welcome for a histori-

cal tour of campus today at 1 p.m., led by 25-year veteran tour-guide Keith Richard. Richard is an archivist emeritus who retired from his position two years ago.

"I tell stories about what the buildings were and what they used to be," Richard said. For example, "Most people don't realize that Villard Hall is the oldest building in the state that was built with state funds."

Tonight, the School of Music is showcasing four ensembles, be-

ginning at 8 p.m. The Oregon Jazz Ensemble, the school's award-winning big band jazz group, begins the show with two numbers, "Rackafracker" by Dave Robertson and "The Meaning of the Blues" by Bobby Troup.

The Student Alumni Association had advertised a tug of war competition for Friday with finals on Saturday. The tug of war was canceled due to lack of students signing up.

Homecoming 1998 Schedule

TODAY

- 1 p.m. Historic tour of campus. Meets at fishbowl entrance of EMU.
- 2:30 p.m. Convocation ceremony begins in EMU Ballroom.
- 4:30 p.m. Family Weekend Reception in The Buzz.
- 8 p.m. School of Music Homecoming Concert at Beall Hall, featuring four ensembles.

SATURDAY

- 9 a.m. 3K/5K Campus Fun Run. Meets in EMU Amphitheater.
- 1:30 p.m. Alumni party begins in Ed Moshofsky Sports Center. Student pregame party begins in Stadium Plaza.
- 3:30 p.m. Oregon vs. SoCal

SOURCE: Alumni Association and Office of Communications.

Campaign

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ences in fund-raising philosophy.

Oregon Campaign

What a difference 10 years makes.

Private fund raising at the University of Oregon was a relatively new concept during the 1980s, something private universities flourished in but public schools didn't have to focus on because of their state support, said Dave Petrone, UO Foundation trustee and chairman of the campaign leadership council.

In 1988, the state supported 32 percent of the University's funding. The UO Foundation, a private entity that has received and administered private gifts to the University since 1957, provided only about \$5 million in direct University support.

But state support declined and the Oregon Campaign launched in the '90s, causing a reversal of fortune. These days the state supports only about 16 percent of the University's funding; yet, the UO Foundation and the Oregon Campaign gave almost \$34 million in direct support in 1997-98.

That's why the University wouldn't stop running without the private money, UO Foundation official Kathryn Owen said.

"You'd still have a law school," said Owen, the associated vice president for UO Foundation development. "Whether the law school would have a state-of-the-art building or not, that's the difference."

Research

For campus researchers, attaining grants and contract awards from federal, state, foundation and corporate sources is still about selling themselves, but instead of persuading alumni, they must compete nationally for research funding.

And because this is a research university, part of the faculty's responsibility is research grants.

Unlike UO Foundation money, which is being used to enhance the University, research grant funding is "not something we could do without," said Paula Burkhart, assistant vice provost for research and faculty development. Most grants and contracts are awarded either for basic research, such as adding to a body of knowledge, or researching a specific topic, she said, with funds for constructing or renovating facilities as well.

In 10 years, University funding in this category has grown from about \$32 million to almost \$55 million in 1997, according to Gary Chaffins, director of research services and administration.

It's not that the total faculty or its quality has increased over the years but that the amount of federal funding has risen, Burkhart said.

In 1997, federal funding accounted for about 80 percent of all University research grants and contracts. Burkhart said the University's College of Education received the largest award — about \$18 million — in

1996-97. The Institute of Molecular Biology and The Institute of Neuroscience were other large grant winners in the sciences, both earning about \$7 million.

National Comparisons

Compare the University's \$232 million campaign to the University of Michigan's billion dollar fund-raising campaign, and it doesn't come close.

Beginning in September 1990, the Campaign for Michigan received \$1.4 billion in gifts, pledges and requests from more than 250,000 donors over a seven-year period that ended in September 1997. As the largest amount ever raised by a public institution, the money was divided up so that \$377 million went for faculty, student and program endowments.

Granted, Michigan is much larger than the University. Three University of Michigan campuses share a \$2 billion budget and 1997 enrollment was 51,833 amongst the three, according to the faculty and staff news service, University Record.

Still, at the University of North Carolina at Chapel Hill, which had a Fall 1996 enrollment closer to the University at 24,141 students, the six-year Bicentennial Campaign for Carolina was substantially larger. As the fourth-largest fund-raiser ever for a public university, the campaign raised \$440 million, which established more student scholarships and faculty funds. A new Black Cul-

tural Center building received \$7.5 million as the largest capital project.

A League of Our Own

At Oregon State University, instead of promoting a campus-wide campaign in which donors may designate where they'd like their money to go, they focus on a specific need and then campaign to fund that need.

A current example includes the New Valley Library, a \$47 million project that was funded by a \$10 million gift from the Valley Foundation and \$20 million in state matching funds.

While a campus-wide campaign provides an opportunity to reach more people, in a focused campaign, "We can perhaps move a little more quickly to achieve a little smaller goal ... and do it with less staff effort," said Gene Kersey, director of the Office of Development.

The Future

More than 200,000 donors gave campaign gifts during the Oregon Campaign, 62 percent of that from alumni and 20 percent from corporations and foundations.

Owen, of the UO Foundation, said another campaign will start immediately with similar monetary goals but different priorities, again tapping into about 140,000 University alumni.

Petrone believes the list of potential donors is always expanding.

"It's not a hard sell once you get to the right people," he said.

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