

the phi alpha

snapshot

Gainesville AA

So, you're looking for a focus for your alumni group? You say your association seems to be falling apart at the seams? Ah, and you, you say you haven't joined the alumni association because you don't know what they do and don't want to waste your time going to a bunch of meetings?

Well, the Gainesville, Florida Alumni Association (They prefer to be known as the Florida Upsilon A A) has found the answer.

"Recognizing the difficulty in trying to maintain alumni interest, we organized and continue to function as primarily a one-chapter association. This has given us the focal point it is felt many associations lack," says Lee Sasser, a director of the association.

The Gainesville group's ability to function as a one-chapter group comes mainly from its physical proximity to the University of Florida where Florida Upsilon is located and the lack of other chapters in the immediate area.

This one-chapter orientation seems to be gaining favor around the country because it helps solve a major problem among alumni associations today; lack of purpose. Some associations, however, find this orientation unsuitable for their situation.

Members of the Gainesville Alumni Association participate in a wide variety of activities.

Sasser reports, "a number of alumni attended the Founders' Day banquet held in March 1973 at the Florida Upsilon house. In the fall an Old Timers Weekend was sponsored by the alumni association in conjunction with the active chapter." A buffet lunch and cocktail party preceded the Florida-Alabama football game. \$7.50 was charged to cover expenses.

Communication contributes to the success of the group. A chapter-alumni newsletter is mailed to nearly 1,250 alumni using self-adhesive address labels provided by the National Office and the bulk mailing permit of the University of Florida Alumni

THE PHI ALPHA
Sigma Alpha Epsilon
Box 1856, Evanston, Ill. 60204

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Association. Sasser reports nearly 122 alumni paid \$10 dues to the association in 1973. He adds, "some contributed to the Joree McFarlin Scholarship Fund (honoring a deceased Florida Upsilon housemother of 35 years) which was given to Brother Charles Green, EA."

Sasser stresses the lack of pressure to donate to the active chapter. "In general we have attempted to cultivate friendship among our alumni. No contributions toward the maintenance of the house were solicited.

It is our intention to breed active participation and provide services to our alumni. In the event that contributions may some day be necessary for major house repairs, etc., we feel that those who have enjoyed the fellowship of our organization will be willing to step forward."

Editor's Note

With this first issue of the **Phi Alpha** for the 1974-75 academic term we begin a process of focusing our purpose. The **Phi Alpha** has always, more than our other publications, dealt with inside institutional news and announcements of interest to the most involved members of Sigma Alpha Epsilon.

This policy will be continued, but with a growing emphasis on information that will be helpful to our alumni as they continue in their active participation with SAE.

This is not to say that the **Phi Alpha** will no longer be of interest to the undergraduate. For him it will be a source of ideas in the field of alumni relations and a source of information about SAE nationally that he can get nowhere else.

Our first new feature is "Snapshot". Each month we will present an alumni association whose program and organization make it successful, or we will focus on a particular activity that successfully involves many brothers. The motivation for this feature is not solely to give praise and recognition to those involved but primarily to provide a source of ideas and encouragement to others.

In short, the **Phi Alpha** has found its personality and will begin to concentrate on those things that it does so well.

—Editor

alumni

The Name of the Game

Sociologist Vance Packard in his book **Nation of Strangers** called ours a rootless society. We are forever moving; to better jobs, better homes, warmer climates. Packard chronicles the impact that this wandering has on our lives.

One obvious ramification of moving is its effect on the organizations to which we belong. An entire new industry of computer service bureaus has sprung up just to process the membership lists of cultural and fraternal groups.

But the computer can only process changes, it cannot find people. People still must do that. Brother C. H. "Okie" Blanchard, Wyoming '25 (Alpha) has spent much of the last two months tracking down and locating 76 brothers of Wyoming Alpha and other chapters who were eligible for 50 year certificates. His efforts were sparked by a national program of informing local alumni of brothers last known to be in their area who were eligible for the 50 year distinction.

Blanchard submitted three revisions of the list before he was satisfied with its accuracy.

As a result of his efforts Wyoming Alpha at the University of Wyoming and Province Eta are co-sponsoring a ceremony at which many of the certificates will be presented.

Unite!

The concept of strength through united action is the theme behind this year's Annual Giving Campaign. It is a theme that hopes to involve more SAE alumni than ever before.

The concept is a simple one. It is that over 100,000 alumni working together, with the National Office as its agent can and have accomplished more than any of us could alone. That's what the National Fraternity is — a mechanism by which we can use our collective strength to the best advantage.

Of course the life blood of this strength is your donation. You should have received the letter from ESR Jack Hotaling by now. In it you will find a postage paid envelope in which to send your check. Do it today and make your strength felt in Sigma Alpha Epsilon.

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A Private Publication of
Sigma Alpha Epsilon

The Phi Alpha is a private publication of Sigma Alpha Epsilon. It is published nine times per year or as needed.

Editorial offices are at P.O. Box 1856, Evanston, Illinois 60204.

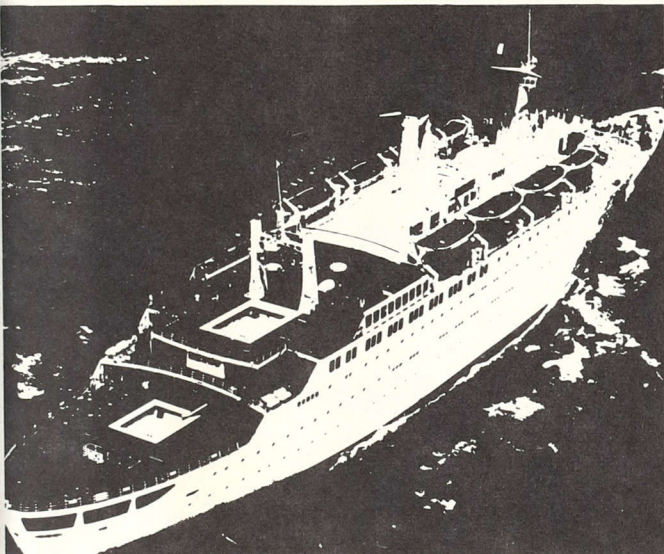
Michael D. Thomas, Managing Editor
Barbara D. Searle, Editorial Assistant



THE "STRENGTH OF UNION" PACKAGE
Read it and give, please.

Alumni to Cruise on Founders' Day

Think of it! Soft Caribbean breezes, the soothing rush of the ocean against the sleek sides of a modern cruise ship, SAE friendship and a dark suntan. In March?



OUR SAE CRUISE SHIP
Celebrate Founders' Day on the high seas

Yes, SAE alumni from all over the United States will be coming together March 3-14 to celebrate Founders' Day aboard the **Renaissance**.

The eleven day cruise will take brothers and their companions to Haiti, Santo Domingo, Curacao, Montego Bay, Cozumel Isle and the Yucatan, aboard one of the most luxurious cruise ships on the oceans today. Its amenities are many: Prize-winning French cuisine, served at a single sitting; noble vintage wines at lunch and dinner, always served with the Captain's compliments; an attentive French staff; two outdoor swimming pools with plenty of deck space.

Cruise prices aboard the 360 space vessel start as low as \$625 and range up to \$1965, depending on cabin selection. For further details write:

Michael D. Thomas, Director of Alumni Affairs
Sigma Alpha Epsilon
P.O. Box 1856
Evanston, Illinois 60204

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Fraternity Gears Up for Denver

The deadline for submitting proposed changes to the National Laws of Sigma Alpha Epsilon is a month away: December 15, 1974.

Any brother in good standing may propose changes to the National Laws but they must be received in written form in the ESR's office by the December 15 deadline.

The address is:

Jack R. Hotaling, ESR
Sigma Alpha Epsilon
P.O. Box 1856
Evanston, Illinois 60204

December 15 is also the deadline for receipt of petitions for charters.

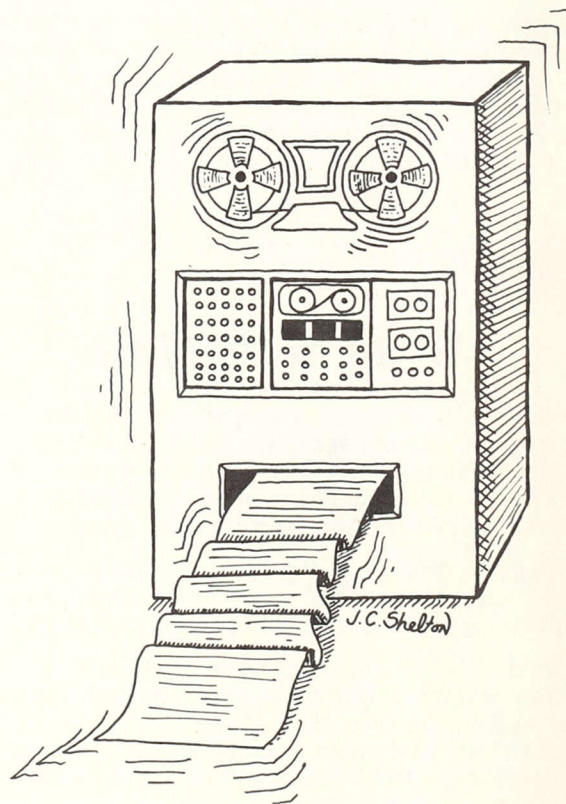
The February-March edition of this publication will carry photographs and biographies of all candidates standing for election to the Supreme Council.

The convention will be held at the Denver Marriott Hotel, June 15-17.

New Firm Maintains Records

Conversion of the Fraternity's membership file to a new computer service bureau was completed the last week in October.

The entire information file containing names, addresses and contribution information was transferred to Data Science Corp. of St. Louis, Mo. Epsilon Data Management Corp. of Boston, Mass. had maintained the Fraternity's file ever since it was first converted to computer format.



"We anticipate that our members will receive more prompt service when they request information from the computer," said Dave Poe, Director of Financial Affairs and Data Processing. He added that he expects some cost savings to be implemented after the system has been in operation for awhile.

Data Science Corp. was awarded the contract after a competitive open bidding process that involved DSC, EDM and Computer Management II.

A committee composed of Poe, Ted Kissel, Syracuse '53 (N.Y. Delta) and Chuck Trangsrud, North Dakota State '59 (Beta), former national treasurer, oversaw the bidding process and recommended in July that DSC be awarded the contract.

"We chose DSC" explained Poe, "primarily because they have a good reputation according to the references we contacted. Their experience in the fraternity market also weighed heavily in the decision even though it wasn't a prerequisite for submitting a proposal."

Poe added that DSC took the time to show SAE how costs could be saved by combining some regular data reports.

The decision to put the data processing contract out for bids was made in the summer of 1973 but the process was delayed in November over a contract dispute with EDM. They contended at that time that SAE could not suspend the existing contract because sufficient notice had not been given the computer firm.

Bids were solicited again in May and EDM was invited to submit a proposal. The committee reviewed the proposals and interviewed the firms at an all-day meeting on May 24. ESR Jack Hotaling explained to the bidders that SAE was asking for bids in order "to get the best possible service at a competitive price."

Complex telephone negotiations followed the meeting for two months. In late June, EDM withdrew their bid charging that SAE was doing everything possible to replace them. The committee denied this charge and said that EDM was a serious contender up until they withdrew.

trends

What's an "A" Worth

Inflation has struck the grade-point average. In a survey of 197 colleges researcher Arvo E. Juola of Michigan State University found that in a period from 1960 to 1973 the average increase in grade-points rose .404 or about half a letter grade.

Juola reported that the rate of inflation was slow in the early 1960's but accelerated after 1965 and reached its highest rate between 1968 and 1970.

He said that many hypotheses had been advanced for the increases but none could be substantiated. One hypothesis was that student abilities had increased but, said Juola, studies had shown that just the opposite is true. Student abilities, in general, are declining.

Juola concluded however that the rate of "grade inflation" is slowing and adjustments seem to be occurring.

Enrollment Increases Widespread Not Universal

Increased enrollments at America's colleges and universities are widespread this year but far from universal, preliminary reports indicated in October.

A story in the **Chronicle of Higher Education** cited surveys which show that of 800 private colleges and

universities polled, 4 out of 5 had enrolled at least as many new students this fall as they had a year ago. The same survey, reports the **Chronicle**, showed that half of the private institutions had larger total enrollments this fall, and one fourth reported their total enrollments had gone down. Public colleges and universities showed similar trends. In fact 74 per cent of the public universities surveyed said their academic space was over-crowded.

Spokesmen for the institutions surveyed cited stepped-up recruiting as a major factor in the enrollment trends. Other reasons cited were new programs, new facilities, and increases in available student aid.

To be sure, enrollments in some instances are dropping. Administrators are blaming the trend toward junior college enrollment, decreases in student aid and increases in tuition and fees.

Confidence Declines

A poll conducted by Louis Harris and Associates has found that confidence in higher education has dropped to 40 per cent this year from 44 per cent in 1973.

The poll showed, however, that higher education ranks third among institutions that the people trust most. Ranking above it in descending order are medicine and U.S. Supreme Court.

The Military ranks fourth, the Press eighth, Congress tenth and organized labor last or eleventh.

Most '61 Freshmen Graduate

A study of 24,590 people who were freshmen in 1961 showed that 77 percent of them have received degrees.

Among the findings of the American Council of Education, reported in the **Chronicle of Higher Education**, were:

"Only 6 per cent had given up on education without receiving a degree.

"Nearly 53 per cent had received bachelor's degrees within four years.

"About 77 per cent had received bachelor's degrees within 10 years.

"More than half of those who received bachelor's degrees had enrolled in some kind of graduate or professional study.

"More than one-fifth (21.6 per cent) had received master's degrees and 8 per cent had received Ph.D.'s or professional degrees.

"More than 8 per cent were still pursuing undergraduate studies and about 4 per cent were currently enrolled in graduate or professional schools."

The study also found that women had substantially higher grades than men in undergraduate courses but that women expressed lower educational and career aspirations than men. However, a similar study of 1966 freshmen showed the level of ambition among women increasing.