

250,000 dollars later York's alumni is still struggling

By Laura Brown

If the York administration passes the hat to the alumni in the upcoming university fund drive, it is possible that many York graduates may return it empty.

Although the alumni is York's largest constituency, they are also the weakest in terms of visibility and influence in university decisions and events. And presently, they are one of the university's lower priorities in their budget allocation.

Alumni are, traditionally, a significant force in all universities' fund drives, policy making and recruitment programs. But neither the York administration or the alumni representatives can clearly pinpoint why this university's alumni is not only ineffective but, almost non-existent.

At York the Office of Alumni Affairs and the Alumni Association were established to perpetuate alumni activity into all aspects of the university. Traditionally, the Office of Alumni Affairs acts as the university's liaison with the alumni, and the Association represents these alumni and makes recommendations to the university.

SEED MONEY

The Association has been in existence since 1966 and presently represents 30,000 people. The university has invested more than a

Department but then moved into an office of its own to "regain its visibility," Bell remarked.

The new Alumni Office is equipped with a director, secretary and part-time staff, but a low budget which restricts its operation.

According to McKeough, the budget is \$30,000.

"But we need more than \$30,000 if we're going to raise money and produce *Communique* on a regular basis," he says.

GENEROUS INVESTMENT

The university does not question the past generous investment to an alumni which was half the size of today's.

"The finances are only one part of the picture," says York president, H. Ian Macdonald. "The other part is, I think, that it will take some considerable time before the alumni develop and reach the stage where you're going to start receiving financial returns."

According to David Atkinson, vice-president Bell's executive assistant, "the past investment spent is... (no) different in the long term than the one U of T made years ago."

Sweeping the past investment aside, Bell commented, "It is a possibility that too much money was spent too soon... but now the

Referring to the past expenditure of funds which has gradually diminished, Samsa remarked, "the university's priorities are all screwed up."

McKeough, however, says the association can always apply to the alumni office for funds for planned functions, "But to give them money in an absolute way is out of the question."

He further emphasized that the university sees the alumni functioning to meet and make recommendations, "but you don't need a budget for this."

He added that the office will pay for the mailing of announcements for events. "But in the past, when the alumni held a social event, it was paid for by the alumni who attended it."

While the association waits for funding, McKeough says, "We've got the alumni on a holding pattern... until we re-access the entire alumni situation."

The "re-access" includes determining how much money is needed to establish the alumni as a strong constituency, in addition to ensuring accurate mailing lists, regular publication of *Communique* and establishing a secretary and alumni officer who would act as a permanent secretariat to the association, says McKeough.

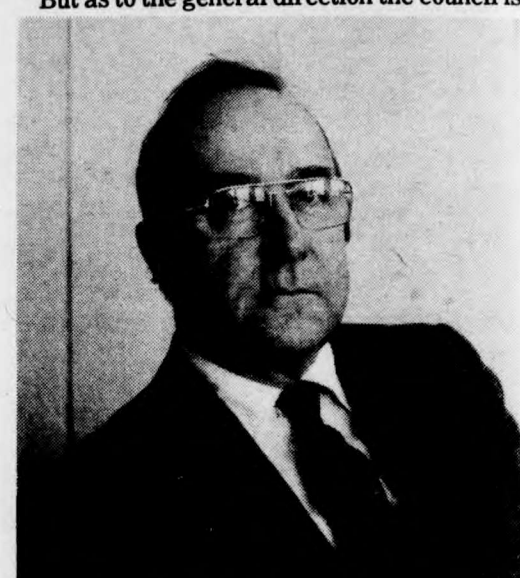
SLOW MOVING

Ignoring the twelve years it has taken to reach this stage of evaluation of objectives,

McKeough remarked, "Some people think we're not moving fast enough, but I think we are."

This year's association president, Garth Wood is not wholly concerned with the university's plans and possible budget recommendation. "My personal desire now is to get a listing of all the chapter reps and contacting them and letting the chapters off the ground.... this doesn't cost any money," he said.

But as to the general direction the council is



Executive V-P, George Bell

taking to develop the alumni, Wood said, "I can't tell you offhand, I don't know."

According to Macdonald, the university has hired a part-time consultant to "investigate into the alumni... to attempt to bring into sharper focus exactly how the alumni should operate and what functions they should perform in support of the university."

ONLY SOLUTION

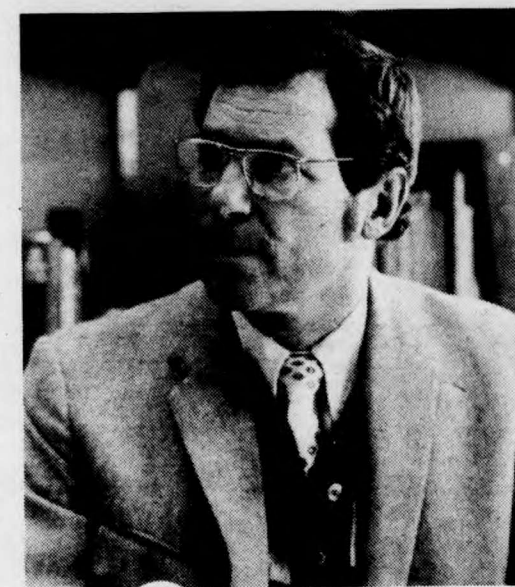
The only solution is, of course, more funding, but the amount needed and where it will come from is a question which is up in the air.

"I think a strong alumni would prove mutually beneficial to the alumni and the university," said Bell, "but the question is how to get there."

He added, "The resources will have to either come voluntarily from the alumni or the university must put more money in... but these are difficult times for the university."

Amidst the university and the association's plans, lies the hard fact that with staff cuts and financial reduction over the last three years, and faulty computer listings of the alumni's addresses, an estimated 60 per cent of alumni have been "lost". It will be a costly and time-consuming venture for the university to re-establish contact with these alumni and maintain it permanently.

When asked how they were lost, Bell attributed it to the size of the group and their mobility.



David Atkinson

The problem lies in the computer system of filing. "In the past, we've been having problems contacting alumni," said Wood. "The records which were going into the York files weren't going in properly... but I don't know whose fault that is."

The university-hired consultant has submitted a report entitled "The Next Step" which suggests a new Alumni Information System which would improve the system of recording data on alumni. The report

estimated that the new system will cost \$20,000 "for software alone."

The consultant's total estimation to restore the alumni requires a budget of \$136,000, a sum which does not include the money needed for the information system.

The university has not made any commitment at this time.

But if the investment is made, they do not expect returns in the near future. "It will take quite some time to get a developed alumni... we have to wait until a significant graduate population reaches the stage when they have some moderate success in their career," said Bell.

This may account for the low returns through past alumni appeals.

According to McKeough, the last twelve years have seen an income of \$25,000 through alumni drives. The last drive was held in 1978 and brought in close to \$4,000. But the telephone campaign for it cost \$4,700, thus a loss of \$700.

INEFFECTIVE

The alumni association and office are not operating effectively, the university will not make a financial commitment to get them in order and the past appeal drives shows an alumni unable or unwilling to support their alma mater. So as the university gears itself up for the fund drive campaign, it remains questionable as to whether they should or

could expect support from the graduates.

In plans for the York Development Fund Program a recommendation is being made to BOG for a York Fund Council for an effective internal council to help the drive. "This committee is yet to be formed but when it is formed the alumni will have two seats in it," said Atkinson.

EXTERNAL DRIVE

As for the external drive, does the university expect much support from them? "I don't think it would be inappropriate to approach them," Atkinson responded.

When asked if the university will put in more money to get lists together and induce alumni to support the campaign, Atkinson replied, "I don't know if funds for the association will be forthcoming... that depends on the budget."

He added, "but maybe it may take the alumni to chip in from their own pockets to help intensify their own operation."

Wood said the university has not approached the association to discuss the role they can play in the campaign but added that they have not yet taken the initiative and approached the university with suggestions.

Wood added, "I don't know what a proper fund appeal is... the alumni is young and just graduating, and we first have to make sure they have the money for York university right now... I don't know, but indications seem reasonable they don't."

Books for every taste, to while away the light years



By Hugh Westrup
You thought you'd been everywhere: London, Paris, Rome, Disney World. But wait, said Flo, our local travel agent, have I got a vacation for you. Space! The final frontier. Where no man has gone before, and all that. Bed and breakfast included. Leave now and you can still take advantage of our off-season discount rates.

Feeling adventurous, we took up Flo's offer, but were in somewhat of a quandary as to how we could while away a dozen or so light years in outer space. Then we noticed a clutch of York bibliophiles preparing for the same trek. Each one was toting an armful of treasured tomes, reading material they wouldn't be without beyond the city limits.

Shortly thereafter, we were launched leaving behind a passenger list to remember us by, and catalogue to our first intergalactic library:

John Mays, Calumet's student liaison officer: *Joy of Sex and More Joy of Sex* ("to combat boredom. It would be terribly boring to be away from Toronto"), *World Omnibus of Crossword Puzzles*, the *Compact Edition of the Oxford English Dictionary*, and a Harlequin romance ("I've never read one, but always wanted to").

D.R. Ewen, Chairman, English Department: *Turgenev's Collected Novels and Hunter's Sketches* ("because Turgenev is the most civilized of all writers of fiction"), *Collected Plays and Short Stories of Tchekhov* ("because there will be no drama in Outer Space and Tchekhov will remind me that drama is at its most intense when nothing appears to be happening"), the *Complete Novels of Jane Austen* ("because, despite her apparent limitations, there is hardly any situation in life for which she does not somewhere provide good advice, and that in impeccable language"), Kenneth Grahame's *The Wind in the Willows*, (because it is the book that comes nearest to being as good as the company of the people in whose company it is good to be. As might be expected of such a book, it is syntactically and morally irreproachable") and *Fowler's Modern English Usage*, second Edition, ("because nothing is enjoyable or profitable (marriage, tennis, life, etc.) unless

one is matched against a superior — especially conversation"). "A lifetime of smuggling will probably enable me to sneak into my baggage the best book of all, Homer's *Odyssey*."

Anne Woodworth, Director of Libraries: A blank diary ("so I can record the journey") a cookbook ("*Treasury of Great Recipes* by Mary and Vincent Price, so I can pretend the food I'm getting is of gourmet calibre"), my bankbook ("so I can watch the interest accumulate") my address book ("so I can write to friends and relatives") and one or two microdots containing the text of the entire Scott Library Collection.

Janice Book, secretary, student programs: *Shakespeare, Lives of Girls and Women*, by Alice Munro, *The French Lieutenant's*

Woman the collected works of Margaret Laurence ("in particular, *The Stone Angel*. It really gave me insight into what it's like to be old. It gave me a whole new outlook on old people.") and *The Thorn Birds* ("This one was an all-nighter. It's like visiting a whole new group of people in a strange land.")

Robert Wallace, Glendon English professor and playwright: *The Bible* (King James' Version), the *I Ching*, the collected works of Shakespeare, *Grimms Fairy Tales*, and the *Manhattan Island Telephone Directory Yellow Pages* ("The Manhattan directory epitomizes the best and the worst of the modern culture in which we live. I think my collection is something of an evolution of civilization up to the present junk, popular culture.")

Clark Blaise, Humanities and Creative Writing Professor and author of *Lunar Attractions: Remembrance of Things Past, Ulysses, Absalom, Absalom* by William Faulkner, Shakespeare, and Anthony Powell's *A Dance to the Music of Time*. ("Since Powell's *Dance* is actually 12 separate books, a collected Shakespeare is 23 plays and Proust's *Remembrance* is in 7 volumes, I would be well stocked. In fact, when I took a long steamer trip to India, these were the books I took.")

Mimi Melker, director of the women's centre: Shakespeare, Kate Millet, a smattering of poetry by Sylvia Plath and Phyllis Webb ("both knockout poets, definitely cosmic"), Henry James ("no one believes I like him — he sounds stuffy and awful — but I do. I was stuck with him when travelling around Europe; when you're forced to be alone with him you can appreciate him.") and *Song of Solomon* ("by Tony Morrison, a contemporary, southern black writer. It's the most fantastic book I've ever read. Everyone in outer space should read it.")

President H. Ian Macdonald: *Essay on Liberty* by John Stuart Mill, *On the Scope and Nature of University Education* by Cardinal John Henry Newman, *Religion and the Rise of Capitalism* by R.H. Tawney, *The Oxford Book of Canadian Verse*, and *Plain Words* by Sir Ernest Gowers ("in order to be a missionary in the cause of more effective use of the English language in 'the new

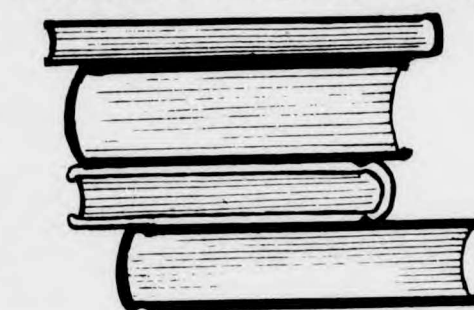
world'.")

John Saul professor of social science at Atkinson: Max Harrison, et. al., *Modern Jazz, the Essential Records*, or A.B. Spellman, *Four Lives in the Bebop Business* ("the next best thing to having a record player, without which however, my exile from York, would be pretty unpalatable"); Roger Angell's *The Summer Game* or his *Five Seasons* ("the next best thing to being at the ball park, and without which, however..."); Stendhal's *Charter House of Parma* or Conrad's *Nostromo* ("one of my two favourite novels"); Marx's *The Eighteenth Brumaire of Louis Bonaparte* ("inexhaustible"); Mailcar Cabral's *Revolution in Guinea* ("a reminder that the struggle continues") and Rick Salutin's *Les Canadiens* ("because it is an excellent play with intriguing introductions; because it conjures up the most interesting of hockey action and of Canadian — Quebecois reality; and because my

colleague, Danny Drache, will kill me if I don't select at least one Canadian book.")

Thelma McCormack, professor of sociology: *Proust's Remembrance of Things Past*, Freud's *Totem and Taboo*, DeToqueville, the *Communist Manifesto* and something by Willa Cather ("she's a marvellous American novelist who writes about American life on the prairies in the southwest at the turn of the century. Magnificent in terms of sense of time and place.")

George Dunn, director of safety and security:



The *King James' Bible*, Shakespeare, *Oxford Book of English Verse*, *Barlett's Familiar Quotations* and *Guinness Book of World Records*. ("The first two are easy — the language in the Bible, especially in the *Song of Solomon*, *Psalms*, *Proverbs* and parts of the *New Testament* is beautiful, as is much of Shakespeare, while combined they say most things that need saying. The *Oxford Book of English Verse* is a longtime, bedside favourite and also one of the books on which I 'cut my teeth' at high school in England. Bartlett's and the Guinness book I have included for fun because presumably there would be someone with whom to argue and these two books provide authoritative answers to a very large number of questions.")

Howard Bookbinder, professor of social science at Atkinson: Durrell's *Alexandria Quartet*, Greek Mythology, the complete works of Bertold Brecht, Marx and Engels, and a book in a foreign language like Hebrew that I don't know well but I'd like to.



Alumni is in a state of limbo, according to Orval McKeough, Director of the Alumni Office at York.

quarter of a million dollars into the association in the past twelve years as "seed money to provide a base so it can grow and become self-supporting and support the university", said University Executive Vice-President, George Bell.

But despite years of paper work and the university's hefty investment, the association has changed little since its early years, as it is still waiting for signs from the university for direction. But unlike the early days, the Association is poor.

Administrators respond vaguely when questioned about the generous grants given to a younger and smaller alumni.

In some years, grants amounted to \$50,000, when there were less than 12,000 alumni. And they're even more vague when explaining why the alumni association and office is not developing.

YOUNG ALUMNI

"Because it was a young alumni the university wasn't paying as much attention to it as they should have... and they drifted", said Orval McKeough, Director of the Alumni Office. "Now the alumni is in a state of limbo and is facing changes in terms of its position in the university as well as the administration's policies and support of it."

The early grants, said Bell, provided the alumni office for staff and mailing costs as well as the publication of the alumni newspaper, *Communique*.

"But priorities began changing as York's financial position became tighter," Bell added. Consequently, the alumni was shifted from office to office as reductions were made in total resources. The alumni found its last stop prior to this year in the Communications

question is how to make an appropriate investment in terms of future investments."

UNPROMISING

While the university considers possibilities for the alumni, the present situation for the Association is unpromising. The Association traditionally operated in much the same manner as CYSF, with a central council which brings two representatives from each faculty and college. This operation has been changing over the past three years and the colleges and faculty are establishing their own chapters, which are functioning independently of the association.

But like the association, the chapters have no money and "the entire responsibility for their operations is resting on the masters and under-graduate councils", according to Janice Day, co-ordinator of the Bethune alumni chapter.

There is considerable confusion as to whether the money for alumni functions should come from the alumni office or from the association.

Some members of the association feel the university should be providing more "seed money" to help generate funds for the university and "to stop the chapters from piggy-backing on the undergraduate councils", said Day.

NEED MORE FUNDING

Last year's association president, Drago Samsa complained that he worked throughout his term to get more funding from the university but failed to do so.

"It is the association's objective that we become self-supporting and until we reach that point, we want funding from the university."



Timbrell speaks on health care



By L. Andrew Cardozo
Ontario Health Minister Dennis Timbrell came under fire on the issue of psychiatric care during a discussion with a group of York students on Monday.

Timbrell was speaking on campus at the invitation of the Young Progressive Conservative Association of York. A group of seven students and one professor showed up to listen to him.

The minister briefly explained the history and functions of his department pointing out that there had been a continuous increase in funding. "when the health care system began in 1946," he said, "the budget was merely \$21 million." Funding rose rapidly in the fifties, "as just about every hospital was going

bankrupt", and government had to increase its intervention.

Timbrell defended his latest government policies, saying that in the past two years, "the budget has risen from \$3.4 billion to \$4.2 billion." Given the inflationary factor though the figure is almost unchanged. On the other hand he admitted that hospital beds, "had been decreased from five per thousand, to 3.5 in Southern Ontario and four in Northern Ontario."

He insisted that there were no cutbacks, saying that government was "simply changing spending patterns." He also defended the general budgetary policy of restraint that his government is following.

The minister received considerable

criticism on the issue of psychiatric care. Citing cases of personal acquaintance, some students pointed out that a patient had "no rights" regarding the type of treatment they would receive, even when the case was not serious. Timbrell said that a new act had clarified the issue which would allow for an "automatic appeal for every case." These students differed saying "the system just didn't work that way."

Another student cited a case of a person who showed suicidal tendencies, "but could not get admitted into the psychiatric ward of a nearby hospital, since he had "no signs of injury". The minister pointed out that the new act permitted any physician to recommend admission to a psychiatric ward "if a person showed any evidence that they would injure themselves."

While students brought up several inadequacies of psychiatric care in the province, Timbrell continuously cited new acts which were theoretically improving the system. At several points he conceded, "I guess we can agree to disagree."

When asked, "what can be done to compensate the patient" in a case of maltreatment in psychiatry, Timbrell caustically replied, "I guess you have to see a lawyer."

On the question of Doctors using Chargex credit cards, Timbrell pointed out that his opposition to this practice was in order to "keep doctors in OHIP". He said, originally doctors had stayed in the programme because "of the extra costs in running the practice, as well as the burden of bad debts." The continued use of Chargex would encourage doctors to abandon OHIP.