

The Missing Link: The Alumni Association

Senior Project 2000

By

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Advisor

J. Randall Vance, O.D.

The first class of the Michigan College of Optometry (MCO) graduated in 1979, twenty years ago this spring. In that time MCO has produced 597 doctors of optometry. This is a substantial number, but the question is where are they now? In the years that we have spent at MCO we have noticed pride and comradery among graduates of other institutions which seems to be missing among MCO graduates. MCO is such a small institution that a certain closeness develops among students and faculty throughout our time here. We are discouraged to see that it is lost after graduation. The alumni are a great asset to our school and nurturing their continued interest and sense of belonging opens endless possibilities that will benefit both school and alumni.

Our goal for an updated alumni program was to set up a system that would be able to continue long after we graduated from the Michigan College of Optometry. Seeing as we are a relatively young college in comparison to other optometry schools many traditions are still being instilled; a new and improved association would continue the previous traditions and allow new ones to be established.

Our intentions on pursuing the project began when we read the College of Optometry Alumni Association constitution. Dr. Donald Lakin established it in 1986.

The constitution (Appendix 1) stated the following purposes for the organization:

- Maximize the use of resources of the alumni—including their talents, services and financial assistance toward the attainment of the educational, profession, scientific, charitable, and benevolent purpose of the College of Optometry and the Association.
- Promote, establish and maintain appropriate communication patterns and other relationships between the College of Optometry and its alumni.
- Promote a unifying interest and loyalty of present, former, and prospective students and others interested in the welfare of the College and stimulate their willingness to participate actively in the programs and progress of the College of Optometry.
- Assist the College of Optometry in providing appropriate incentives for attracting and maintaining outstanding faculty and staff. Assist the College of Optometry in providing appropriate incentives and other mechanics to attract and maintain outstanding students, when such student solicitation is within the prescribed College of Optometry policies and objectives

The meeting and officer structure was also outlined in the constitution. The board of directors consisted of a president, vice-president, secretary, treasurer and an ex-officio member, the chief financial advisor of Ferris State University College of Optometry. Each office was held for a three-year term making each officer responsible for a total of 6 meetings (one each spring and fall). The constitution also makes mention of the dean's integral role in this organization. His/her support, along with faculty support, is blatantly critical for communication and success of the organization. The by-laws and constitution both specify the duties and responsibilities of this role.

The alumni association offered many benefits to the school. By reviewing past meeting minutes and interviewing several alumni, we have discovered many activities that this organization provided. The summer-fest, phon-a-thon, and yearly contributions to the college are but a few. The most important is an organized body of doctors that took an interest in the college and did what they could to help preserve its standards and encourage its future growth and recognition. Although the goals of this organization are still very honorable and valid the organization itself has gone by the wayside. The last meeting minutes that we can track down are for July 29, 1995.

We were disappointed that such a positive group was no longer an influential part of our school. Even with the small responsibilities and bi-annual meetings of the organization, the association and their methods did not succeed; therefore, a survey was constructed to discover and remedy past complications and begin a new association for the future (Appendix 2). We were interested to know how the alumni felt about such an organization, what benefits they would like to have and how willing they were to

participate. Our direction would be dictated by the survey responses. The survey generated a 35% return rate with the following results:

Alumni that feel in touch with MCO: 57%
Alumni that would purchase logo products: 70%
Alumni that would use a MCO web page: 61%
Alumni that would attend a banquet/reception: 83%
Alumni in the last 5 years that attended a banquet/reception: 26%
Preferred location for a banquet/reception: CL seminar in Lansing-47%
Interested in FSU Homecoming events: 17%
Alumni interested in student-alumni interaction: 34%
Alumni that want to be more involved: 44%
Alumni interested in annual dues of \$20-\$30: 44%
Alumni interested in the past telethon method: 42%

In addition to these favorable results, written comments also showed enthusiasm for an improved association. In fact, many alumni were unaware that one had existed and they encouraged us to proceed in hopes of having an active association. Besides expressing their support, they also offered many suggestions. The most requested being an alumni directory. After gathering this information, we proposed an outline of goals (Appendix 3).

We submitted our proposal to the faculty designated to alumni relations, Dean Lewis, Dr. Vance and Dr. Keating. Their ideas and input directed us to Dawn Dempsey, FSU Director of Alumni Relations. She educated us on the Ferris alumni system and other college alumni programs. Her input and guidance helped us develop the following ideas:

1) Alumni Gift

A gift would show MCO's recognition and appreciation towards the alumni. We decided to give a MCO logo sticker, which they can display with pride on a car or office window. Collaborations with Dean Lewis and Denise from Different by Design made this possible. The gift will be included in the next Alumni Bulletin Newsletter.

2) Alumni Directory

This was the highest priority indicated by the alumni surveys. Dawn informed us that many of the colleges on campus already have an individual alumni directory. As we understand, it is published by Harrison Publishing and updated every 5 years. It is a hardbound edition that includes a history of the program, pictures of the college and listings of alumni categorized by name, graduation year and location. To support the cost of publication, each alumni can purchase the directory for approximately \$30.

Unfortunately, according to the publishers, MCO does not currently meet the minimum standard for an alumni directory. We hope to reach this minimum amount in the near future. In the mean time, we could produce a lower budget, softbound version from the copy center. This is a good starting point until we can publish a hardbound edition. The directory can benefit alumni in many ways, such as, maintaining past relationships, networking and providing a source for referrals and advice. A copy can also be given to new graduates to welcome them into the Alumni Association.

The major concern addressed was privacy of the alumni in the making of the directory. Dawn Dempsey assured us the privacy of all alumni is a mutual concern and that FSU goes to great lengths to maintain alumni privacy. In doing so we wrote an article for the Alumni Bulletin requesting permission to publish names in the directory (Appendix 4). Due to delays with the bulletin our article was not published, so we were not able to proceed.

3) Alumni Reception or Continuing Education at MCO

Dawn indicated the FSU Alumni office would be able to help coordinate a reception by reserving facilities, obtaining funds and sending invitations to name a few. The use of their resources would greatly simplify the Alumni Association's responsibilities.

We would like to highlight two possible annual receptions. The first is a class reunion. The year 1999 marks twenty years of MCO graduates. This milestone should be recognized with pride. To the best of our knowledge, Dr. Reed, a member of the class of 1979, has organized a reunion here this summer without the finances or support of this school. Hopefully, this will not be the trend and MCO will assume an active role in future reunions. We have not been around that long but the twenty year mile marker is a good time to initiate annual ten and twenty year class reunions.

Secondly, survey results indicated the MOA Contact Lens and Primary Care seminar in Lansing to be the prime location for a reception. This idea is still unclear as to who should fund/organize the reception. We realize complications arose in the past by having a reception at this convention, therefore, we feel it would best be funded and organized by MCO and FSU alumni coordinators to keep the reception limited to MCO alumni.

4) Support and Communication with Ferris Alumni Department

Dawn presented yet another opportunity. MCO does not currently have a representative on the Ferris State University Alumni Association board, however, we would be welcomed either as an alumni board member or a member at large. This position is not as time consuming as one would anticipate. The board meets

approximately 3 times per year to allocate alumni funds. If we establish a connection to this organization it would open a whole world of resources that is otherwise costly and time consuming.

5) Dues

According to our survey, the alumni would be willing to pay \$20-\$30 for dues. We realize initially this may be more of an administrative burden, however, it is more predictable and consistent to have a dues process than a telethon. If MCO was to handle the incoming funds, the money could be invested to further support the association and college. Dawn supported the dues process idea and indicated her department would be able to help MCO. Ferris set up a system last year using return cards for dues and donations. This form and process can be altered to accommodate MCO's needs and reduce the drawbacks of planning and conducting a telethon.

The majority of the proposals and ideas from both the survey and Dawn are possible to accomplished. Sadly, as students we ran into road blocks which we did not have the power to over come. We will pass our ideas on to you and hopefully as faculty you will have better luck. Currently, it is really not known who should be heading/running alumni duties. This area has been left unattended since Dr. Lakin retired. It has become evident that MCO needs to designate an individual to maintain the alumni association's existence.

We understand, as faculty, you do not have the time to oversee such a project. Therefore, we suggest hiring a full time or even part time employee. Dean Lewis recommended an optometry student's spouse to fill such a position. This individual could

keep the updated addresses for future directories, set up alumni receptions, maintain the dues/donations records, help put the alumni bulletin together and any other optometry alumni related events. This person and their administrative supervisor would serve as liaisons between the alumni and MCO faculty. It is extremely important for the school and alumni to communicate.

Over the last two years we have done a lot of legwork to get this organization back on its feet. Much to our disappointment, we could not focus on reinstating and improving the original Alumni Association. Instead the Alumni Association's constitution failed to maintain its existence and we needed to start from scratch. Surveys, administrators, the faculty and campus alumni coordinators all played a crucial role in designing a new system for the association. While we may not have reached the goal of an active alumni association, we hope the information we have collected is a helpful beginning. If the faculty does not deem this project important for them to complete, hopefully they will pass it on to other students. As future alumni, we would like to be part of an updated association. We have developed a comradery here as students and watch in envy as other schools maintain their pride.

Appendix Contents

- Appendix 1 Constitution and By Laws of the College of Optometry Alumni Association of Ferris State University.
- Appendix 2 Pilot Survey Cover Letter
Michigan College of Optometry Alumni Survey Cover Letter
Fourth Year Students Survey Cover Letter
Alumni Survey and Results
- Appendix 3 Proposal
- Appendix 4 Directory Article for the Alumni Bulletin

References

- Dempsey, Dawn. Ferris State University Director of Alumni Relations and Staff. October 1998 meeting.
- Ferris State University College of Optometry Alumni Association Constitution and By Laws. 1986.
- Lakin, Donald, O.D. Past Alumni Association Coordinator. Guidance Spring 1998 to Spring 1999.
- Lewis, Alan, O.D. Dean of the Michigan College of Optometry. Guidance Fall 1998 to Spring 1999.
- Keating, Michael, Ph.D. Alumni Advisor. Guidance Winter 1998.
- Vance, J. Randall, O.D. Alumni Bulletin Editor. Guidance Fall 1998 to Spring 1999.

CONSTITUTION OF THE COLLEGE
OF OPTOMETRY ALUMNI ASSOCIATION OF
FERRIS STATE COLLEGE *21*

ARTICLE I. NAME

The name of this organization shall be the College of Optometry Alumni Association of Ferris State ~~College~~ *Alumni*

The College of Optometry and the College of Optometry Alumni Association of Ferris State College, hereafter called "Association", is chartered by, and therefore subject to the Charter and Bylaws of the Ferris State College Alumni Association, which in turn comes under the jurisdiction of the Ferris State College Board of Control.

ARTICLE II. PURPOSE

The nature of its business and purposes to be transacted, promoted, and carried on are to do any or all of the things herein mentioned, as fully and to the same extent as natural persons might or could do, and in any part of the world--namely:

- A. Maximize the use of resources of the alumni--including their talents, services and financial assistance toward the attainment of the educational, professional, scientific, charitable, and benevolent purpose of the College of Optometry and the Association.
- B. Promote, establish and maintain appropriate communication patterns and other relationships between the College of Optometry and its alumni.
- C. Promote a unifying interest and loyalty of present, former, and prospective students and others interested in the welfare of the College and stimulate their willingness to participate actively in the programs and progress of the College of Optometry.
- D. Assist the College of Optometry in providing appropriate incentives for attracting and maintaining outstanding faculty and staff.
- E. Assist the College of Optometry in providing appropriate incentives and other mechanics to attract and maintain outstanding students, when such student solicitation is within the prescribed College of Optometry policies and objectives.

Appendix 1

ARTICLE III. MEMBERSHIP

SECTION 1. ACTIVE MEMBERSHIP: Each person who has graduated from or served in a teaching or administrative capacity in the College of Optometry at Ferris State College and who shall have contributed financially to the College within the past twenty-four months, shall be an Active Member of the Association and his or her name shall be carried on the rolls.

SECTION 2. ASSOCIATE MEMBERSHIP: Such non-alumni, corporation, or legal entity who have distinguished themselves by their interest and activity for the College of Optometry may be entitled to Associate Membership by special action of the Board of Directors of this Association.

ARTICLE IV. BOARD OF DIRECTORS

SECTION 1. COMPOSITION: The Board of Directors shall consist of not more than twelve Active Members elected at large and the chief financial officer of Ferris State Collège who shall be a non-voting ex-officio member.

SECTION 2. AUTHORITY: The government of the Association and the direction of its activities between general meetings shall be vested in the Board of Directors.

ARTICLE V. OFFICERS

The officers of this Association shall consist of a President, Vice-President, Secretary, and Treasurer who shall be empowered to act for the Board of Directors between meetings and have the responsibility of carrying out the directives of this Board.

ARTICLE VI. AMENDMENTS

This constitution may be amended by a majority vote of all members present at any duly called general meeting of the Association. All changes must be approved by the Board of Directors of the Ferris State College Alumni Association before becoming effective.

ARTICLE VII. BYLAWS

The Board of Directors shall have the power to adopt Bylaws as it deems necessary.

ARTICLE VIII. UNSPECIFIED PROVISIONS

All matters not specifically covered by provisions herein or the Bylaws shall be subject to the appropriate provisions set forth in the Charter and Bylaws of the Ferris State College Alumni Association.

BYLAWS OF THE COLLEGE OF
OPTOMETRY ALUMNI ASSOCIATION
FERRIS STATE COLLEGE

CHAPTER I. BOARD OF DIRECTORS

SECTION 1. TERM OF OFFICE: Each elected director of the Board of Directors shall be elected to a three year term and they shall hold office until their successors have been duly elected and qualified. Initially the Board shall be comprised of one-third of the membership for a one-year term, one-third of the membership for a two-year term, and one-third of the membership for a three-year term. The initial Board shall divide themselves into such appropriate staggered terms.

SECTION 2. RESIGNATIONS: Any director or officer of the Board of Directors may resign at any time by giving written notice to the Board of Directors. Any such resignation shall take effect at the time specified therein or, if the time is not specified therein, then upon receipt thereof. The acceptance of such resignation shall not be necessary to be effective.

SECTION 3. VACANCIES: The Board of Directors shall, by majority vote of the directors present at any duly called meeting, fill all vacancies that may occur between annual elections.

In the event a director misses two consecutive Board of Directors meetings, his directorship may be declared vacant by a majority of the directors present at any duly called meeting, and said vacancy shall be filled in the manner specified in this section.

CHAPTER II. OFFICERS

Section 1. ELECTION AND TERM OF OFFICE: The officers of the Association shall be elected each year, by the Board of Directors from their own number, and they shall hold office until their successors have been duly elected and qualified.

The President shall call a meeting of the Board of Directors within thirty days after the annual election for the purpose of electing the new Association officers.

SECTION 2. PRESIDENT: The President shall be responsible for coordinating the activities of the Association and perform such duties that usually pertain to the office of President. He shall preside as chairman of all meetings of the Association, the Board of Directors and the Executive Committee, and shall be an ex-officio member of all committees.

SECTION 3. VICE-PRESIDENT: In the absence of the President, or at his request, the Vice-President shall perform the duties of the President. If the office of President becomes vacant, he shall become the President for the remainder of the unexpired term.

SECTION 4. SECRETARY: The Secretary shall assist the President in coordinating the activities of the Association; keep the minutes of all meetings of the Association, the Board of Directors and the Executive Committee; arrange for notices of all meetings; and maintain official custody of the Association's records.

The Secretary will file with the Board of Directors of the Ferris State College Alumni Association a certified copy of the initial By-Laws of the Association, and all subsequent amendments thereto, within 30 days of their adoption.

SECTION 5. TREASURER: The Treasurer shall be the chief financial officer of Ferris State College and shall receive in the name of the Ferris State College and have custody of all funds, securities, notes, drafts, acceptances and other commercial paper and evidences of indebtedness acquired by the Association for the College on deposit in the name of the College in such banking institutions as the Board of Control may from time to time direct. He shall render reports of the Association's financial matters to the Board of Directors or the President of the Association as well as the Board of Directors of Ferris State College Alumni Association, the Board of Control and the President of the College at any time upon request.

The Treasurer shall designate a member of his staff to act as Assistant Treasurer in the absence or inability of the Treasurer to act.

SECTION 6. REMOVAL: The Board of Directors, by vote of not less than a majority of the entire Board of Directors at a meeting called for this specific purpose, may remove from office with or without cause any elected officer.

CHAPTER III. MEETINGS

SECTION 1. GENERAL MEETINGS: There shall be an annual meeting held each year. There shall be other general meetings each year as the President or the Board of Directors deem desirable.

A number equal to the majority of the Board of Directors shall constitute a quorum for a general meeting.

The President shall call a general meeting upon the written request of the five Active Members. Upon failure to initiate such action within ten days of said request, the meeting may be called by any of the officers or directors of the Association or by the five petitioning members.

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SECTION 2. BOARD OF DIRECTORS MEETINGS: The Board of Directors shall hold a minimum of ~~two~~ meetings per year. The President shall call a meeting at his discretion or upon the written request of three directors.

The presence of a majority of the directors shall constitute a quorum.

SECTION 3. EXECUTIVE COMMITTEE MEETINGS: The Executive Committee is comprised of the President, Vice-President, Secretary, and Treasurer and shall meet at the discretion of the President.

SECTION 4. NOTICE: There shall be a notice of a meeting distributed at least thirty days in advance of all general and Board of Directors meetings. Notice of general meetings may be given by the Alumni Bulletin or special newsletter, or special publication, and distributed by the U.S. Postal Service.

SECTION 5. RULES OF ORDER: The rules of order for the Association shall be Robert's Rules of Order as revised.

CHAPTER IV. ELECTIONS

SECTION 1. NOMINATIONS: The President shall appoint at least two members from the Board of Directors to serve on a Nominating Committee who shall meet prior to the annual meeting. It shall be the duty of the Nominating Committee to select at least one nominee per expiring term on the Board of Directors to be voted upon. The Dean of the School shall serve as an advisor to this committee. They shall present a slate of nominees for approval of the members at the annual meeting.

An Active Member's name must be included as a candidate if a written petition signed by at least ten members is submitted to the Board of Directors.

CHAPTER V. COMMITTEES

SECTION 1. RESPONSIBILITY: In working toward achievement of the objectives of the Association, each committee shall function in a developmental and advisory capacity and developing programs authorized by the Board of Directors in the area of Association interest to which it is assigned.

SECTION 2. APPOINTMENTS: With approval of the Board of Directors, the President shall appoint all standing committees necessary for the proper functioning of the Association. The President shall also appoint additional committees as, in his judgement, the interests of the Association may require, and he may prescribe the duties of such committees.

SECTION 3. CHAIRMEN: Board directors not holding office may be chairman of the committees. The chairman shall coordinate activities of his committee, report its activities and recommendations to the Board of Directors and present its annual report at the annual meeting.

SECTION 4. STANDING COMMITTEES:

A. COMMITTEE ON FINANCE: The Committee on Finance shall be responsible for the budgeting and auditing of the Association's funds and also for the fund raising activities of the Association.

B. COMMITTEE ON MEMBERSHIP: The Committee on Membership shall be responsible for the encouragement of the Association Membership and dissemination of information of Association services.

C. PROGRAM DEVELOPMENT COMMITTEE: The Program Development Committee shall be responsible for working closely with the Dean of the College of Optometry in the development of any educational programs which the Board of Directors considers to be appropriate for the Alumni or the College of Optometry.

CHAPTER VI. DISBURSEMENTS

All expenditures shall be approved by the Dean of the College of Optometry.

CHAPTER VII. COLLEGE ALUMNI ASSOCIATION REPRESENTATIVES

From its own numbers, the Board of Directors shall elect the representatives from the Association to the Ferris State College Alumni Association.

CHAPTER VIII. AMENDMENTS

Amendments to the By-Laws can be made by submitting in writing to the Board of Directors at least thirty days prior to their meeting and approved by a majority vote of the directors present.

CHAPTER IX. FISCAL YEAR

The fiscal year of the Association shall be defined as the period from July 1st to June 30th of the following year.

Appendix 2

Alumni,

This is a survey regarding alumni activities and the state of the alumni association. We recognize the alumni as being a very valuable resource to MCO and hope to improve the relationship between current and past students. As faculty and alumni of MCO you have an idea of how things work on both sides of the fence. We were hoping that you could complete the survey and return it with your opinions and suggestions. Also, please let us know of any topics that would be helpful in reactivating the alumni association but we failed to address. We are hoping to incorporate your ideas and send this to the rest of the MCO alumni before spring break so if you could return it to either Deb Denton or Christy Krall by Friday the 20th that would be very helpful.

Thank you for your time and advice,

A handwritten signature in cursive script that reads "Deb Denton & Christy Krall". The ink is dark and the handwriting is fluid and connected.

Deb Denton and Christy Krall

Remember your days at Ferris State University College of Optometry? The school has changed its name for those of you who were not aware. It is now known as the Michigan College of Optometry at Ferris State University. While the name may have changed, giving us more distinction, it is still the same great school.

We, Debra Denton and Christy Krall, have taken on a large task as our senior project to help reactivate the Optometry Alumni Association and Board of Directors. We could use your help. Please spare a few minutes to complete the enclosed survey.

First, however, let us remind you why the alumni association was created and the purposes that it is meant to fulfill. The current constitution contains the following purposes:

- Maximize the use of resources of the alumni—including their talents, services and financial assistance toward the attainment of the educational, profession, scientific, charitable, and benevolent purpose of the College of Optometry and the Association.
- Promote, establish and maintain appropriate communication patterns and the other relationships between the College of Optometry and its alumni.
- Promote a unifying interest and loyalty of present, former, and prospective students and others interested in the welfare of the College and stimulate their willingness to participate actively in the programs and progress of the College of Optometry.
- Assist the College of Optometry in providing appropriate incentives for attracting and maintaining outstanding faculty and staff.
- Assist the College of Optometry in providing appropriate incentives and other mechanics to attract and maintain outstanding students, when such student solicitation is within the prescribed College of Optometry policies and objectives.

As you can see, the alumni can be a great resource to MCO. Your alma mater can always benefit from a little of your time and the knowledge that you have gained while practicing our profession.

Thank you for your time and suggestions,

Debra Denton and Christy Krall
Second year optometry students

Micheal P, Keating, Ph.D.
Alumni Advisor

MEMO

4TH YEAR STUDENTS

You are almost done with your time here at MCO, but we hope that it remains an important part of your professional life. We are conducting a survey of the 546 past graduates (a group you will soon belong to) in hopes of strengthening the Alumni Association. We would like to accomplish tasks such as an alumni directory, alumni banquets and alumni awareness at MCO to enhance communication and involvement. Your participation and suggestions can play a vital role in strengthening the Michigan College Alumni Association. Please complete the attached survey, recently filled out by alumni, and return it to Christy Krall or Deb Denton no later than May 8, 1998. Congratulation and Good Luck in your future endeavors.

Thank you for the time and effort you have already dedicated to MCO,

Deb Denton Christy Krall

Deb Denton and Christy Krall

Appendix 2

1) Do you currently receive the Alumni Bulletin?

YES

NO

2) Do you read it?

YES

NO

If you read it, what topics interest you? (Circle all that apply)

Student progress

Renovations/Improvements

Faculty Updates

Alumni Updates

Other _____

What topics do you want to see added?

3) Do you feel in touch with your alma mater?

YES

NO

4) Would you purchase alumni logo products to support student programs?

YES

NO

5) Would you be interested in using a web page to obtain alumni information?

YES

NO

6) Would you be interested in being a guest speaker for the students at MCO?

YES

NO

If yes what type of speaker? (Circle all that apply)

Your specialty

Current research

Your career path

Practice management

Mode of practice

Satisfaction of your job

Other _____

7) Would you attend an alumni reception?

YES

NO

8) Have you attended a College of Optometry alumni reception within the last 5 years?

YES

NO

If yes, where?

9) Would you go to a reception if it were held during an annual state, national or regional optometry convention?

YES

NO

If yes, which convention would be best?

Contact Lens/Primary Care Seminar, Lansing, MI

MOA Convention in Summer

AOA

AAO

SECO

NCOC

Other _____

10) Would you like to have the College sponsored events during Homecoming?

Yes

NO

11) Would student-alumni interaction be beneficial to you?

YES

NO

If yes, how? (Circle all that apply)

Summer employment

Assist with vision screenings

Meet future prospects for an associate or partnership

Mentoring

Other _____

12) Do you want to be more involved in the Optometry Alumni Association?

YES

NO

13) Would you be interested in holding an office on the Optometry Alumni Association Board of Directors?

YES

NO

14) What "perks" should the officers have since it is a voluntary position? For example, should travel expenses to board meetings be covered.

15) As it stands now, only alumni that have contributed donations within the last 24 months are considered members of the Optometry Alumni Association at the Michigan College of Optometry. Would you like to continue this process or would you like to pay a small annual fee?

Same Process

Annual Dues

If annual dues, what is a reasonable amount? (\$10-15, \$20-30, >\$30)

16) Are you a dues-paying member of the Ferris State University Alumni Association?

Yes

NO

17) As a member of the Optometry Alumni Association, what programs would be most beneficial to you? (Circle all that apply)

Discounts on college-sponsored continuing education seminars

Demonstration/Tutorials of new or old procedures

Discounts on equipment and products from MCO

Other _____

Questions/Comments:

RESULTS OF THE SURVEY
(this is based on an approximated 175 responses)

Feel in touch with your alma mater

100

Would purchase logo products

122

Would use a web page

107

Would attend a banquet

145

Attended in the last 5 years

45

Location for banquet

CL Lansing 82 MOA 47 AOA 18 AAO 26 NCOC 5 SECO 27

Interested in Homecoming events

29

Student-alumni interaction interest

59

Want to be more involved

77

Dues

77 and an amount of \$20-30.

Same Process

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Dean Lewis:

We have interest in the state of the Alumni Association. Realizing the extent of this project, we developed it into our senior project. The survey you edited last month has been sent and approximately 175 returned. We are currently surveying the fourth year students and awaiting the responses. The compiled results of the completed alumni responses gave us a mixture of enthusiasm and negativity. The main goal of this project is to establish camaraderie and pride among alumni that will inevitably benefit MCO. We propose the following outline to achieve our goal of strengthening the association and addressing alumni concerns.

- Alumni Board of Directors
- Address Means of Funding
- Alumni Banquet at an Established Convention or at MCO
- Alumni Directory
- Alumni and Board Member Perks
- Expand Alumni Bulletin Topics and Contents
- Speakers Bureau
- Alumni Logo Paraphernalia

Plan to achieve the above:

1. Locate individuals interested in holding a position on the board of directors and work with these individuals and past officers to update constitution.
2. Determine amount collected in the 1997-1998 school year and the amount necessary to maintain the Alumni Association. Consider a dues process that would be compatible to the current process. The survey showed a 50% split between the current process and the annual dues (one valid suggestion was to pay dues if you have not donated within the last year). Make alumni aware of whichever process deems applicable.
3. The contact lens seminar in Lansing was indicated as the preferred choice for a banquet. We plan on pursuing a banquet this fall (October 7-8) if possible. We realize conflict can arise from co-sponsoring events with the MOA. Some interest was also indicated for continuing education at MCO. This needs to be researched further.
4. Initiate construction of an alumni directory by working with the correct department. A strong interest was expressed for such a reference.
5. Institute in the by-laws standard benefits to board members. Determine benefits. The reasonable responses were travel expenses, registration to MOA convention and reduction in fees for MCO sponsored continuing education
6. Submit suggested topics for the Alumni Bulletin to Dr. Vance for consideration.
7. Contact potential speakers who expressed interest through the survey and organize a roster according to subject.
8. Develop a catalog of MCO paraphernalia and send out with Alumni Bulletin. These profits could benefit student travel grants to conventions.

CC: Dr. Vance
Dr. Keating

Appendix 4

Well here is the current status on the alumni project. We are still addressing many issues brought up by the alumni survey last spring. We have been diligently progressing little by little, but time is running out and we have a whole list of things yet to accomplish. Due to numerous requests we are putting an alumni directory top on the list.

We recently met with the Director of Alumni Relations for Ferris State University, Dawn Dempsey, and received many good ideas and lots of support. The directories for other FSU colleges were very impressive and we are striving for something equally nice. Unfortunately, we are still just a few alumni short of meeting the minimum required by the publisher. (We are getting close though!!) In the mean time we would like to print a directory using Ferris facilities. Typically a new directory for each college is published every five years so when the year 2004 rolls around we will have enough alumni to publish a hard bound directory and we will already have a basis that we can improve upon.

To get this started we are planning to use the address to which this publication is sent. The directory will include a history of the school, a faculty listing, and alumni information organized by name, location and graduation year. Before we can get started, however, we need to know who is interested in being included and who is interested in receiving one. For you to be included we do have to have **your permission in writing by January 31st, 1999**. Also, if you would prefer a different address to be used or have additional information that you would like included (ie email address) you can include that on the form as well. Keep in mind if we do not get a response, we cannot include your name.

I realize that many doctors are concerned about privacy. I have discussed this issue with Dawn and can assure you that the alumni office and MCO administration is as conscientious of this issue as you are. Ferris has taken many steps to protect the privacy of other alumni groups and they will continue to do the same for MCO alumni.

Thank you for all the input thus far. We always like to hear your ideas and concerns so if there is anything we can do please let us know.

Sincerely,

Debra L. Denton

Christy Krall

I Dr. _____ would like to be included in the Michigan College of Optometry directory that will only be distributed to my fellow alumni.

I would rather use the following address:

I would also like to include (ie email address):

I would be willing to pay for the directory:

\$5

\$10

\$15

Think it should be an alumni benefit

Please return your responses to: Michigan College of Optometry @ Ferris State University, Mailbox #43, 1310 Cramer Circle, Pennock Hall 401, Big Rapids, MI 49307.