

# Top priority

## OU capital drive aids library first

By Tim Richard  
staff writer

Oakland University "went public" this week with its first major fund-raising campaign.

The goal is to raise \$15 million in five years — \$10 million for plant and equipment and \$5 million for operations, President Joseph Champagne said.

"You need momentum. You try to build up leadership," he said as he announced that \$7.1 million already had been raised. "You try to be at one-third of your goal before you go public."

"Then after your campaign, your total giving tends to sustain itself. People give to things they've already given to."

"OUR FIRST priority is the library," Champagne said. A doubling of the Kresge Library's size will cost \$11.5 million.

Of the \$10 million in capital funds, \$4.5 million will go to the university's local share of the project. The state budget will kick in \$7 million.

"The only way we could get the state to put up the money for the library was for us to put up," Champagne added. The Kresge Foundation already has given \$1 million to library project.

Groundbreaking will be in spring 1987, and completion is scheduled for fall of 1988.

CHAIRMAN OF the fund-raising effort is Eugene A. Miller, president of Comerica Inc. It will be called "A Share in the Vision: The Campaign for Oakland University."

The effort was launched with a news conference Tuesday afternoon and the annual dinner of the OU President's Club, an organization of 854 members who support the university and its programs, that evening.

"Without additional funds," said Miller, "facilities, equipment and programs will lag." He outlined three other goals:

- \$3.5 million to increase science and computer technology. This will provide equipment for students and faculty for teaching and research purposes throughout the university.
- \$2 million for The University Fund to reflect donor interests in various activities of the university.
- \$5 million for The Opportunity Fund that will support teaching, re-



Champagne Miller

search, public service and cultural activities. These range from Meadow Brook cultural arts programs to athletics, engineering and the humanities.

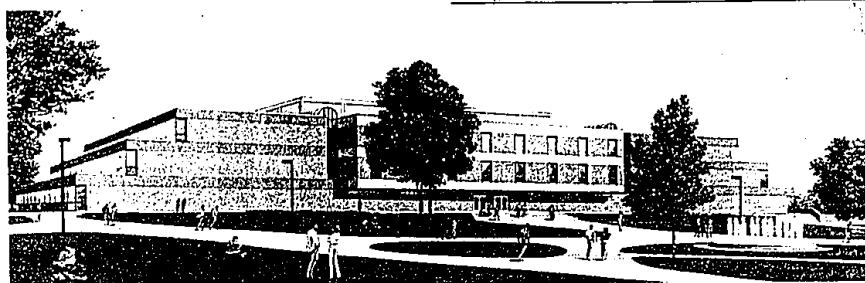
"EIGHTY PERCENT of Oakland's graduates settle in the immediate region and contribute significantly to the growth and welfare of the community," Miller said.

Joan Stinson, alumni director, said OU has about 22,000 graduates. "In a typical, public, four-year university, about 15 percent of the alumni donate. Ours give at a 22 percent rate."

She said alumni have pledged \$1 million and given about \$10,000 to the campaign.

OU was begun in 1857 when the late Matilda R. and Alfred G. Wilson gave \$2 million and their 1,400-acre Meadow Brook Farms Estate to create it. OU opened in 1959 and was operated by Michigan State University until 1970, when Oakland obtained its independence.

This fall, Oakland University enrolled a record 12,707 students. Its structural budget is about \$50 million.



OU's Kresge Library would be doubled in a \$11.5 million state-local project starting next spring. The wings at the left and right of this architect's rendering would be added.

THE FUND-RAISING drive, if successful, should enhance OU's prestige in the halls of the Michigan Legislature, Champagne said. "It will move the university up a notch," he said.

To some, OU is one of the "regional" universities.

Champagne insists, however, that it already is a "research" university. In a class with the University of Michigan, Michigan Tech, Michigan State and Wayne State universities — based on federal research grants. It's just that OU doesn't get the public recognition.

"We must rely more on our own initiative and support from the private sector to retain our quality. In this way, we can grow with the demands placed on us by our students, ourselves and our community."

It's the first fund-raiser that Champagne, president for five years, ever has led.

JOINING MILLER and Champagne on the campaign committee are:

Gerald Greenwald, chairman of Chrysler Motors; Ernest L. Grove Jr., vice chairman of Detroit Edison

Co. and campaign leadership gifts chairman; David Handelman, chairman of the board, Handelman Co. and a member of the OU board of trustees.

Marvin L. Katke, president of the OU Foundation and former OU trustee; F. James McDonald, president and chief operating officer, General Motors Corp.; Donald E. Petersen, chairman of Ford Motor Co.; Paul G. Stern, president, Unisys Corp. (former Burroughs and Sperry); and Alan E. Schwartz, former OU trustee and partner in the law firm of Honigman, Miller, Schwartz & Cohn.

Serving with Grove on a leadership gifts committee are James A. Aliber, chairman and chief executive officer of First Federal of Michigan; Robert B. Carlson, president and chief executive officer, Crowley, Milner and Co.; John W. Day, president, Bendix Group, Allied Automotive; William R. James, president, James Associates; Donald G. Puseas, president, Blue Cross/Blue Shield; and Thatcher W. Root, vice president, Thomson McKinnon Securities Inc.

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