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March 10, 1969

Mr. Joseph B. Shane
Vice President, Public Relations &
Alumni Affairs
Swarthmore College
Swarthmore, Pennsylvania 19081

Dear Joe,

As part of a general assessment of reactions to campus unrest, we have been asked by the American Council on Education to provide information on alumni attitudes as they may be reflected in measurable ways.

We have selected, for reasons that will be obvious, about 25 knowledgeable men who we believe can give us a rational reading of the situation at their institutions.

While you may wish to consult with others on your campus, I believe the enclosed questionnaire will not take long to answer.

There is urgency to this request, in that we would like to receive your reply no later than March 21.

Thanks for your thoughtful help.

Sincerely,

A handwritten signature in cursive script, appearing to read "George J. Cooke, Jr.".

George J. Cooke, Jr.

GJC/vrs

Enclosure

ALUMNI REACTION TO CAMPUS UNREST

I. Has there been any substantial or distinctly articulate reaction to campus unrest? ☒ Yes ☐ No

II. If "Yes", how has it been evidenced?

A. By appropriate volume of specific mail? ☒ Yes ☐ No

1. Has the correspondence been from a significant number of donors and alumni leaders in comparison to "inactive" alumni? ☒ Yes ☐ No

2. If you have specifically analyzed the correspondence, what type of attitude did it show? Reactions were mixed as to how the College was handling it. All of the correspondence was opposed to the confrontation. Most all the mail after the incident backs the College's handling of the situation as right and in the Quaker tradition.

B. By discernible affect on your Annual Fund? ☐ Yes ☐ No

1. In numbers contributing? ☒ Yes ☐ No

Numbers or percent of increase/decrease ☒ Yes ☐ No

2. In amounts given? ☐ Yes ☐ No

Total dollars or percent of increase/decrease _____

3. Were there any factors other than unrest which might have caused or contributed to changes?

Impossible to say. The Alumni Annual Giving Fund does not end until June and Alumni vary in the times and patterns of giving. We have hopes that we will achieve goal.

less than last year

C. By (to your certain knowledge) the withholding or cancellation of capital gifts? ☐ Yes ☒ No

1. Can you cite specific examples (dollar amounts)? No.

2. If not literally withheld or cancelled, have any such gifts been seriously jeopardized? ☐ Yes ☐ No
Not that we know of.

Amounts:

D. Can you cite examples of gifts which have been made because of favorable reaction to the administration's handling of campus unrest or student activism? Yes. Some people have given to the Alumni Annual Giving Fund this year who have never given before. A substantial number of people giving are giving more.

III. Have your Alumni taken any official action, as an organization?

☐ Yes

☒ No

IV. In the case of public institutions, has your legislature taken any action with regard to:

A. Decreased appropriations? ☐ Yes ☐ No

B. Scholarships and loans policy? ☐ Yes ☐ No

C. Restrictive legislation? ☐ Yes ☐ No

D. Are any such actions being considered? ☐ Yes ☐ No

Institution Swarthmore College

Signature

Joseph B. Shane, Vice President

Date

March 19, 1969

3-10-69

GJC:ram