

RG 210
Institutional Advancement

Inventory
Accession 95:020

(box 4/3/6/50)

Special Events Records, 1985-1994:

- Commencement, 1990-1993 (4 folders)
- President's Holiday Ball/Party, 1985-1991 (4 folders)
- Electrical & Computer Engineering Building groundbreaking ceremony, July 23, 1986
- Vet Med Day, June 29, 1990
- Valley Football Center dedication ceremony, Nov. 10, 1990
- Child Care Center groundbreaking ceremony, Jan. 25, 1991
- Linus Pauling 90th birthday events, March 5-6, 1991
- Gymnastics event, April 6, 1991
- Alumni/Development reception, Palm Springs, April 24, 1991
- Agricultural & Life Sciences Building topping out ceremony, May 30, 1991
- College of Liberal Arts Theatre gala, Jan. 17, 1992
- Agricultural & Life Sciences Building dedication ceremony, Nov. 21, 1992
- Martin Luther King, Jr. celebration (MU room dedication), Jan. 13, 1993
- Library expansion project brunch, Portland, May 16, 1993
- Autzen House dedication ceremony, Dec. 15, 1993
- Harvey Conference Room dedication ceremony (Withycombe Hall), Feb. 24, 1994
- Library expansion project dinner, Lasells Stewart Center, April 9, 1994
- Alumni Club of Thailand, April 27, 1994
- Library Campaign Leadership Committee breakfast & lunch, July 26, 1994

Accession (2000:106)

University Advancement (RG 210)

University Marketing Records,

Inventory

(box 4/2/5/40)

CASE (Council for Advancement and Support of Education) Annual Assembly, 1997

Reports: Efficient Assortment, 1995-1997

Continuing Higher Education, 1997

Projects: Completed Bookmarks, 1997

Direct Mail-College of Agriculture, 1997

Alumni-General, 1996-1997

Advertising: Tahan Agency, 1995-1996

OSU Foundation-Board of Trustees Meetings, 1997

OSU Alumni Association-Board Meetings, 1997

Science/Math Education List, (Selected list of high school science teachers in Oregon and OSU

graduates with science degrees) 1997-1998

Vendors: NDI (No Dinx Inc.), 1997

Housing and Dining, 1997-1998

Faculty Handbook, 1997

Focus Groups:

Beaverton H. S., 1996

Corvallis H. S.,

McNary Hall (Women), 1996

McNary Hall (Men), 1996

Greek Men, 1996

Alumni Donors, 12/1996

Advertising: License Plates

Billboard-Salem, 1997

Agency Search Proposals, 1997

(box 4/1/9/31)

Advertising: High School Newspapers, 1997:

Bend H. S.

South Salem H. S.

McKay H. S.

McNary H. S.

North Salem H.S.

Sprague H. S.

Chemeketa Community College Newspaper

Community Issues-*Beit Am* (Jewish community newspaper), 1997
PSAT Reply Mailing, 1998
PACRAO (Pacific Association of Collegiate Registrars and Admission
Officers) Conventions,
1997, 1998

(box SR 1/02/7/13)

Sound Recordings

Focus Groups-13 cassette tapes

10-13-98 sessions (4 tapes)

10-14-98 sessions (4 tapes)

11-19-98 sessions (5 tapes)

Radio advertising spots-5 cassette tapes

University of Oregon 1998 (2 tapes)

OSU (Radio 1. Hamster, 2. Back to College) (3 tapes)

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**RG 210 University Advancement-University Marketing Records,
1986-2003**

AC 36.03.02.10

Inventory

Higher Education and National Affairs, 1998-2003
Logo-Homecoming, 1997
Marketing College Programs: College Marketing Budgets and Planning,
1996-1997
Marketing-Dining Plan, 1997
Marketing Plans, 1988-1998
Market Research, 1999
Marketing Plan-College of Agriculture, 1995-1998
Marketing Strategic Advisory Committee, 1997-1999 (2 folders)
Marketing Symposiums, 1998-1999
Diversity: General, 1997-1998
Admissions-Programs, 1998-1999
Admissions-Scholarships, 1999
Admissions and Enrollment:
 1997 Scholarship Campaign, 1998
 Alumni Calls, 1998
 Beaver Open House, 1997
 Issues, 1997
 Management, 1997
 Open Forum, 1997-1998
Executive Forum, 1997
Faculty Diversity, 1996-1997
Hatfield Marine Science Center Advertising Plan, 1995-1997
High Achiever Mailing, 1997
Advertising:
 Results, 1998-1999
 ROTC, 1999
 1998 Test Market Results
Agricultural Sciences Opinion Survey, 1997
Alumni-General, 1998-2000
Alumni-Recruiting, 1998
American Airlines Contract, 1999
Benton County Booth-Oregon State Fair, 1999
Brand Oregon Initiative, 1997-1999
Campus Climate, 1998 (survey forms)
Campus Climate-Cabinet Responses, 1998
Career Services, 1997-1999
OSU Statistical Report-Fall 1997

OSU/MECOP Participation, 1998
OSU Image Survey, 1989; 1997
AC 36.03.02.20

OSU Statewide-General, 1997-1999
Oregon Shines II, 1997-1998
OPEU Decal Conflict, 1997
Open Forum-Previews of Marketing Materials, 1998
Minority Outreach, 1998-1999
Diversity-Latino, 1999
Minority Event Planning: African-American, 1997-1999
Minority Event Planning, 1997-1998
Minority Affairs-Asian Event, 1998-1999
Diversity: Asian-Americans, 1999
Microsoft Campus Agreement Program, 1998
Media:
 Visits, 1997
 Oregon Business, 1997-1998
 OMSI Magazine, 1998-1999
Media Plan, 1998-1999
Gazette-Times Summer Insert, 1999
Surveys-Misc., 1998-1999
Student Survey-Student Screening, 1997
Student Credit Hours Analysis, 1997
Student Affairs Marketing Workshop, 1999
State Of Oregon, 1997
Sponsorship-General, 1996
Survey Projects, 1997-1999
Student Surveys, 1986; 1997-1998
University Promotion Plan, 1998
University Marketing Web Marketing Agreement, 1998
UMAS (Univ. Minority Achievement Scholarship)/JMAS, 1997
UMAS-Magazine Survey, 1997
Target Market Plan-African Americans, 1996-1998
Publications Office Review, 1998-1999
President's Annual Reports, 1999-2001

AC 36.03.01.10

President's Annual Reports, 1998-1999 (2 folders)
Pearls of Wisdom, 1998
Scholarships- Name Research/Access and Achievement Scholarships,
1997
Scholarship Campaign, 1998-1999
Scholarships: Undergraduate Campaign, 1997-1999

Retention Statistics for Fall 1997 through Fall 1998, 1998

Retention-Engineering, 1997

Retention-Data analysis, 1996-1998

Recruitment:

 Publications, 1996-1997

 High Achievers, 1999

 Extension Office, no date

 CD Rom, 1996

 General, 1996-1998

RG 210 University Advancement

Accession 2003:099- Special Event Records, 1996-2000

Inventory

(box 1)

Basketball Events, 1996-2000
Budget (for special event activities in general), 1996-1999
Commencement, 1997-1999
Emeriti Reception and Directory, 1997-1999
Food Drive, 1997-1999

(box 2)

Football Events, 1997-1999
Forbes, Orcillia, Reception, 1998
Good Samaritan Hospital 50th Anniversary, 1998
Greek Life Task Force, 1997
Holiday Reception, 1997-1999
Homecoming 1996-1998
Japanese Dignitaries (Anazawa Scholarship Delegation OSU Visit),
1999
Library/Forestry Buildings Dedications, 1999
Moore, Sylvia, Retirement, 1999
Office Personal Association (OPA) Executive Lunch, 1997
Owens, John, Memorial Service, 1997
State Board of Higher Education Reception and Dinner, 1997
Twenty-Five Year Club, 1997-1999 (Includes slide presentations and
scripts)
University Day, 1997
Zonta Auction, 1998

Photographs:

Commencement, 1997-1999
 Food Drive Campaign, 1997

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**University Advancement (RG 210)
Special Event Records, 1999-2000**

Box 1

Basketball Games: Jan. 4-March 4, 2000

Commencement 2000:

 General (3 folders)

 Photographs (2 folders)

Conference Services and Special Events Strategic Planning Committee,
2000 (3 folders)

Emeriti Reception, 2000

Food Drive 2000

Football Games, 2000

Forrest Rodger's Farewell, 2000

God 2000 Conference, 2000

Box 2

Holiday Reception, 2000

Journalism Lunch Meeting, 2000

Oregon State of the Environment, 2000

OSU Board of Advisors, 2000

Sand County Foundation Dinner, 2000

Scandinavian Heritage Auction, 2000

Twenty-Five Year Club, 2000:

 General (2 folders)

 Presentation with Script and Slides

 University Special Events Budget, 1999-2000

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**University Advancement (RG 210)
University Marketing Records, 1996-2004**

Box 1

Annual Report, 1998-99
CASE (Council for Advancement and Support Education) Awards,
1999-2004
OSU Budget/Redesign Communication Team and Focus Groups, 2001-03 (4
folders)
OSU Marketing Plan: Prospective Students, 1998-1999
OSU 2007 Marketing, Communications, and Publications Alignment
Subcommittee,
2002-03 (2 folders)
Undergraduate Recruitment Campaign: 1997/98-1998/99 (2 folders)

Focus Group and Survey Research Summary Reports:

Central Oregon Baseline Market Study, 2000
Conference Support Issues OSU Faculty Study-Discussion Group Final
Report, 2003
High School Outreach Program-Final Report, 1997
Leadership Perception Study-Statistical Table Summary, 2001
Oregon High School Junior Survey Summary Report, 1998
Oregon High School Sophomore Survey Summary Report, 1997
Oregon High School Sophomore and Junior Survey Summary Report, 1998
Oregon High School Student Survey Summary Report, 1999 (3 folders)
Oregonians' Perceptions of OSU, 1998
OSU Degree Recipient Survey-Class of 1997, 1997
Public Opinion Surveys of Perceptions Toward OUS, 1999-2000
Review of OSU Marketing Studies and Image Materials-Summary
Comments, 1996
Students Who Left OSU and CAS (College of Agricultural Sciences)
Before Graduation,
1997

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RG 210 University Advancement, 1994-2004

(continuation of the incomplete inventory supplied by office)

Box 3

Oregon Community Foundation, 2002; 2004

Oregon Historical Society, 1999-2000

Oregon Entrepreneurs Forum-Al Reser Award Nomination, 2000

OSU 2007, 2001-2002

OSU After Work

OSU Over Lunch, 2000

Pendleton Round-Up, 2000-2001

Portland Chamber of Commerce, 1999-2002

Portland MAP Project, 2002

Providence Health System-Memo of Understanding, 2000-2001

Public Relations-Correspondence, 2000-2001

Budget, 2000-2002

Foundation Account, 2000-2001

Diversity Workshops, 2000-2001

Issues Identification, 2000

Management Information Systems, 1999

OSU Administrators Media Training, 1999-2000

University Development Council, 2000-2003

University Logo Committee, 2000-2001

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RG 210 University Advancement

Special Event Records, 1999-2001

Inventory

Box 1

Basketball Events, 2000-2001
Carl Froude Reception, 2001
Commencement,
Conference and Event Coordinators Luncheon, 2001
Emeriti Directory, 2001
Emeriti Reception, 2001
Food Drive, 2001
Football, 2001
Hatfield Dinner, 2001
Holiday Reception, 2001
Homecoming, 2000
LaSells Stewart Center 20th Anniversary Celebration, 2001
Oregon State Board of Higher Education Reception and Dinner,
1999-2001

Box 2

OSU Board of Advisors Meetings, 2001
OSU Cascades Grand Opening, 2001
Pendleton Round-Up, 2000-2001
Twenty Five Year Club Annual Dinner, 2001 (includes slide show images
and script)

Photographs:

Commencement, 2001
Reception for alumnus Carl Froude , 2001

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(RG 210) University Marketing Records,

Inventory

Box

Summer Session, 2003-2007

University Honors College, 2008

MBA program, 2001-2002

OSU Foundation,

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(RG 210) University Marketing Records, 1997-2009

Inventory

Box 1

Admissions Office-Variou s Projects, 2004-2008 (PSAT search piece, ads, senior viewbook, focus group research, academic scholarships brochure)

Box 2

Admissions Office-Variou s Projects, 2007/08
OSU Cascades Campus, 2003-2006
RMS-General, 2000-2006 (includes materials about the contract with the Capelli, Miles, Wiltz, and Kelly firm and the E-Communications Committee)
MCP (Marketing/Communications/Publications) Alignment, 2002
Marketing Research-Variou s Projects, 2003-2004 (surveys-high achieving students, Faculty Women's Network Programs, admissions)
Leopold, Ketel, and Partners, 2004-2005 (recruitment communication plan)
Communications Audit, 2004-2007

Box 3

OSU DVD Project, 2002-2007
Hispanic Initiative, 2004-2006 (recruitment events)
Summer Session, 2003-2007

Box 4

University Honors College, 2008
MBA program, 2001-2002
College of Engineering, 2001-2002
OSU Foundation, 2001-2004
Professional Science Master's Program, 2008
Logo Committee, 2003-2004
In State Campaign, 2005-2009
Out of State Campaign, 2004-2006
Alumni and Student Stories-Undergraduate and Graduate, 2005-2008

Box 5

Undergraduate Campaign, 2003-2005

Extended Campus, 2003-2006

Marketing and Recruitment Plans, 2001-2003

Box 6

The Annual Report Project Binder: Procedures and Reports, 1999-2004

Univ. Marketing-Web Committee Project Numbers and Pubs Logsheets,
1998-2004

Publication/Website Design Work Order Files

Project Numbers: #29451-29587

Box 7

Project Numbers: #29589-29764

Box 8

Project Numbers: #29765-30242

Box 9

Project Numbers: #30243-30503

Box 10

Project Numbers: #30504-30599

Box 11

Project Numbers: #30600-30704

Box 12

Project Numbers: #30705-30734

Box 12-14

Moving Images, Sound Recordings, and CDs

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University Advancement (RG 210)

Special Event Planning Files, 1990-2012

Box 1

New Faculty Receptions, 1996-2008 (3 folders)
International Scholars Receptions, 1993-2008 (2 folders)
Golden Jubilees/Class Reunions, 1998-2006
Resident Assistant Receptions, 1998-2008
President's Welcome Reception, 2006
Ray's Welcome Reception, 2003 (event for arrival of President Ray)
Dean/Cabinet Welcome Receptions, 1996-2008
Pendleton Round-Ups, 1997-2002 (3 folders)
Pendleton 4-H Reception, 2002
Chair and Department Head Dinners, 1997-2008
Pre-Symphony Events, 2004-2006
Symphony Concerts, 2004-2005
OSU Night, 1999-2002
Johnson Holiday Reception (Old Mill Auction), 1999-2008
Student Leadership Receptions, 1996-2008 (2 folders)
Faculty Women's Network Receptions, 2002-2004
Student Media Dinner, 2006-2008
OSU Day at the Capitol, 2003-2011 (5 folders)
AFAPC Receptions (Association of Faculty for the Advancement of
People of Color), 2002-2008
Crossroads Coffees, 2001-2008
ELI Host Families Receptions, 2001-2007
Folk Club Retirees Coffees, 1997-2007
Graduate Women Network Receptions, 2002-2007
Faculty Senate Receptions, 1997-2000

Box 2

Food Drive, 2000-2008 (10 folders)
Risser's Farewell Events, 2002 (2 folders)
Portland Breakfast/Dinner Series, 2005-2006 (10 folders)

Box 3

University Day, 1996-2008 (20 folders)
Holiday/Winter Coffee Reception, 1997-2009 (8 folders)
25 Year Club Receptions, 1997-2005 (10 folders)

Box 4

25 Year Club Receptions, 2006-2007 (2 folders)
Cards (mostly holiday), 1993-2007 (19 folders and 1 envelope)
Emeriti Receptions, 1997-2008 (7 folders)

Winter Games and Basketball, 2001-2008 (11 folders)
Athletic and Academic Leadership Reception, 2008
President's Commission on the Status of Women Reception, 2006-2007
Chiles Scholars Dinners, 1995-2007

Box 5

OSU Board of Advisors, 2002-2003 (5 folders)
State Board of higher Education, 2003-2004 (2 folders)
Oregon University System Board, 2007
Board of Visitors Receptions, 1997-2003
Directors Dinners, 1997-2008
Commencement Events, 1996-2012 (2 folders)
University Advancement Retreat and Holiday Event, 2005
Panhellenic and IFC Executive Committee Dinners, 1997-2000
Dixon Recreation Center Expansion Party, 2002
Cultural Signing Ceremony, 2002
Cascades Festival of Music, 2002
Conference and Event Coordinator's Network Trade Show, 2002
Luanne's Welcome Dinner, 2004
Senator Smith Visit, 2004
Nobel Luncheon, 2004
National Science Board Reception, 2007
Forbes Dinner, 2003
September 11 Observance, 2002
Hilton Inn Ground Breaking, 2002
Recognition Event/plans, 1991-1999
Farewell Event for Whites, 2004
(Chris) Johns Media Breakfast, 2005 (2 folders)
Sea Fest 2005
PFLA (Professional Faculty Leadership Association) Receptions,
1999-2007
Training Days, 2006

Box 6

PISCO (Partnership for Interdisciplinary Studies of Coastal Oceans)
Receptions, 2008
RHA/ICA/FHA Presidents and Officers Receptions, 1997-2008
Retirement Receptions, 2007 (Caroline Kerl; Carol Mason)
Head Advisors Receptions, 2008-2009
2007 Baseball Championship Reception
Groundbreaking Ceremony-Valley Library, 1996
Groundbreaking Ceremony-Kelley Engineering Building, 2002
Groundbreaking Ceremony-Kearney Hall Renovation, 2006
2007 and 2008-Various Events (2 folders)
Presidential Search, 1995
President Ray's Dinner, 2003
Palm Springs/Fun in the Sun Foundation Events, 2005-2006 (2 folders)

and 1 volume)

Entertainment Records Arranged Chronologically, 1990-1995 (3
folders)