



Objectives

To bring to ourselves, to our alumni, to the State, to the Nation and the World community a broader and deeper understanding of the nature of the University, and of its changing role over the years as an important factor in the task of exploring and shaping the future.

To identify major problem areas that make the next century a critical one—problems that must be solved in this century if the viability of civilization is to continue.

To assess our past (1870-1970)—to recognize the past as prologue; to honor those leaders of the past as men of vision; then to extrapolate our gains as we initiate a changing vision for the future.

To stimulate our colleagues to plan positively for the future—the next century (1970-2070) a critical century—to search to identify the sort of future we want for ourselves and our children; to work toward shaping the future we want for ourselves and our children; to work toward shaping the future to these ends; to determine the role the University must play in helping the individual, the society, the world to formulate such plans and to implement them.

To challenge the leaders in the University, the community, the State and the World to gear up to meet the challenges of this new century.

THE OHIO STATE UNIVERSITY CENTENNIAL REPORT

Initial planning for Ohio State's Centennial observance began as early as 1964, when President Fawcett asked Executive Director for University Relations Frederick Stecker to compile information on other Centennial programs. It was determined that the celebration of Ohio State's one hundredth anniversary would be spread over the entire calendar year of 1970. (The University was chartered on March 22, 1870, and that date is considered the official date of establishment.)

Authority and responsibility for the Centennial were delegated by President Fawcett to a General Centennial Committee which included representatives from each of the colleges, the Graduate School, the student body, alumni, and certain designated ex-officio and at-large members. Appointed in January, 1967, the committee held its first meeting on January 24, 1967, and its last meeting on February 11, 1971.

A six-member Executive Committee chosen from the General Committee membership met weekly during 1969 and the first several months of 1970 to expedite Centennial planning and action.

Preceding the naming of the General Centennial Committee, Dr. Alfred B. Garrett, then Vice President for Research, had been named General Chairman for the University's Centennial, and Mr. Stecker was named Vice Chairman.

On the recommendation of President Fawcett, the University's Board of Trustees approved establishment of the office of Centennial Coordinator effective February 1, 1969, and appointed Mr. Stecker additionally to that post. As Coordinator he was responsible for implementation of the program emanating from the General Committee; Centennial budget; coordination of college and unit Centennial activities; and preservation of literature generated from the Centennial.

Early projects of the General Centennial Committee included the compilation of "Objectives" for the Centennial Year and selection of a Centennial Theme and Centennial Symbol. Upon recommendation of sub-committees to the General Committee, the theme "Learning -- Searching -- Serving" was chosen, and Objectives and Symbol (samples attached to the official copy of this report) were approved.

By November, 1969, production of a bronze Centennial medallion was under way. Designed by Alumnus Milton Caniff, it was used as an official Centennial presentation piece and was not made available for sale to the general public.

From the outset it was planned that as many persons as possible should be involved in the observance of Ohio State's Centennial Year. Rather than a few large University-

sponsored campus-wide symposia or convocations, individual colleges were encouraged to develop Centennial programs of special interest -- enrichment programs for faculty, students, and alumni.

The Alumni Association volunteered to plan and finance observance of Charter Weekend March 20-22.

Through student representatives to the General Centennial Committee, the student body was urged to participate in every possible way, from sponsorship of special student Centennial events to attendance at the many programs planned by the colleges.

As a result of this diversified program literally hundreds of faculty and staff, students, and alumni were involved in the planning and presentation of Centennial programs. And many thousands of persons attended these events. It is believed that The Ohio State University held more Centennial symposia and Centennial-oriented programs, attended by more people, than has been the case for any similar observance at other universities or colleges. In addition to specially planned functions, a number of national organizations were invited to meet on campus during the Centennial Year, and many meetings held annually at the University were given Centennial emphasis.

The first official program of the Centennial Year, held on Saturday, January 10, 1970, at the Ohio Union, was sponsored by the Student Centennial Committee and Ohio Union Activities. Designated "Buckeye Centennibration," it was a gigantic birthday party, complete with a birthday cake in the shape of the Centennial Symbol. Eighteen feet long and eight feet wide, the cake served some 4,000 persons. President Fawcett crowned the Centennial Queen, Christina Lee McClain, during a brief formal program. Miss McClain and her court reigned throughout the Centennial Year. Movies and musical groups entertained throughout the evening in various areas of the Ohio Union, and more than 10,000 persons attended the event.

There were other programs during the year sponsored by various student groups, and some annual events were given a Centennial theme. Major efforts of the Student Centennial Committee were directed toward May Week and Homecoming. Unfortunately the May Week arrangements had to be cancelled at the last minute, when the University was closed because of student disruptions. For Homecoming, a float parade through the University district replaced the usual house decorations.

The college-sponsored programs reflected a wide range of offerings, from special presentations in the performing arts to highly technical scientific programs. Effort was made to secure nationally and internationally prominent speakers, with considerable success. There were distinguished leaders in many fields of learning on the campus during the year. And many of these events were open without charge, providing an unusual educational opportunity to the campus and the community.

The first major college program, held in February, 1970, was that of the College of Agriculture and Home Economics. Speakers included two members of President Nixon's Cabinet. From that time until the end of the year a multitude of Centennial and Centennial-oriented events were held, including the world premiere of the newest Lawrence and Lee play, "The Night Thoreau Spent in Jail." Written by Ohio State Alumnus Jerome Lawrence and his associate, Robert E. Lee, the play was presented by the College of The Arts as its Centennial Theatre production in April and again as part of the Summer Theatre program.

Planning and staging of the elaborate and highly successful Charter Weekend programs March 20-22 actively involved hundreds of alumni, as well as the Alumni Affairs office staff. A black-tie Centennial Ball was held Friday evening, March 20 at the downtown Sheraton-Columbus. Alumni class reunions and the Sunset Supper, normally held in May, were moved to Saturday, March 21.

The Charter Day Convocation was held Sunday afternoon, March 22, with James Reston of the New York Times as the principal speaker. Representatives of the Ohio Legislature were on hand to present a resolution passed by both houses of the Ohio General Assembly commending the University for past achievements and rededicating it for its second century of service. Two gold Centennial medallions were presented: one to the Office of the Presidency, to be worn on ceremonial occasions, and the other to President Fawcett personally.

Sunday evening a Centennial Concert was presented in Mershon Auditorium, with the Cincinnati Symphony, four guest soloists, and The Ohio State University Symphonic Choir and Chorale performing Beethoven's Ninth (Choral) Symphony. There was also a special Centennial composition by Daniel Pinkham of the New England Conservatory of Music, conducted by the composer.

Two additional events were held during Charter Weekend, although not actually part of the official program. "Time and Change" was a very effective and dramatic multi-media presentation staged on Saturday afternoon in Mershon Auditorium. It served as a dedication program for 32 new campus buildings or major remodeling projects and was produced by WOSU-TV. A handsome brochure prepared by the Division of Campus Planning, in cooperation with University Development, was distributed to guests. It outlines the University's physical development over the first century, and is titled "Ringing Grooves of Change."

Also on Saturday afternoon, the James Thurber Reading Room in the Main Library was dedicated, with Malcolm Cowley, retired "New Republic" critic, as speaker.

All events of Charter Weekend were well attended by enthusiastic alumni from near and far. The University family had been urged to attend events other than restricted alumni programs, and many did so, although the dates fell immediately after the close of Winter Quarter classes.

The Centennial Office staff made every effort to keep accurate records of all Centennial programs, along with attendance figures. Some 256 events were held, with an estimated attendance of 120,827. Four events were postponed until 1971 and were attended by an additional 3,151. And the Alumni Association reports that 45 alumni clubs scattered over the world held special Centennial meetings, with an attendance of 3,163. Grand total: 305 events, 127,141 people.

As part of the Centennial observance all colleges, schools, departments, and administrative units of the University were requested to submit histories. Bound copies of these histories are on file in the Archives, the Main Library, and the individual colleges.

There were many special projects designed to bring the Centennial to the attention of the campus and the general public (list attached to the official copy of this report). For example: all motor vehicles licensed in the State of Ohio -- some six million -- wore The Ohio State University colors on their 1970 license plates; there were 150 Centennial scholarships for needy students; and a mountain peak in Antarctica, three hundred miles from the South Pole, was named "Centennial Peak" in observance of the University's anniversary.

The widest possible use of the Centennial symbol was encouraged. Beginning in the spring of 1969, it appeared on all University bulletins; postage meter cancellation slugs; special University letterhead; campus parking permits; name tags; golf bag tags at the University courses -- it was used on a wide variety of printed materials on campus and also on a number of souvenir items, from key chains to whiskey decanters and paperweights, promoted by enterprising "outsiders." Intentionally the symbol was not copyrighted, and such use provided visibility for the Centennial celebration that could not have been achieved otherwise.

The Ohio State University approved three types of recognitions for presentation during the Centennial Year to individuals who have rendered meritorious service to their profession, society in general, the University and/or a specific college or department. These awards were: the Honorary Degree; the Centennial Achievement Award; and the Alumni Centennial Award. In addition, some colleges and departments chose to make awards to distinguished alumni and others who had contributed to the on-going programs of the college or department.

Whereas honorary degrees are normally given each year by the University, it was agreed that an expanded number -- hopefully thirty -- might be bestowed upon particularly distinguished candidates during the Centennial Year. A total of twenty-four honorary degrees were awarded, with presentations being made at Winter, Spring, and Summer Quarter Commencements and certain special events.

Centennial Achievement Awards were given to one hundred living recipients (two posthumous awards). The ceremonies were held December 17-18, 1970, to tie in with Autumn Quarter Commencement on December 18. Ninety-one of the one hundred were present to receive awards in person. To quote from President Fawcett's statement printed in the program for the occasion, "The Centennial Achievement Award recognizes one hundred living alumni, former faculty or staff members, and friends of The Ohio State University for performance and leadership that have brought honor to themselves, their professions, and this University."

Nominations for the award were made by the faculties of the various colleges and the Graduate School, and nominees were chosen from among eminent individuals who had not previously been awarded an honorary degree or Distinguished Service Award or who were not currently active members of the University's faculty or staff.

The Alumni Centennial Awards recognized 213 alumni and volunteers now living who shared notably in organizational service to the University, at the local, national, and international levels -- "representative," it was said, "of the thousands who are perennially at work on behalf of Alma Mater." The awards were made at the Sunset Supper on Saturday, March 21, 1970, and more than 180 of the recipients were on hand.

Recipients of the Centennial Achievement Award and the Alumni Centennial Award received Centennial medallions handsomely mounted (not the same mounting), and appropriately worded certificates of appreciation. The colleges also made wide use of the medallions as presentation pieces for college award winners and for speakers.

In September, 1967, a sub-committee of the General Centennial Committee approved a Centennial budget in the amount of \$130,000. The University's Board of Trustees allocated \$100,000 from non-tax funds, and the balance was made available from the Development Fund. \$65,000 of the total amount was set aside for college programs; \$30,000 for University-wide programs (including a special Centennial film); and the balance reserved for Centennial Office expenditures and a contingency fund. Upon submission of suitable Centennial program plays by the colleges, approval was given for transfer of funds to the college (\$3,800 in most cases) to apply toward implementation of the program. Two colleges chose not to exercise their option on such funds. A \$3,800 grant was also made to the Student Centennial Committee to help cover expenses for the Centennibration and other student-sponsored programs.

Responsibility for "preserving the story of the Centennial Year in word, picture, and sound" was delegated to a committee appointed by President Fawcett and chaired by Professor Robert W. Wagner, Chairman of the Department of Photography and Cinema. In addition to a considerable amount of audiovisual materials collected and created through Dr. Wagner's efforts there is an extensive collection of paper items, documents, programs, and other records, in the University Archives. These materials do not include many items routinely produced on the campus during the Centennial Year by faculty, staff, or student offices which eventually will become part of the University Archives.

There were contributions to the Centennial from outside the University in several ways. For example: Both of the Columbus daily papers carried special Centennial supplements on March 20, 1970. Local commercial television stations, as well as the University-owned station, used Centennial station identifiers at times. The annual Columbus Symphony Ball used a Centennial theme and University musical groups. Battelle Memorial Institute featured Ohio State alumni, plus one faculty member, for its entire 1970 Guest Artist series.



OFFICERS.

V. B. HORTON, Chm. Board of Trustees, Pomeroy, O.
 H. S. TOWNSEND, Chm. Executive Committee, Avon, O.
 JOS. SULLIVAN, Secretary, Columbus, O.
 WM. B. MCCLUNG, Sup't of Farm, Columbus, O.
 (HENRY S. BABBITT, Treasurer,
 P.O. Box 1448 Columbus, O.)

TRUSTEES.

- District.
 1st. - AARON F. PEHRY,
 Cincinnati.
 2d. - JOSEPH F. WRIGHT,
 Cincinnati.
 3d. - CYRUS FALCONER,
 Hamilton.
 4th. - HENRY S. CONKLIN,
 Sidney.
 5th. - WILLIAM SAWYER,
 St. Marys.
 6th. - JAMES M. THIMBLE,
 Hillsborough.
 7th. - JOSEPH SULLIVAN,
 Columbus.
 8th. - THOMAS C. JONES,
 Delaware.
 9th. - WARREN P. NOBLE,
 Tiffin.
 10th. - JAMES W. ROSS,
 Perrysburg.
 11th. - RALPH LEETE,
 Canton.
 12th. - DANIEL KELLER,
 Lancaster.
 13th. - MARVIN M. MUNSON,
 Granville.
 14th. - NORTON S. TOWNSEND,
 Avon.
 15th. - VALENTINE B. HORTON,
 Pomeroy.
 16th. - JOHN C. JAMISON,
 Cudex.
 17th. - CORNELIUS AULTMAN,
 Canton.
 18th. - JOHN H. BUCHTEL,
 Akron.
 19th. - HENRY B. PERKINS,
 Warren.

Dear Friend of Ohio State:

This is a reproduction of the first stationery used by Edward Orton, Sr. professor of Geology and the first President of the Ohio Mechanical and Agricultural College—later The Ohio State University.

We pause at this Centennial time to touch these mementos of Ohio State's proud heritage before we start the bright new century. This second Century will demand new priorities, and new ideas to restore and protect our environment and enrich the quality of life for all.

Ohio State must maximize its enormous potential for education, research and service to respond to new opportunities. To insure this qualitative growth in the second Century Ohio State must make a strong beginning in 1970. Thus, the Centennial Development Fund goal for 1970 is \$10,000,000.

I hope alumni and friends who share my commitment and faith in what we can do in the next decade, will want to invest in the future of Ohio State.

The following pages describe the specific objectives of the Centennial Fund, and suggest several ways in which you can make your Centennial Development Fund Gift.

Sincerely,

Novice G. Fawcett

Novice G. Fawcett
 President