

REPORT OF PROGRESS  
INTER AMERICAN UNIVERSITY OF PUERTO RICO  
DEVELOPMENT FUND PROGRAM

As of January 27, 1967

Submitted by Tamblyn & Brown, Incorporated

MAJOR ACTIVITIES ACCOMPLISHED TO DATE

1. Foundations

A selected list of 40 foundations was given to the Board of Trustees on October 15th, for evaluation. Over 200 foundations have been screened for eventual contact. Preliminary appeals are being made.

2. Alumni

- a) Eight out of ten areas have directors selected by the Alumni Board. Municipality representatives are now being recruited.
- b) A meeting of the Arecibo Alumni was held Nov. 17th, with 40 members attending. Dr. Hoxeng outlined the Development Program and the need for Alumni support.
- c) The President of the Alumni Association met with Dr. Hoxeng and the staff to review plans for the annual meeting in March, when approval for an annual alumni appeal will be sought.

3. Chapel Fund Appeal

- a) Copy and layout for a special report of the Chapel Fund was prepared and approved by the Synod Committee.
- b) Two meetings of the IAU Committee of the New York Synod were held in September and December. The Committee agreed that they should report to churches of the Synod on the progress of the Religious Center and the University's Development Program, stressing support. Dr. Hoxeng reported to the Committee progress to-date and invited members to January 29th groundbreaking ceremony.
- c) The report to Synod will be distributed as an insert to the Presbyterian Life magazine April issue. 100,000 copies will be circulated in the N.Y. Synod. This was approved by Synod Council in January.

#### 4. President's Council

The first meeting of the President's Council was held in San Juan on December 6th. Temporary presidency was accepted by Mr. Pedro Purcell. Other committee chairmen accepted nominations as recommended by the Steering Committee. Thirty-one of the fifty members attended. First annual meeting called for May 1967.

#### 5. San Germán Friends

- a) The Steering Committee met on October 3rd for evaluations. Senator Santiago R. Palmer was selected as chairman. All eight Steering Committee members were enlisted as team captains to enlist five team members as solicitors.
- b) On October 17th the Committee set a goal of \$100,000.
- c) On January 14 a meeting was held at San Germán with 25 persons attending. Dr. Hoxeng and Senator Palmer both addressed the group. Pledges totaling \$24,350 were obtained.

#### 6. Trustees

- a) The Board adopted a working goal of \$500,000 and a solicitation committee appointed for Puerto Rico and Stateside. Objectives also set at \$100% participation.
- b) Solicitation proceeding with thirteen members, pledging to date some \$130,000.

#### 7. Organization

Sam H. Casey, president of the Commonwealth Oil Refining Company, has accepted the general chairmanship of the Development Drive. Mr. Santiago Polanco Abreu, Resident Commissioner of Puerto Rico in Washington, was appointed as Honorary Chairman, and Mr. Edward Kreiger, Manager of General Electric in Puerto Rico, appointed as Chairman of Corporate Committee. Mr. Casey is now exploring possibilities for Vice Chairmen for Puerto Rico and the United States.

#### 8. Special Memorials

##### a) Rachel Akers Palmer Memorial

Dr. Andrés Acosta has agreed to serve as Chairman of the Memorial Fund. Organization work is proceeding to enlist a committee and interested persons.

b) Muna Lee Memorial

Mr. Gardner Russell is compiling lists of Muna Lee's friends in Puerto Rico and is asking Mr. Arturo Morales Carrion to do the same in Washington.

9. Publicity and Public Relations

- a) Leadership Statement prepared in English and Spanish -- 1,000 each.
- b) Press coverage obtained on the National Teachers Corps Training, the Sta Com Report speakers and two general stories. Front page coverage obtained on seminar discussions given by Morales Carrion and Negron Lopez.
- c) Completion of sound slide presentation.
- d) Editing of copy for library slide presentation.
- e) Edited promotional folder material for San Germán library. (Gift opportunities.)
- f) Preparation and layout for revised Facts Folder.
- g) Prepared layout for annual report.
- h) Prepared copy and layout for progress report on the Religious Center.
- i) Prepared layout for campaign brochures.
- j) Handled release announcing the appointment of Mr. Casey as General Campaign Chairman to special outlets including the following: TIME, Newsweek, Business Week, Forbes, Nation's Business, U.S. News & World Report, Religious News Service, El Diario-La Prensa, Oil Daily, and New York Presbyterian publications.
- k) Coordination of publicity efforts with Commonwealth Oil Refining Company, and Tamblin & Brown, N.Y.C. for United States coverage.
- l) Assisted in staging a meeting for publicity purposes at the Brick Presbyterian Church at which a check for \$532,000 was presented to Dr. Hoxeng by the Inter American Committee of the Synod of New York. Releases were distributed to the media through Rev. Humphrey Walz, Public Relations Director for the Presbyterian Synod of New York.

- m) Prepared layout and copy for a center spread insert to run in Presbyterian Life.
- n) Also, throughout this period a running dialogue has been carried on with the architect concerning progress in developing renderings, floor plans, building descriptions, etc. The same has been done with Humphrey Walz, Synod of Puerto Rico Director to service Presbyterian groups with news about IAU, and particularly its Chapel and Religious Center.

10. Other Fund Activities

An appeal for funds is being prepared, aimed at the U.S. Steel Foundation, at the suggestion of Dr. W. Homer Turner, president of the Foundation, along with other foundations.