
The Finding Aid of the Michael F. Adams Papers 0135

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Pepperdine University. Special Collections and University Archives.

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Language of Material: English

Contributing Institution: Pepperdine University. Special Collections and University Archives.

Title: Michael F. Adams Papers

Identifier/Call Number: 0135

Physical Description: 8.34 Linear Feet 7 boxes

Date (inclusive): 1965-1989

Abstract: The Michael F. Adams Papers contain materials relating to his time as vice president of university affairs at Pepperdine University. The collection is primarily composed of materials relating to the Board of Regents, development and giving campaigns, and scheduling. Materials date from 1965-1989.

Arrangement

The collection is organized into the following series: 1. Schedules; 2. Subject Files; 3. Board of Regents; and 4. Correspondence.

Conditions Governing Access

Advance notice required for access. The Board of Regents series is restricted for 50 years from date of creation.

Conditions Governing Use

Permission to publish, quote, or reproduce must be secured from the repository and the copyright holder.

Preferred Citation

[Box/folder# or item name], Michael F. Adams Papers, Collection no. 0135, Special Collections and University Archives, University Libraries, Pepperdine University.

Immediate Source of Acquisition

The collection was donated to Pepperdine University by Michael F. Adams on July 22, 2014.

Biographical note

Michael F. Adams was born on March 25, 1948, in Montgomery, Alabama. He received a B.A. in speech from David Lipscomb College in 1970, before completing a PhD in political communication at Ohio State University in 1973. While at Ohio State University, Adams taught several courses relating to politics and public speaking. After leaving Ohio State University in 1975, he held a number of political positions, including the roles of administrator for Senator Howard Baker's staff and as the Republican nominee for the House of Representatives for a district in Tennessee in 1980.

In 1982, Adams came to Pepperdine University as vice president of university affairs. During his tenure at Pepperdine, he implemented the Wave of Excellence giving campaign, which sought to raise \$100 million for the university. He oversaw the campaign until its completion in 1989, and went on to serve as the president of Centre College in Kentucky. During his time at Centre College, the university's endowment tripled. He stepped down from this position in 1997, when he accepted the role of president at the University of Georgia. He held this position for 16 years, retiring in June 2013.

Scope and Content

This collection contains materials relating to Michael F. Adams' time as vice president of university affairs at Pepperdine University. The collection includes materials relating to the Board of Regents, development and giving campaigns, schedules, and correspondence. The collection also contains some materials from Michael F. Adams' professional experiences prior to arriving at Pepperdine, as well as some earlier Pepperdine materials relating to his position. Materials in the collection date from 1965-1989, with the bulk of the collection content representing his time with Pepperdine from 1982-1989.

Related Archival Materials

David Davenport Papers, Collection no. 0020, Special Collections and University Archives, University Libraries, Pepperdine University.

Pepperdine University Board of Regents Records, Collection no. 0069, Special Collections and University Archives, University Libraries, Pepperdine University.

Pepperdine University Campaigns and Fundraising Collection, Collection no. 0090, Special Collections and University Archives, University Libraries, Pepperdine University.

Processing Information note

The collection was arranged and described by Annalisa Silberkleit in May 2015 under the supervision of Katie Richardson. Rachel White added additional correspondence and subject files to the collection in July 2015.

Subjects and Indexing Terms

Christian universities and colleges -- United States -- History

Universities and colleges -- California -- History
Fund raising
Campaigns
Malibu (Calif.) -- History -- 20th century
Appointment books
Speeches, addresses, etc., American -- 20th century
Correspondence
Pepperdine University
Davenport, David
Centre College (Danville, Ky. : 1918-)
Adams, Michael F.

- box 1 **Series 1: Schedules 1982-1989**
 Scope and Content
 This series contains schedules, planners, and calendars from Michael F. Adams' time at Pepperdine. Schedules contain details of daily meetings and engagements associated with his role at Pepperdine. Materials in this series are arranged in chronological order.
- box 1, folder 1-6 **Daily Schedules 1986-1989**
box 1, folder 7-19 **Planners 1982-1989**
box 4, folder 1-43, **Series 2: Subject Files 1965-1989**
box 2-3 **Scope and Content**
 This series contains topical materials relating to Michael F. Adams' time at Pepperdine University. Materials within this series include speeches, notes, files on consultants, and topics related to development at Pepperdine. This series is arranged alphabetically by folder title.
- box 2, folder 1 **Campus Development Meeting 1988**
box 2, folder 2 **Capital Campaign 1984**
box 2, folder 3 **CASE (Council for Advancement and Support of Education) 1985-1987**
box 2, folder 4 **CASE Competition Entries 1987**
box 2, folder 5 **CASE Conference 1987**
box 2, folder 6 **Compensation 1985-1989**
box 2, folder 7 **Consultants: A. A. Murphy and Associates 1984**
box 2, folder 7 **Consultants: Barna Research Group 1987**
box 2, folder 9 **Consultants: Barton Gillet 1982-1989**
box 2, folder 10 **Consultants: Bentz, Whaley, Flessner, and Associates, Inc. 1987-1988**
box 2, folder 11 **Consultants: Bill Heim Company 1988**
box 2, **Consultants: Brakeley, John Price Jones, Inc. 1981-1988**
folder 12-13
box 2, folder 14 **Consultants: Cargill Associates 1986**
box 2, folder 15 **Consultants: Carl Terzian Associates 1983-1988**
box 2, folder 16 **Consultants: Creative Development Associates 1986**
box 2, folder 17 **Consultants: Essex Fund Raising Counsel 1984-1988**
box 2, folder 18 **Consultants: Fund-Raising School 1987-1988**
box 2, folder 19 **Consultants: Gary W. Phillips and Associates 1987-1988**
box 2, folder 20 **Consultants: Gordon Caswell 1982-1983**
box 2, folder 21 **Consultants: HANEY Associates undated**
box 2, folder 22 **Consultants: Hay Associates 1984**
box 2, folder 23 **Consultants: Hayes/Hill Incorporated 1984**
box 2, folder 24 **Consultants: Hemingway and Associates 1985**
box 2, folder 25 **Consultants: Hume Financial Education Services 1987**
box 2, folder 26 **Consultants: Index 1988**
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box 2, folder 27	Consultants: Kersey and Associates 1988
box 2, folder 28	Consultants: Ketchum, Inc. 1984-1985
box 2, folder 29	Consultants: Knudson Associates, Inc. 1988
box 2, folder 30	Consultants: Mountain West 1987
box 2, folder 31	Consultants: Paul Cowen Associates 1987
box 2, folder 32	Consultants: Peat Marwick 1987
box 2, folder 33	Consultants: Tyler Associates 1984
box 2, folder 34	Consultants: Various 1986-1988
box 2, folder 35	Effectiveness of Fund Raising Programs in Universities 1986
box 2, folder 36	Freshmen Seminar 1987
box 2, folder 37	Foundations: Pepperdine A 1982-1989
box 2, folder 38	Foundations: Pepperdine B 1982-1989
box 2, folder 39	Foundations: Pepperdine C 1982-1989
box 2, folder 40	Foundations: Pepperdine D 1982-1989
box 2, folder 41	Foundations: Pepperdine E 1982-1989
box 2, folder 42	Foundations: Pepperdine F 1982-1989
box 2, folder 43	Foundations: Pepperdine G 1982-1889
box 2, folder 44	Foundations: Pepperdine H 1982-1989
box 2, folder 45	Foundations: Pepperdine I 1982-1989
box 2, folder 46	Foundations: Pepperdine J 1982-1989
box 3, folder 1	Foundations: Pepperdine K 1982-1989
box 3, folder 2	Foundations: Pepperdine L 1982-1989
box 3, folder 3	Foundations: Pepperdine M 1982-1989
box 3, folder 4	Foundations: Pepperdine N 1982-1989
box 3, folder 5	Foundations: Pepperdine O 1982-1989
box 3, folder 6	Foundations: Pepperdine P 1982-1989
box 3, folder 7	Foundations: Pepperdine Q 1982-1989
box 3, folder 8	Foundations: Pepperdine R 1982-1989
	Foundations: Pepperdine S 1982-1989
box 3, folder 9	Foundations: Pepperdine T 1982-1989
box 3, folder 10	Foundations: Pepperdine U 1982-1989
box 3, folder 11	Foundations: Pepperdine V 1982-1989
box 3, folder 12	Fulbright Scholar Programs 1988-1989
box 3, folder 13	Fundraising Policies 1983-1985
box 3, folder 14	Gulls-Way Estate 1988
box 3, folder 15	International Programs: Japan 1987-1989
box 3, folder 16	Leadership L.A. 1987-1988
box 3, folder 17	Major Gifts Team 1987-1988
box 3, folder 18	MFA Germany Trip 1981
box 3,	Miscellaneous Articles--Other 1987-1988
folder 19-20	
box 3, folder 21	Nature Conservancy 1986-1989
box 3,	Notes 1980-1989
folder 22-26	
box 3, folder 27	Ojai Management Conference 1988
box 3, folder 28	\$100 Million Campaign for Pepperdine University 1982-1990
box 3, folder 29	Pepperdine Article Clippings/Press Releases 1965-1987
box 3, folder 30	Pepperdine Calendars 1973
box 3, folder 31	Pepperdine Commencement Ceremony--Keynote 1977
box 3, folder 32	Pepperdine Publications 1977
box 3, folder 33	Pepperdine Standards and Procedures for Faculty Selection undated
box 4, folder 1	Russian Writers' Conference 1985-1987
box 4, folder 2	Speeches: Academic Fundraising 1983
box 4, folder 3	Speeches: Address to the Faculty of the Graduate School of Education and Psychology 1983
	Speeches: Address to the Graduating Class 1983
box 4, folder 4	Speeches: Centre College Introduction Speech 1988
box 4, folder 5	Speeches: Christianity and Politics Seminar 1989
box 4, folder 6	

box 4, folder 7	Speeches: Church Leaders Workshop 1983
box 4, folder 8	Speeches: Convocation Address 1984
box 4, folder 9	Speeches: Current Trends in Major Campaigns 1986
box 4, folder 10	Speeches: Danville Rotary Club 1989
box 4, folder 11	Speeches: Doing It Right: Fundraising in Today's Environment 1984
box 4, folder 12	Speeches: Ethics in Alumni Relations 1987-1989
box 4, folder 13	Speeches: Faith is My Fortune 1986-1987
box 4, folder 14	Speeches: Fundraising: The Need for Alumni Volunteers and Committed Donors 1985
box 4, folder 15	Speeches: Have Today Because of Success 1984
box 4, folder 16	Speeches: How Important Is the Bottom Line? 1988
box 4, folder 17	Speeches: Maintaining an Annual Fund in the Midst of a Major Campaign 1988
box 4, folder 18	Speeches: Major Donor Fundraising 1987
box 4, folder 19	Speeches: Making Insiders of Outsiders 1983
box 4, folder 20	Speeches: Managing the Editorial Process 1987
box 4, folder 21	Speeches: Managing your Financial Responsibilities 1986
box 3, folder 29	Speeches: Opening Remarks to Parents 1989
box 4, folder 23	Speeches: Pepperdine 1989
box 4, folder 24	Speeches: President's View of Alumni Relations 1989
box 4, folder 25	Speeches: Problems Created by a Successful Development Campaign 1987
box 4, folder 26	Speeches: Role of Public Relations in a Successful Fundraising Campaign 1989
box 4, folder 27	Speeches: Speech to Centre College Board 1989
box 4, folder 28	Speeches: Student Alumni/Young Alumni Programs 1986
box 4, folder 29	Speeches: Tapping into Non-Traditional Alumni 1987
box 4, folder 30	Speeches: Three E's of Pepperdine 1984
box 4, folder 31	Speeches: University Scholarship Support 1986
box 4, folder 32	Student Development at Seaver College 1977
box 4, folder 33	Suggested Development Responsibilities for Assistant to the President (In the Brock House) undated
box 4, folder 34	Teaching Materials: Political Communications 1975
box 4, folder 35	Teaching Materials: Presidential Rhetoric 1979
box 4, folder 36-38	Teaching Materials: Principles of Marketing 1986
box 4, folder 39	United States Senate 1968-1978
box 3, folder 40	University Affairs Annual Retreat 1988
box 4, folder 41	WASC 1987
box 4, folder 42	Wave of Excellence Campaign 1987
box 4, folder 43	Women's Support Group 1983-1988
box 7, folder 1-2, box 4, folder 44-47, box 5-6, folder data_value_missing_944009e2b9a8f15f830aa345c4756eff	Series 3: Board of Regents 1982-1989 Conditions Governing Access Advance notice required for access. The Board of Regents series is restricted for 50 years from date of creation.
box 4, folder 44	Academic Affairs Committee 1986
box 4, folder 45-46	Buildings and Grounds Committee 1983-1986
box 5, folder 1-5, box 4, folder 47	Development Committee 1985-1988
box 5, folder 6	Development Presentation 1986
box 5, folder 7	Directories 1985-1988
box 6, folder 1-6, box 5, folder 8-21	Executive Committee 1982-1989
box 6, folder 7-13 box 6, folder 14-19	Finance and Investments Committee 1985-1988 Meeting Minutes 1982-1989
box 6, folder 20	Original Budget 1988
box 6, folder 21	Quarterly Budget Committee 1988-1989
box 7, folder 1	Regent Profiles 1988

box 7, folder 2
box 7, folder 3-22

Supplements to Self-Study Report 1982
Series 4: **Correspondence 1970-1989**

box 7, folder 3
box 7, folder 4
box 7, folder 5
box 7, folder 6-10
box 7,
folder 11-15
box 7, folder 16
box 7, folder 17
box 7, folder 18
box 7, folder 19
box 7,
folder 20-22

Christmas Card Lists 1970-1985
Inquiries for Jobs 1987-1988
Invitations 1980-1989
Pepperdine Interoffice Communication 1982-1989
Personal Correspondence 1972-1989
Professional--Non-Pepperdine Correspondance 1981-1989
Professional--Pepperdine Correspondance 1983-1989
Publications and Clippings 1982-1989
Solicitations 1985-1988
Thank You Letters 1979-1989