Guide to the University of San Diego Fiftieth Anniversary records

Finding aid prepared by Ashley Toutain
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Overview of the Collection

Title: University of San Diego Fiftieth Anniversary records
Date (inclusive): 1998-2000
Collection number: USDA_2009_020
Creator: University of San Diego Office of Public Relations
Extent: 2 boxes, 1 oversize (2 linear feet); plus 12 videos
Repository: University of San Diego, Archives and Special Collections

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Abstract: The University of San Diego celebrated the 50th Anniversary of its founding with a year of celebrations in 1999. These records consist of planning materials, committee meeting minutes, publications, programs, mailings, speeches, photographs, and videos related to the events held during the 1999 anniversary year.

Languages: English

Historical Note

The University of San Diego celebrated its 50th anniversary in 1999. The anniversary celebration commemorated the groundbreaking ceremony that took place in December 1949, and the following fifty years of growth. In 1998, a committee of faculty and staff was appointed, and budget allocated, to plan for the 1999 festivities. Celebrations took place throughout the year of 1999 and included activities such as a 50th anniversary community party for all San Diego residents; a trio of performances featuring Culture Clash, 18 Mighty Mountain Warriors and the Gilbert Castellanos Trio; an Employee Appreciation picnic; a 50th Anniversary Convocation; and the Kroc Institute for Peace and Justice groundbreaking and Conference. Extra fanfare was added to annual events such as Founders Day and Homecoming in honor of the anniversary. A Liturgy of Thanksgiving was held in Menlo Park, California to honor the Religious of the Sacred Heart and their support in the foundation of the University. In addition to celebration events, the planning committee selected the theme of "Tradition with Vision", and an accompanying logo which was featured on banners, mailing labels, and commemorative pins. The anniversary also included feature publications that highlighted the 50 year history of the University. These included a feature advertisement in the San Diego Union Tribune and a special edition USD Magazine.

Scope and Content Note

These records consist of planning materials for the various publications and events that were organized to celebrate the University of San Diego Fiftieth Anniversary. Correspondence, meeting minutes, advertising, news clippings, and programs highlight the variety of events that were held during the year. Planning for the 50th Anniversary Logo that was turned into banners, pins, and mailing labels is included as well as the pins. Among the events represented in these planning materials are the Joan B. Kroc Institute for Peace and Justice groundbreaking ceremony and conference. The publications that highlighted the anniversary, USD Magazine Golden Anniversary Issue and the Advertising Supplement to San Diego Union Tribune, are included. Also included is a survey and survey results gathered about the success of the event. Photograph albums from the March 25, 1999 USD Experience, Five Decades of Distinction event are included as well as video footage of news and campus events.

Arrangement

These records are arranged in alphabetical order.

Access Information

These records are open for research.

Preferred citation

[Folder Title], Box # Folder #, University of San Diego Fiftieth Anniversary records, Copley Library, University of San Diego, Archives and Special Collections.

Processing Information

This collection was processed by Tessie Camina in 2009. It was further processed by Ashley Toutain in 2016. Photograph albums and videos were added in 2019.

Related Material

Videos covering the Joan Kroc donation and President Alice Hayes' Fiftieth Anniversary Convocation are also available in the Archives.
Subjects and Indexing Terms
Hayes, Alice B.
Rodee, Virginia
Golding, Susan

Subjects and Indexing Terms
University of San Diego
University of San Diego. Joan B. Kroc School of Peace Studies

Subjects and Indexing Terms
San Diego (Calif.)

Subjects and Indexing Terms
Anniversaries.
events
commemorations

Box/Folder: 1 / 1-2
Advertising Supplement to San Diego Union Tribune, 1999
Scope and Content Note
[Includes the newspaper as well as text planning and correspondence related to the newspaper which was published on February 18, 1999.]

Box/Folder: 1 / 3
50th Anniversary Associated Students Events, 1998

Box/Folder: 1 / 4
Academic Budget, 1999 February 12

Box/Folder: 1 / 5
Budget, 1998-1999

Box/Folder: 1 / 6
BusinessLink, 1999 March

Box/Folder: 1 / 7
Catering/Room Reservations, 1999 July 22

Box/Folder: 1 / 8
Commemorative Pin, 1999
Scope and Content Note
[Includes the commemorative pin and discussion about producing the pin.]

Box/Folder: 1 / 9
Community Events, 1999

Box/Folder: 1 / 10-13
50th Anniversary Community Party Planning Binder, 1999
Scope and Content Note
[Materials include information about the music, performers, events, and vendors planned for the Community Party. Includes advertising information for the community party, final budget information, and planning correspondence. Planning materials consolidated into one binder. Materials have been removed from binder and replaced in archival folders. Materials remain in their original order.]

Box/Folder: 1 / 14
Community Service Learning Memorandum, circa 1999

Box/Folder: 1 / 15
Convocation, 1999 January 28
Scope and Content Note
[Includes program and planned remarks from President Alice Hayes.]

Box/Folder: 1 / 16
Culminating Week, 1999 November
Scope and Content Note
[Invitations to the 1999 homecoming events.]

Box/Folder: 1 / 17
Executive Committee Meetings, 1998-1999

Box/Folder: 1 / 18
Exhibit - Alcalá Park from the Ground Up, 1999
Scope and Content Note
[Announcement materials for the exhibition commemorating the Anniversary.]
Box/Folder: 1 / 19  Founders Day Invitation, 1999 November
Box/Folder: 1 / 20  General Committee Meetings, 1998-1999
  Scope and Content Note
  [List of RSCJ members accompanied by dates of their involvement on the University of San Diego campus.]

Box/Folder: 1 / 22  Honorary Committee Members, 1998
  Scope and Content Note
  [Includes memos to the anniversary planning committee and to the honorary committee. Also includes lists of committee members.]

Box/Folder: 1 / 23  Hughes Achievement Awards, 1999 May 1
Box/Folder: 1 / 24  Joan B. Kroc Institute for Peace and Justice Ground Breaking, 1999 January 6
Box/Folder: 1 / 25  Joan B. Kroc Institute for Peace and Justice Conference, 1999 June 21
  Removed or Separated Material
  7 4"x6" color photographs have been removed from 1.21 Kroc Ground Breaking Conferences October 4-7, 1999 for preservation purposes. 3 of the photographs were removed to Events University Relations – Public Relations – 50th Anniversary – Kroc Ground Breaking Ceremony October 4-7, 1999. 4 photographs were removed to Camino Storage for Duplicates: Kroc Ground Breaking Conference – October 4-7, 1999. Photocopies of these are in their original location. Originals have been moved.

Box/Folder: 1 / 26  KPBS - Radio Rate Card, 1998
Box/Folder: 1 / 27  Kudos, 1999
Box/Folder: 1 / 28  Letter to the USD Alumni, 1999 September
Box/Folder: 1 / 29  Liturgy and Reception for RSCJ [Religious of the Sacred Heart] [invitation], 1999 July
Box/Folder: 1 / 30  Liturgy of Thanksgiving [program], 1999 July 13
Box/Folder: 1 / 31  Logo/Banner, 1998-1999
Box/Folder: 1 / 32  Mailing Labels, 1999
Box/Folder: 1 / 33  Master Calendar, 1998-1999
Box/Folder: 1 / 34  Memoranda, Various, 1998-1999
Box/Folder: 1 / 35  Menlo, 1999 July 13
  Scope and Content Note
  [Liturgy of Thanksgiving for the Society of the Sacred Heart held in Menlo Park, CA.]

Box/Folder: 1 / 36  Nelson Communications Group - Campaign Plan, 1998
Box/Folder: 1 / 37  Nelson Communications Group - Activities Performed, 1998-1999
Box/Folder: 1 / 38  News Clippings, 1999
Box/Folder: 1 / 40  [Sister Virginia] Rodee Correspondence, October 1998
  Scope and Content Note
  [Correspondence regarding the members of the Religious of the Sacred Heart who were present during the University's founding.]

Box/Folder: 1 / 41  Sponsors [publication], 1999
Box/Folder: 1 / 42  Solicitation [letter], circa 1999
Box/Folder: 1 / 43  Staff Appreciation Day, 1999
  Scope and Content Note
  [Correspondence regarding planning.]

Box/Folder: 1 / 44  State of the City Address, 1999 January 13
  Scope and Content Note
  [Program and correspondence for the address given by the Mayor of San Diego, Susan Golding.]
Suggestions for 50th Anniversary Celebration, 1998

Survey, 1999

Scope and Content Note
[Includes the survey on the success of the Anniversary including survey responses and analysis.]

Thank You Party, 2000 January 28

USD Magazine Golden Anniversary Issue, 1999 Fall

The USD Experience, Five Decades of Distinction [Photograph Album], 1999 March 25

Scope and Content Note
[Two photograph albums contain 4x6" color photographs from the event held at the Hyatt Regency in downtown San Diego. Photographs are copyrighted and taken by Gary Payne Photography.]

Fiftieth Anniversary videos, 1999 March 25

Scope and Content Note
[Videos include montages of students in the 1950s, 1960s, and 1970s, testimonial videos, video clips of the Anniversary party and the Decades of Distinction dinner, as well as various clippings of news coverage. Videos lengths range from one minute to forty minutes.]

Processing/Project Information
Videos have been transferred from VHS to .MOV and DVD. .MOV files and DVDs can be found with the Fiftieth Anniversary USD Videos and the 1999 News Clippings.