Guide to the University of California, Santa Barbara, Alumni Association Collection

Special Collections staff; latest revision A. Demeter
Department of Special Collections
Davidson Library
University of California, Santa Barbara
Santa Barbara, CA 93106
Phone: (805) 893-3062
Fax: (805) 893-5749
Email: special@library.ucsb.edu
URL: http://www.library.ucsb.edu/specoll/specoll.html
© 2009
The Regents of the University of California. All rights reserved.
Guide to the University of California, Santa Barbara, Alumni Association Collection, ca. 1965-2008

Collection number: UArch 69

Department of Special Collections
Davidson Library
University of California, Santa Barbara

Processed by:
Special Collections staff; latest revision A. Demeter
Date Completed:
Apr. 21, 2010
Latest revision:
May 16, 2011
Encoded by:
A. Demeter

© 2009 The Regents of the University of California. All rights reserved.

Descriptive Summary
Title: University of California, Santa Barbara, Alumni Association Collection
Dates: ca. 1965-2008
Collection number: UArch 69
Creator: University of California, Santa Barbara, Alumni Association
Collection Size: 0.4 linear feet (1 document box)
Repository: University of California, Santa Barbara, Library, Dept. of Special Collections
Santa Barbara, CA 93106
Abstract: The collection contains files on the Family Vacation Center, the Annual Fund, and various promotional publications for the Alumni Association.
Languages: English
Access Restrictions
None. Some materials stored off-site, advance notice required for retrieval.
Publication Rights
Copyright has not been assigned to the Department of Special Collections, UCSB. All requests for permission to publish or quote from manuscripts must be submitted in writing to the Head of Special Collections. Permission for publication is given on behalf of the Department of Special Collections as the owner of the physical items and is not intended to include or imply permission of the copyright holder, which also must be obtained.
Preferred Citation
University of California, Santa Barbara, Alumni Association Collection. UArch 69. Department of Special Collections, Davidson Library, University of California, Santa Barbara.
Acquisition Information
Undetermined.
Scope and Content of Collection
History of the Alumni Association, from their website:
"The first organized alumni effort recorded took place in February 1919 when the Class of 1918 organized the Alumni Association of the Santa Barbara Normal School Manual Arts and Home Economics. The total alumni body then was 600. The Association's objective was 'to foster a greater love in the graduates for their Alma Mater and to render greater service to the public, to education and to members of the association.' Any graduate could be a member, but only those who paid annual dues of one dollar could vote. [...]

Guide to the University of California, Santa Barbara, Alumni Association Collection
"An informal Alumni Association existed for the next several decades with volunteers organizing reunions around athletic events and homecoming parades. Although the university gave no financial support to the organization, there were various dues programs, and faculty members and college deans worked on programming. Hoy Dia, the Santa Barbara State College alumni publication, was published in a variety of formats from 1931 to 1947 when the name was changed to Santa Barbara Alumnus. [...]"

"In 1962, for the first time, the University allocated funds in support of the Alumni Relations Program. These funds provided the salary for a part-time secretary to the faculty alumni director and for record-keeping. Under Chancellor Vernon I. Cheadle, the support grew, and eventually the University hired a full-time professional alumni director. In September 1965, the UCSB Alumni Association incorporated under the laws of California as a non-profit, charitable organization and became the publisher of the alumni publication which was then called UCSB Alumnus.

"Through the rest of the 60s and early 70s an executive director and a secretary guided the growth of the Association. A part-time Alumnus editor and office assistant provided program and membership support. Early fund raising efforts to provide scholarships for local high school students centered around selling pumpkins out of a pumpkin patch in Carpinteria. New Year's Eve and Fiesta parties were sponsored by the Alumni Association and were well attended as alumni interest in UCSB increased. The Association also designed and implemented the University's first Annual Fund Campaign using alumni volunteers to call other alumni and Santa Barbara, Los Angeles, and San Diego to support the University."

"In 1969, the Association opened the Alumni Vacation Center at Francisco Torres residence hall in Isla Vista. After three years, the program moved to campus and is now known as the Family Vacation Center, serving some 2,700 UC alumni and friends each summer."

"In the mid-70s, the Association hired a full-time associate director and a membership/travel director, and appointed committees on investments, financial self-sufficiency and Regent selection. The Association also launched the successful UCSB Alumni Association Theater Program (since closed) and assumed temporary responsibility for the University's Athletic Hall of Fame. It also opened, and subsequently closed after three years, another vacation center in San Diego.

"An Alumni Regent has always served on the Board of Regents of the University of California. In the 1970's this was expanded to two Alumni Regents. It has been the responsibility of the combined Alumni Associations of the University of California (AAUC) to provide these two ex-officio alumni members of the Board of Regents. Every four years, one of the voting Regents is a past or present member of the UCSB Alumni Association Board of Directors. [...]"

"In 1980, The Alumnus, then a tabloid, adopted a magazine format. The magazine began to print in color, partially subsidizing its expense by accepting advertising. In 1981, the name of the magazine was changed to Coastlines."

"Since 1982 membership in the Association nearly tripled from 6,000 members to over 20,000 members. Membership benefits include: career services, group health and life insurance, loan programs, UC library privileges, special on-campus privileges and an array of financial services and discounts."

"There are now regional UCSB alumni clubs all over the United States. There are also several constituent groups."

The Alumni Association completed construction of the Mosher Alumni House in early 2008. It has several meeting and event rooms for general use. It is also the current home of the Alumni Association and Alumni Relations Department offices. For more information, see the Alumni Association website, http://www.ucsbalum.com/

**Arrangement**

The collection contains the following series:

**Series I, Alumni Association files.** Contains the majority of the collection, and includes files on the Family Vacation Center, the Annual Fund, and various promotional publications for the Alumni Association. Files are arranged as they were received.

**Series II, Audio/Visual.** Contains audio tape of Alumni Association presentation. Stored off-site, advance notice required for retrieval.

**Indexing Terms**

The following terms have been used to index the description of this collection in the library's online public access catalog.

University of California, Santa Barbara. Alumni Association

**Related Material**

In Special Collections:

Posters from Alumni Association files separated to Broadsides and Posters collection, UArch 32.

Hoy Dia (1935-1947), early Alumni Association serial in University Archives Serials oversize.

Coastlines (previously Alumnus; holdings from 1947 to current), the current Alumni Association magazine in University Archives Serials.

---

Guide to the University of California, Santa Barbara, Alumni Association Collection

UArch 69
Summer Scenes (1982-1994), the magazine for the Alumni Association's Family Vacation Center, in University Archives Serials.
Student Organizations collection, UArch 100 – Includes Student Alumni Association (SAA).
Development Office collection, UArch 51.

In Main Library:
Alumni House: draft initial study mitigated negative declaration. UCSB Office of Budget and Planning.
The Alumni Association website provides a wide range of resources, including an alumni directory, career services, and vacation planning: http://www.ucsbalum.com/

Separated Material
Posters from Alumni Association files separated to Broadsides and Posters collection, UArch 32.

Series I: Alumni Association files

Box 1: 1 Annual Fund, 1972-1995
Box 1: 2 Awards, 1965-1995
Box 1: 3 Student Alumni Association, c. 1981-1990
Box 1: 4 Travel Office, 1976-2003
Box 1: 5 "Special Report: Are Americans Losing Faith in their Colleges?" 1971
Box 1: 6 President's Report, 1967-1968
Box 1: 7 Minority Alumni Reunion, scholarship luncheon, Sept. 17, 1988
Box 1: 8 Homecoming, 1974-1990
Box 1: 9 "Alumni who died in military service (list prepared for proposed memorial)," 1992
Box 1: 10 Outstanding alumni, 1966-1975
Box 1: 11 Alumnus, 1968-1978
Box 1: 12 Events, 1970-1998
Box 1: 13 Correspondence, 1970-1976
Box 1: 14 California Club, 1956-1957
Box 1: 15 Publications, 1974-1994
Box 1: 16 Membership benefits, brochures, n.d.
Box 1: 17 Graduate School of Education Alumni Association, c. 1980
Box 1: 18 Family Vacation Center, 1970-2008
Box 1: 19 Family Vacation Center pamphlets, 1970-1995
Box 1: 21 Drama & Dance Associates, c. 1990
Box 1: 20 Engineering Alumni Association, c. 1990

Series II: Audio/Visual

A14745/D12 Alumni Association Presents George Kieffer '69 (President) & Robert A Huttenback (Chancellor), 1978