



Lane Community College Archives
4000 East 30th Avenue
Eugene, Oregon 97405
Phone: 541-463-5466
Fax: 541-463-3996
E-mail: archives@lanecc.edu

Guide to Institutional Advancement Records

1964 - 1994
A-038

Collection processed by: Joonyub Jun, 2001, and Elizabeth Uhlig, 2006
Inventory encoded by: Elizabeth Uhlig, 2006

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Repository Name:	Lane Community College Archives 4000 East 30 th Avenue Eugene, OR 97405 Phone: 541-463-5466 Fax: 541-463-3996 E-mail: archives@lanecc.edu
Collection Number:	A-038
Creator:	Institutional Advancement
Title:	Institutional Advancement Records
Dates:	1964 - 1994
Quantity:	19 document boxes (7.6 cubic feet)
Summary:	The records document the administrative history of the Institutional Advancement during the tenure of Larry Romine, the first director of Institutional Advancement from 1968 to 1992.
Location of Collection:	Lane Community College Archives, Center Building

Administrative History

Institutional Advancement was first established as Information and Publications in 1968, three years after the college was founded. The department was primarily responsible for publishing the college catalog, class schedule, and program fliers; media relations; and promotion of local funding elections.

Acting president Bob Hamill named Larry Romine as the first director of Information and Publications. Romine had helped Bert Dotson, the first assistant to president, with information and publications for the first three years of the college before the department was established.

In the 1970s, the department made efforts to revive and strengthen the high school relations program and initiated a campus tour program for high school students. This program was later transferred to Student Services when it was well-established. In the mid-1970s, responsibility for the coordination of local funding elections was transferred to Information and Publications, and the department changed its name to College/Community Relations in 1975. In addition, the department was given duties of Printings and Graphics, Grants, and Development Fund in the 1980s and again changed its name to Public Relations/Foundation in 1984 and finally to Institutional Advancement in 1986.

The first director of the department, Larry Romine, retired in 1992. Diane Dann, publications coordinator in the late 1970s, then publications manager and associate director in 1984, became Larry Romine's successor.

Biographical Sketch: Larry Romine

Larry Romine received his B.A from Midland University in Nebraska and his M.A in journalism from the University of Oregon. During and after his study at the University of Oregon, he worked as a reporter for the Eugene *Register-Guard*.

As a reporter, he was a strong advocate for community colleges and frequently wrote about the efforts to create a community college in Lane County in the 1960s.

He joined the staff of Lane Community College as a journalism instructor in 1966 and became the first director of Institutional Advancement in 1968. Until his retirement in 1992, he worked primarily in public relations, media relations, marketing, elections, and presidential communications. His efforts as director of Institutional Advancement helped strengthen community support for the college.

In the 1970s, he also served as a speechwriter for LCC president Eldon Schafer and Richard Turner III, and through his writing he helped bring the college national attention and recognition. Romine was instrumental in establishing the Productivity Center which today exists as Institutional Research, Assessment and Planning.

He served on the Lane Board of Education from 1997-2001 representing Zone 1 in the western part of the college district. He was later appointed to the Board from Zone 5 in 2002 and continues to serve as of 2006.

Romine is the author of *Lane Community College: The Parnell Years*.

Content Description:

The records document the administrative history of Institutional Advancement during the tenure of Larry Romine, the first director of Institutional Advancement from 1968 to 1992. The collection contains the core tax-base election files of Lane Community College; administrative correspondence, which is arranged chronologically; and reports, speeches and writings, which are arranged alphabetically. Also included are some marketing and promotional records, LCC's 20th and 25th anniversary records, publication, photographs, ephemera, and subject files.

Related Records:

Marketing and Promotion Records (A-025)

The records include marketing plans, marketing council business, memos, promotional samples; and brochures, videos, ephemera.

20th Anniversary Records (A-018)

Sound recordings and transcripts for oral history interviews; display boards with photographs, major accomplishments, list of presidents.

25th Anniversary Records (A-019)

25th Anniversary Steering Committee Records; publications, programs, project files, clippings, guest register, ephemera, artifacts, slides, poster exhibit, and photograph prints and negatives.

Related Exhibit:**Lane Community College: The Parnell Years**

This on-line exhibit is based on the book by Larry Romine which tells the history of the founding and early years of the college while Dale Parnell was president.

Refer to an exhibit on the web at <http://www.lanecc.edu/archives/PYwelcome.htm>

Arrangement:

The collection is divided into six series:

- Series A – Correspondence, 1975-1990
- Series B – Reports, Publications and Subject Files, 1964-1994
- Series C – Promotional and Marketing Records, 1982-1994
- Series D – Ephemera, 1964-1990
- Series E – Election Records, 1966-1990
- Series F – Photographs and Slides, 1971-1985

Subjects:

Lane, Joseph
Pickering, Robert
Romine, Larry

Lane Community College (Eugene, Or.)
Lane Community College – Institutional Advancement
Lane Community College – Elections
Lane Community College – Marketing

Administrative Information:

Restrictions on Access: The collection is open for research.

Restrictions on Use: There are no use restrictions.

Preferred Collection Citation: Institutional Advancement Records, 1963-1994 (A-038), Lane Community College Archives, Eugene, Oregon

Acquisition Information: Records were transferred from the Institutional Advancement to the college Archives in six accessions between 1990 and 1994.

Processing Note: The collection was processed by Joonyub Jun in 2001.

CONTAINER LIST**Series A: Correspondence, 1975-1990**

01/01-03 Correspondence, 1975-1990

Series B: Reports, Publications, and Topical Records, 1964-1994

02/14-15 Conferences and Conventions, 1981-1990
06/01 News Clippings: 25th Anniversary, 1964-1968
06/02-05 News Clippings, 1976-1984

02/09-11 Publications: Focus on Productivity, 1980-1985
02/12 Publications: School Board Policy, 1971-1984
02/13 Publications: Designing Education For The Future, 1967

01/04 Reports: District Residents Look at Lane Community College, 1969
01/05 Reports: OCCA Benchmark Survey, 1990
01/06 Reports: Energy Management Program at Lane Community College, 1982
01/07 Reports: F-J, 1968-1979
01/08 Reports: LCC Needs Assessment Survey, 1979
01/09 Reports: LCC Productivity Focus Group Research, 1981
01/10 Reports: LCC's Productivity Center, 1980-1983
01/11 Reports: L-Z, 1973-1989
02/01 Speeches and Writings: Speech Material, 1968-1970
02/02-03 Speeches and Writings: Writings, 1971-1982
02/04 Speeches and Writings: In-Services Speeches, 1979-1981
02/05-06 Speeches and Writings: Speeches, 1986-1991
02/07-08 Speeches and Writings: Speeches, General, n.d.
05/03-04 Subjects: Advisory Committee Alpha List, c.1969-1990
05/05 Subjects: Joseph Lane, n.d.
04/08-11 Subjects: LCC 20th Anniversary, 1983-1986
05/01-02 Subjects: LCC 25th Anniversary, 1989-1994
05/06 Subjects: LCC Restaurant Menus, c.1968-1972
05/07 Subjects: LCC Staff Association, 1967-1972
05/08 Subjects: John Lester, 1989
05/09 Subjects: Main Campus Site, n.d.
05/10 Subjects: Media Support, 1963-1992
05/11-12 Subjects: Oregon Community College Association, 1989
05/13 Subjects: Pickering Bob, 1970-1992
05/14 Subjects: Pioneer Employees at LCC, n.d.

05/15	Subjects: Planning LCC's Future, 1982-1984
05/16	Subjects: Public Relations, 1974-1980
05/17	Subjects: Songs and Poems on Productivity, 1982
05/18	Subjects: The Titan, 1967
05/19	Subjects: The \$20,000 Loan
05/20	Subjects: Writing Contest, 1989

Series C: Promotional and Marketing Records, 1982-1994

03/01-05	Promotional and Marketing: D&R research, 1982-1989
03/06-07	Promotional and Marketing: Siuslaw research, 1989
03/08-09	Promotional and Marketing: Customized Training Program, 1991
03/10-14	Promotional and Marketing: LCC College Month Writing Contest, 1993
04/01	Promotional and Marketing: Community College Month, 1993
04/02	Promotional and Marketing: Marketing Council, 1992-1993
04/03-05	Promotional and Marketing: Marketing RFPs, 1992-1994
04/06	Promotional and Marketing: Early Orientation Campaign, 1988-1993
04/07	Promotional and Marketing: Daily Readership Survey, 1982-1992

Series C: Ephemera, 1964-1990

18/04	Buttons, 1964-1990
18/01	Election Ephemera, 1970-1978
18/02	Election Ephemera, c.1980-1988
18/03	Election Ephemera, 1990
18/06	Focus on Productivity Ephemera, c.1980s
18/05	Promotional Samples, 1965-1990
18/07	Snake Oil and Horse Radish, 1983

Series D: Election Records, 1966-1990

07/01	Election Reports: A-B, 1988-1990
07/02-03	Election Reports: Comments about LCC, 1970
07/04	Election Reports: C-O, 1966-1989
07/05	Election Reports: P-T, 1975-1990
07/06	Legal Document Bert vs. Blumenauer, 1984
07/07	Memoranda, 1976-1990
07/08-11	Election Records, 1970
08/01-02	Election Records, 1970
08/03-06	Election Records, 1971

08/07-09	Election Records, 1972
09/01-02	Election Records, 1972
09/03-06	Election Records, 1974
09/07-11	Election Records, 1975
10/01-10	Election Records, 1976
11/01-06	Election Records, 1978
11/07	Election Records, 1979
11/08-10	Election Records, 1980
12/01-05	Election Records, 1980
12/06-10	Election Records, 1982
13/01-02	Election Records, 1983
13/03-06	Election Records, 1984
13/07-08	Election Records, 1985
13/09	Election Records, 1986
13/10-14	Election Records, 1987
14/01	Election Records, 1987
14/02-08	Election Records, 1988
15/01-02	Election Records, 1988
15/03-06	Election Records, 1990
15/07-08	Election Conference, 1979
15/09	Election Kit, 1979
15/10	Election Workshop, 1986
15/11	LCC Budget Committee, 1972
16/01	Election Statistics, 1970-1972
16/02	Election Statistics, 1974
16/03-04	Election Statistics, 1975-1976
16/05	Election Statistics, 1978
16/06	Election Statistics, 1979
16/07-08	Election Statistics, 1980
17/01	Election Statistics, 1982
17/02	Election Statistics, 1983-1984
17/03	Election Statistics, 1986-1990
17/04	Election Statistics, Summary, 1964-1985
17/05	Election Precinct Maps, c.1972-1976
17/06	Election Precinct Maps, c.1980-1984
17/07	Election Precinct Maps, n.d.

Series E – Photographs and Slides, 1971-1985

19/01	Photographs, Inservice, c.1980-1985
19/02	Photographs, LCC 20th Anniversary, 1984
19/03	Photographs, Business - Equipment & Furniture, 1983

19/04	Photographs, Data Processing - Equipment & Furniture, 1983
19/05	Photographs, Electronics - Equipment & Furniture, 1983
19/06	Photographs, Facilities, 1983
19/07	Photographs, Flight Technology - Equipment & Furniture, 1983
19/08	Photographs, Health & P.E. - Equipment & Furniture, 1983
19/09	Photographs, Mechanics - Equipment & Furniture, 1983
19/10	Photographs, Media Services - Equipment & Furniture, 1983
19/11	Photographs, Science - Equipment & Furniture, 1983
19/12	Photographs, Special Training - Equipment & Furniture, 1983
19/13	Photographs, Snake Oil & Horse Radish, 1983
19/14	Slides, Election Campaign, 1971