



BAYLOR

UNIVERSITY

November 11, 2009

Mr. David Lacy
P.O. Box 2303
Waco, Texas 76703

Dear David,

Thank you for your November 3 letter with the subject line, "Response to 'A Proposal to Combine Resources and Enhance Baylor's Alumni Relations' and its subsequent withdrawal."

We applaud your desire that the BAA enhance its service to Baylor University by increasing scholarship donations to Baylor, encouraging even more alumni to give financially to Baylor, engaging significantly more alumni in university programs and services, communicating with more alumni and financially strengthening the BAA. We trust you will do these things within the scope of your license agreement with the University. We also understand from your letter that the BAA intends to remain an independent, self-governing organization, separate and apart from Baylor University.

It is important to note that your decision to be independent, separate and apart from Baylor, precludes a variety of the suggestions you describe in your letter. For example, it would be improper to include anyone outside of University employees in the Baylor president's executive council. Likewise, the University's quarterly magazine for alumni and friends, Baylor Magazine, should not include content from an organization independent of the University. Finally, it would be inappropriate to use the University's financial resources to distribute the Baylor Line, a publication produced by an independent entity over which Baylor has quality control rights but no editorial oversight, including ensuring the consistency of the content with University goals and objectives.

In your letter, you excerpt from public comments made recently by Rae Goldsmith, Vice President at the Council for Advancement and Support of Education. We regret you did not include Ms. Goldsmith's full quote. You will recall that in Ms. Goldsmith's statement, she also said that it is increasingly rare for private universities to have independent alumni groups.

In fact, Ms. Goldsmith's assessment corroborates our own extensive study investigating the most effective university structures nationally for alumni engagement. In response to research described in our original proposal, we concluded that the best model for improving alumni relations at Baylor is an active, well organized and well funded in-house alumni relations effort. Baylor's regents and administration remain committed to that vision and we invite you to contact us should you wish to join us in that exciting and important work.

Sincerely,

Dary Stone
Chairman, Board of Regents

David E. Garland
Interim President

Cc: Mr. Jeff Kilgore

OFFICE OF THE PRESIDENT

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