

## Alumnae Coordinating Council History

### *Founded in 1961*

#### **1961-1965**

The Alumnae Coordinating Council (ACC) was founded in 1961 to coordinate and promote the activities of the six alumnae organizations that existed at that time. University President, Norman Topping, urged the women to meet and become aware of the activities in which each of the groups was involved and how they were contributing to the University. Their meetings were held in Dr. Topping's office. The founding groups were: Town and Gown (Established as Women's Club of USC, 1904. Name changed to T & G, 1922.), Town and Gown Junior Auxiliary (1933), Trojan Junior Auxiliary (1936), Trojan League of Los Angeles (1957), Trojan Guild (1960), and Trojan League of Orange County (1961). Membership of the council was composed of the president of each member group, as well as a representative from each group. Other members were the representatives from Alumni Day, Homecoming, the High School Relations Committee and Scions (1961).

The first meeting of ACC was held in the fall of 1961 and the women were enthusiastic about sharing information, assisting each other and reporting to President Topping. The Chairman of ACC served on the Board of Governors of the Alumni Association and the position of Chairman was rotated among the groups. The two major events for ACC were Alumni Day in spring and Homecoming in the fall.

Each organization had its own projects that included benefits, luncheons, orientations, new student receptions and fundraisers for scholarships. They encouraged the interest and participation of all alumnae and friends of the University.

The Thrift Shop was established in 1964 to help in raising funds for scholarships.

#### **1966-1970**

ACC meetings were held in the Faculty Center and were paid for by the Alumni Association. An ACC position for the President of Associated Women Students was considered, but it was decided that it would be better to have various students come to talk to the council at their meetings rather than have one representative. It was recommended that graduating seniors receive a brochure explaining the alumnae groups and activities.

ACC Meetings were also held in the Hall of Nations in Bovard Administration Building. University Service Group was established in 1966 to sustain a successful Troy Alumni Thrift Shop. Members raised money for scholarships for deserving USC students. Dues were \$2.00/year. This group became Trojan Affiliates when the thrift shop was closed. The Association of Trojan Leagues was founded in 1967 and Trojan League of San Diego in 1969. Dues for the various women's groups at this time ranged from \$10.00-\$15.00 annually.

An important issue on campus in 1967-68 was the introduction of coed dorms. ACC was approached by parents hoping that the Council could reverse that decision.

#### **1971-1975**

Speakers invited to speak to ACC were from USC faculty and administration. The Council organized programs for alumnae and students. Events included Women's Day and a USC Open House. As more alumnae groups were established, they were invited to join ACC: Trojan Guild of Orange County (1971), Trojan League of San Fernando Valley (1972), and Trojan League of South Bay (1974).

The Scions Program was sponsored by Trojan League of Los Angeles and was part of the Homecoming celebration in 1973. Scions was established for children of USC Alumni to encourage them to become USC students. Scions Day consisted of: registration, a tour of the campus, a talk by the Executive Director of Admissions, A pep rally led by USC Yell Leaders, a box lunch and an escorted trip to the Coliseum for a football game.

The first ACC Newsletter was printed in 1974-75, and the sale of member organization products was started at four orientation programs for incoming parents. Product sales were developed in response to the University's need for more money for scholarships for middle-income families. The Chairman of ACC was appointed to a three-year term on the GAA Board of Governors

USC Faculty Wives became members of ACC. Intersorority Mothers' Club and Interfraternity Mothers' Club also joined the Council so that their members could become familiar with the campus and campus activities and acquainted with other USC support groups and their members. ACC recognized open channels of communication as a vital method of maintaining their purpose of encouraging interest and participation in the University and GAA

Twenty-one Trojan Tempo-Forums were sponsored throughout California by the Trojan League of Los Angeles. The purpose of these programs, presented by the Office of Special Events and its students committee, was to promote interest and to acquaint high school students and their parents with USC on a more personal basis.

### 1976-1980

The first Presidents' Workshop was held for all members of the Council and the position of ACC Chairman became a three-year position: Chairman-Elect, Chairman and Past Chairman.

The Scholarship Committee was formed and the first Scholarship Luncheon was held in 1977 to honor scholarship recipients from all of the ACC organizations.

The ACC Chairman was appointed to the USC Presidential Search Committee.

The Association of Trojan Leagues established a Tribute/Memorial Book for the purpose of recording gifts given in memory or tribute and to benefit the Alumni Scholarship Fund. This book was placed in the entry of the refurbished Widney Hall.

### 1981-1985

1981 was a special year as the Council welcomed the new University President, James Zumberge, and his wife, Marilyn, to USC. That same year USC celebrated its 100th birthday highlighted on a "Super Weekend", from October 2nd to October 6th.

ACC held the second USC Women's Day on January 30, 1982. Women's Athletics kept the Council informed about all USC sporting events and winners of the Trojan Spirit Awards. Scions Day was held on a home football game day. The day included campus tours, a pep rally, University speakers, lunch and attendance at the football game.

The Alumnae Scholarship Program was developed for the purpose of compiling recommendation forms of scholarship applicants for the benefit of the alumnae groups awarding scholarships. The women's groups were particularly interested in students from middle-income families who might not qualify for financial aid. Scholarship applications were filed in notebooks kept in Alumni House and Scholarship Chairmen from member organizations could select scholarship recipients from these notebook files.

Parents' Weekend was created by ACC in 1982 and 800 parents of incoming students attended the event. The following year, the program was held for all parents, not just for parents of incoming students. The third Private School Luncheon for mothers and daughters was held on campus by the Trojan League of Los Angeles. The Editor of Trojan Family and a representative were invited to participate in ACC meetings.

The Troy Alumni Thrift Shop was closed in 1981, due to loss of the lease and a raise in rent. Trojan Affiliates decided instead to sponsor a Flea Market on the USC campus at Dedeaux Field. Thrift was collected by the members and priced and stored in warehouses until the sale in October. Funds raised contributed to scholarships for USC students and made it possible for people living in the USC neighborhood to purchase needed items reasonably.

The Alumni Events Chairman announced a fabulous agenda for the Olympic Gala, beginning with an unforgettable, black tie, "Salute to USC Olympians" Dinner on the floor of the coliseum. The halftime show at Saturday's 1983 Homecoming Game featured a special salute to USC's 200 Olympians. The class of '58 celebrated their 25th Reunion the next day.

The USC Norris Auxiliary was founded March 21, 1986, and joined ACC in 1989. The purpose of the Auxiliary was to support the Hospital and Cancer Center by providing volunteer assistance and raising funds to support research.

The Pepsters were formed in 1984. Pepsters were asked to be ambassadors for the University and help at alumni and student functions such as: new student orientations, homecoming, family weekends and activities of any alumni groups asking for help. They also assisted at SCamp, the Trojan Family Camp. Pepsters are future alumni leaders.

Trojan League of the Foothills was chartered in 1985. A master calendar was developed to keep track of all meetings, events, benefits, and activities of member organizations of ACC and of the University.

### 1986-1990

Trojan League of the Desert was chartered in 1987.

Monies raised by ACC Organizations contributed to: scholarships, the Dean of Women's Discretionary Fund, various schools within the University, refurbishing projects on campus, and gifts to physicians and hospitals on the medical campus.

The ACC celebrated the 25th anniversary of its founding in 1986. The group had grown from the original six member groups to 19. Groups, programs and chairmen represented on the Council in 1986 were:

Association of Trojan Leagues	Trojan Junior Auxiliary
Trojan League of Los Angeles	Women's Trojan Club
Trojan League of Orange County	Trojan Affiliates
Trojan League of San Diego	Faculty Wives and Women's Club
Trojan League of San Fernando	Intersorority Mothers' Club
Trojan League of South Bay	Interfraternity Mothers' Club
Trojan League of the Desert	Membership Chairman
Trojan League of the Foothills	Alumni Events Chairman
Trojan Guild of Los Angeles	ACC Projects Chairman
Trojan Guild of Orange County	Scions Program Chairman
Town and Gown	Trojan Forum Program
Town and Gown Junior Auxiliary, L.A.	Alumnae Scholarship Chairman
Town and Gown Junior Auxiliary, O.C.	Parent-Alumni Relations

Trojan League of Greater Chicago was chartered in 1989.

### 1991-1995

1991 was the 30th Anniversary of ACC. Steven B. Sample was inaugurated as President of the University that same year;

The University Hospital Guild was chartered in 1992 and joined ACC in 1994. The Guild supported USC University Hospital by providing services to the faculty, doctors, patients and the community surrounding the hospital.

The Faculty Women's Club resigned from ACC because of low membership and the fact that their principle objectives were sufficiently distinct from those of the Council.

The "Year of the Band" honored Dr. Arthur C. Bartner and a quarter century of the contemporary Trojan Marching Band. The celebration commenced on Homecoming Day 1994, and closed on Homecoming Day 1995, with the 25th Reunion of the Trojan Band Alumni. A 1000 member alumni band was featured during halftime at the homecoming game.

The Trojan League of Fresno was chartered in 1995.

## 1996-2000

A first meeting of the ACC Past Chairmen Committee was held in 1999. The mission of the ACC past chairs was to create and present an outreach program for all USC alumni for the purpose of heightening involvement with, and support of, the University.

The "Adopt a Pepster" Program was created. ACC members were encouraged to adopt a Pepster, to meet with them at football games or other SC events, send holiday cards, give study treats, and other supportive activities.

The strategic Plan for the USC Alumni Association was developed and alumni groups, including ACC, were asked to prepare a report regarding their group and its activities and functions. The USC Alumni Association is dedicated to building and enriching the Trojan Family.

SCamp became one of the most popular activities for alumni and their families by offering a wholesome vacation environment that fostered interaction and friendship among families.

By 1997, 2500 women were active volunteers for USC through the ACC member groups. They contributed 145,000 hours of service.

The USC Alumni Association asked ACC to participate in the 2000 Commencement festivities. Booths, music, and food in front of Alumni House showcased all the alumnae groups and products, and offered information about joining member groups.

Of the organizations represented on ACC, 15 give scholarships, 3 give major donations to schools, and 5 contribute special gifts and funds.

A reorganization of the Scions Program was begun in 2000.

## 2001-2005

The Scions Committee created an electronic database, developed a Scions website, and placed an advertisement for Scion registration in the Trojan Family magazine.

The Trojan Tribute Scholarship Fund continued to assist outstanding students in their junior year, recognizing their leadership and service the University. A contribution to this fund is made as a tribute to retirement, graduation, in honor of, or a memorial. As the theme states, "Honor a friend...Support a Scholar".

ACC Product Sales created its own website with many groups selling their products at homecoming, football games and special events on campus. Member groups with products sales were: Trojan League of the Foothills, Trojan League of Orange County, Trojan League of South Bay, Trojan League of the Valley, Trojan Affiliates, Trojan Junior Auxiliary, Trojan Guild of Los Angeles, and Trojan Guild of Orange County. Products sold included afghans, stationery, USC ties and scarves, Christmas ornaments, flags, shirts, watches, jewelry and much more.

The Council added several chairmanships: By-Laws/Parliamentarian, Corresponding Secretary, Finance, Hospitality, Issues, Notebooks, Pepsters, Products/Publicity, and Speakers/Resources.

ACC created its own website with the following introduction:

*The Alumnae Coordinating Council is a forum for all women's alumnae organizations to share ideas. The purpose of the Council is to encourage interest and participation in the University and the USC Alumni Association by all alumnae and interested friends. Each group has its own membership criteria, such as interest in USC, geographic location, date of matriculation, financial obligation, time commitment and demonstration of leadership. The Council's organizations participate in the enhancement of the University by organizing activities such as high school counselor receptions, breakfasts for outstanding high school seniors, receptions for students admitted to USC and SCions activities. Scholarships are offered to USC students, and funds are raised at a variety of events and through product sales.*

Nineteen organizations were members of the ACC in 2005.

Association of Trojan Leagues	Town and Gown Junior Auxiliary of Orange County
Trojan League of Los Angeles	Trojan Guild of Los Angeles
Trojan League of Orange County	Trojan Guild of Orange County
Trojan League of South Bay	Trojan Affiliates
Trojan League Associates of the Valley	Trojan Junior Auxiliary
Trojan League Associates of the Foothills	USC/ Norris Comprehensive Cancer Center Auxiliary
Trojan League Associates of the Desert	USC University Hospital Guild
Trojan League Associates of San Diego	Interfraternity Parents' Council
Town and Gown	Intersorority Parents' Council
Town and Gown Junior Auxiliary of Los Angeles	

## 2006-2010

The ACC theme for 2006-07 was "Lighting Our Way to the Future Once More". A significant event in University life was the opening of the Galen Center. ACC's program highlight was attendance at a USC basketball game at the Galen. Three luxury boxes were available for ACC members to view the game and cheer for the Trojans.

With the advent of the ACC website a Website Chair and Assistant were added to the council. A Products/Sales Chair coordinated sales in several additional venues including sales on-line. Other positions added to ACC were: Scholarship Chair, Scholarship Luncheon Chair and Assistant, Trojan Column Editor, Past Chairmen Coordinator, Homecoming Sales Chair and Historian and Assistant.

"USC Leadership Knows No Boundaries" was the theme for 2007-2008. Working outside the boundaries, ACC reached out to Trojans in the military with alumnae groups "adopting" service men and women by sharing Trojan family news and friendship. One of the pilots on the fly-over skydivers at the Rose Bowl Game was an adoptee of Town and Gown. ACC joined "Swim with Mike" by selling products at the event and donating a portion of profits to "Swim with Mike. Plans for "LUSCious", an ACC cookbook are well underway with much more than recipes. Secrets for shortcuts to entertaining discovered by Trojan cooks will also be included. With Scott Morey as the new leader at Alumni House and the fabulous Widney staff, ACC receives superb support from the University.

Under the theme of "Building and Enriching the Trojan Family", 2008-2009 Chairman, Melody Nishida, worked toward the main goal of developing, encouraging and committing to a partnership with the USC Alumni Association. Meetings were held throughout the University Park Campus (including the newest building on campus – the George Lucas School of Cinematic Arts Building) and in the newest building on the Health Sciences Campus, the Harlyne J. Norris Cancer Research Tower. ACC focused its support on member group's product sales and no longer sold ACC products as a separate entity; alumnae organizations sold products to support its scholarship students at various events throughout the year – ACC meetings, Homecoming, Alumni Association tailgates, IFPC and ISPC Holiday Boutique, Swim with Mike and on the ACC website. The ACC Bylaws were amended to reflect changes that are in concert with the Alumni Association Bylaws. New Standing Rules were added and approved by the membership. A new Student Alumni Association was formed by the USC Alumni Association, Society 53. Named in honor of the first 53 students enrolled at the University in 1880, Society 53 is an organization of 53 student leaders who serve as USC Alumni Association student ambassadors and

provide programs and events to connect USC students with alumni. The organization encompasses the members of Pepsters and SCions and outstanding student leaders. The ACC cookbook, "LUSCious", will debut in fall 2009 and will be sold by member groups. Chaired by Mary Richardson and Barbara Kelly, the contents of the cookbook will be a collective effort of all 19 member organizations, University Administration, Faculty and Staff. Gayle Roski, renowned watercolor artist for whom the School of Fine Arts is named, created the cover design and illustrations.

Using the theme "Student to Alumnae: Connecting to the Future", 2009-2010 Chairman Beth Petak-Aaron worked to connect the women of ACC to the student body and the university. Beth felt it important to help the ACC groups understand who the students are as well as the depth which USC has to offer to the students. Through lunch time gatherings, students came and connected with ACC. A meeting was held on the health sciences campus where a doctor came and spoke of the new Women's Health initiative that is starting at USC's Health Science Campus. Meetings always had a focus on either students or university programs which strengthened the connection between ACC and the University. ACC also focused its support of its organizations product sales. All alumnae organizations sold products to support their scholarship students at various events throughout the year – ACC meetings, Homecoming, Alumni Association tailgates, IFPC and ISPC Holiday Boutique, Swim with Mike, Town and Gown Benefit and on the ACC website. Organizations began working on a standardized brochure that introduces each ACC group to the public. With the use of these brochures, being able to advertise what each group does and where they are located becomes one more way in which to make each ACC group well known. Finally, a "living history book" of ACC was begun. The history of ACC is an important one, and through this continuing account of ACC, alumnae organizations can keep track of the progress ACC has made in the past and continue on into the future.

In **2010 – 2011**, Chairman Linda Ball led the council under the theme "May the Success of our Past Inspire Us for the Future". Group reporting was streamlined as part of the minutes to allow more time for university briefings and programming. Meetings were held at the newly opened Ronald Tutor Campus Center. ACC took a look back over its 50 years of service; each meeting had a theme of a different decade and trivia about the group, university, and athletics was shared by the historian. The first speaker of the year was the new university President, C.L. Max Nikias, who shared his vision for the USC. This was one of his first alumni group visits and ACC was honored and excited to welcome him. Courtney Surls, V.P. Advancement, spoke to ACC and the groups' scholarship chairmen in November in conjunction with the scholarship training. She shared the importance and value of the groups' commitment and dedication to student scholarships. At the Leadership Conference and January meetings, Roberto Blain, USC Director of Talent Services, took the group through future planning workshops to help ACC define its role at the university and remain a vital part of the Alumni Association. In March, we welcomed our senior scholarship recipients at our Annual Scholarship Luncheon. It was exciting to hear about all of their future plans! Development of a new website under the umbrella of the Alumni Association began; the new site will incorporate all of the groups and the products website store and should help bolster communication amongst the groups as well as serve as a useful recruiting tool. The year culminated with a celebration luncheon honoring ACC's 50th Anniversary! It was held in collaboration with the Association of Trojan Leagues Annual Meeting at Town and Gown and featured Pat Haden as guest speaker as well as videos highlighting USC's "Leading Ladies" and ACC's history. Many university representatives, including President Nikias and Al Checcio, Senior Vice President for University Advancement, were in attendance and USC's first lady, Niki Nikias, was made an honorary member of ACC. The ACC History Book was distributed to attendees.

#### References:

- ACC Chairman reports from: 1973-74, 1975-76, 1980-81, 1982-83, 1983-84, 1994-95, 1998-99, 2000-01, 2001-02, 2002-03, 2003-04, and 2004-05.
- ACC Past Presidents Presentation, ACC Minutes, 2002, by Stephany Walsh
- Past Chairman's letters, pictures from the past, and a great write-up from Joan Torribio, Kitty Lou Proulx's (first ACC Chairman) daughter, about the beginnings of the ACC

Mary Welsh, Historian, 2006-2007

Janet Eddy, Historian, 2007-2008, 2008-2009

Kandi Wopschall, Historian, 2009-2010