

THE INSTITUTE FOR ADVANCED STUDY

M I N U T E S

Meeting of the Development Committee

April 27, 1984

Princeton, New Jersey

- Present:** Messrs. Byrom (Chairman), Dilworth, Taplin, Woolf. Also Mr. Rowe and Mrs. Labalme.
- Absent:** Messrs. Bradshaw, Forrestal, Wolfensohn.
- Minutes:** Mr. Byrom opened the meeting at 10:30. The minutes of February 24, 1984, were approved as circulated.
- United Technology:** Dr. Woolf and Mr. Byrom will make plans to visit United Technologies together.
- Digital Equipment Corporation:** The proposal to DEC prepared by the School of Natural Sciences was passed around. Mr. Byrom knows William R. Johnson, Jr. and will contact him. Mr. Byrom will ask Mr. Brown to call Kenneth Olsen. Other contacts were mentioned. Mr. Dilworth knows Georges Doriot and Philip Caldwell. Mr. Taplin knows Philip Caldwell. Dr. Woolf explained that if we could get an improved VAX, it could fit right in with our present system. Dr. Woolf will send out copies of the proposal and related correspondence to members of the Committee.
- New corporate contacts:** Dr. Woolf described to the Committee conversations with Dr. Guth about future visits to the Bosch and Siemens Corporations.
- Mr. Byrom asked about contacts with Unilever. He will be at a meeting in a few days with them for the retirement of the Dutch chairman and could raise the issue. Dr. Woolf suggested an emphasis on the international aspect of the IAS. It was thought that the Corporation might be interested in the work of the School of Social Science, particularly the type of study which Michael Walzer has been doing on distributive justice.
- Mr. Byrom raised the question of naming fellowships for visiting members for the corporate donors. Dr. Woolf explained that in effect this is already being done, with an IBM member in place and an AT&T member fellowship being built up.
- It was agreed that from now on, the fellowship unit should be increased from \$150,000 to \$250,000. Mr. Rowe would supply the actual cost figure for a fellowship.

Mr. Byrom said he would also talk with North American Phillips. It might be possible to get the Dutch associates to contribute since so many of the Institute members come from the Netherlands.

Schlumberger
model:

Dr. Woolf was asked to describe the arrangement with Schlumberger-Doll which could be used as a model for other corporate support. By this agreement, a member in the School of Natural Sciences is given a stipend for the academic term at the Institute and employed for the rest of the time (which amounts to six months) by the corporation. Dr. Woolf will shortly be meeting with Ed David at Exxon to discuss a number of possible arrangements including one similar to the Schlumberger fellowship.

Letter to
petitioners:

A drafted letter to those who signed the petition against the Land Development plans of the Institute was discussed. The Committee's consensus was that it would be inadvisable to send out any letter now which tied a request for funds to the Institute's decision not to pursue its plans. Rather a letter should go out in the fall inviting members of the community to support the Institute for its positive and exciting work. There was some thought of relating the request to a system of categories, with different amounts contributed resulting in various privileges (such as is done now with the Friends). It was decided to prepare a new letter for the fall, proposing a new form of association with the IAS.

Case statement:

A drafted case statement was considered. The eventual form might be a four-page folder, well designed with a few black and white pictures of small size. There should be a brief covering note signed by the appropriate person and a suggested contact at the Institute for contributions. There was some discussion as to whether the folder would be aimed only at corporations, as the case statement was now drafted. Mr. Taplin suggested that an earlier mailing to "corporate associates" be used for comparative purposes.

Mr. Byrom said that such a folder should not be the initial contact. The chairman of the corporation should first be called with a statement to the effect that such an appeal is being planned, that before any response is taken a personal interview and conversation about the needs of the Institute should take place.

Regional
meetings:

Another way in which corporations could be interested in the IAS was through regional gatherings in places such as Pittsburgh or Minneapolis. Mr. Byrom said he would try to set up such a meeting in Minneapolis next fall or winter to which corporation and foundation heads would be invited. He would plan to discuss this with Jim McFarland, a prominent Minneapolis businessman.

Video-tape: Dr. Woolf reported that he is trying to persuade the Board of Nova to do a program on the IAS. This would reach an audience of 8 million people. Mr. Byrom asked whether we could then extract 7 minutes of it for our own purposes. Dr. Woolf said this would have to be explored as well as the matter of Faculty cooperation in the project.

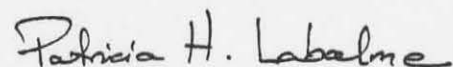
Lead trust: Dr. Woolf described the recent establishment of the first lead trust here, in which the Institute would be the eventual beneficiary of a family fund. He hoped it would provide a precedent for similar arrangements.

Effort toward corporate funding: Mr. Byrom said our principal target should be Corporate Foundations. The fortunes of these foundations should start picking up by the fall. We should start selecting names. A letter will be drafted to Board members reminding them of the corporate support already achieved and asking them to let us know where they feel they have significant contacts and whether they would act as requesters or sponsors.

Two names were mentioned as possible contacts to pursue: Raleigh Warner at Mobil (for a Schlumberger type grant) and Betsy Ancker-Johnson, vice-president for environmental activities at General Motors. It was suggested that the Board might invite such individuals to join it for a speech and dinner as the guest of the Board, and so introduce them to the Institute as possible advocates.

There being no further business, the meeting was adjourned at 11:45 a.m.

Respectfully submitted,



Patricia H. Labalme
Secretary of the Corporation