



**Lane Community College Archives**  
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## **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  
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Phone: 541-463-5466  
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**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.lanec.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