

Governor Winthrop Rockefeller Distinguished Lectures Handbook 2015

A great university is a setting in which ideas and ideals are communicated, and through their public discussion, and the debate about them, become refined for the intellectual and cultural advancement of mankind. The educational community is enhanced in its pursuit of knowledge when the foremost scholars and personages of the time are brought to the campus to engage in dialogues involving the issues with which intelligent young men and women concern themselves.

– Winthrop Rockefeller Instrument Gift and Trust, 1972



About Winthrop Rockefeller

Winthrop Rockefeller moved to Arkansas in 1953, and before his death two decades later, he had made giant and permanent footprints of change across his adopted state as leader and friend to his fellow citizens.

A son of John D. and Abby Aldrich Rockefeller, Jr., he was a “roughneck” in the Texas oil fields and rose to the rank of Lieutenant Colonel in the Infantry during World War II. His decorations include the Purple Heart.

He built Winrock Farms, a showplace atop Petit Jean Mountain, while pressing forward with an agenda that included the development of a two-party system of government and improvement to education that would command millions of his own dollars throughout his life.

As chairman of the Arkansas Industrial Development Commission, he set about to bring industry to Arkansas and succeeded to a degree that made Arkansas the envy of the South.

Rockefeller was the first Republican elected to the governorship since reconstruction, and served two terms. He brought professionalism to public service and implemented a reformist agenda that changed Arkansas for all time.

He stamped out illegal gambling in Hot Springs, moved strongly to end prison brutality, went after fly-by-night insurance scams and in various other ways carried on a continuing war against abuses, as governor and for as long as he lived.

He is credited with bringing profound, positive change to Arkansas that endures to this day.

The Winthrop Rockefeller Distinguished Lectures was established in 1972—a year before his death—by friends who wished to honor him and his name.



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Governor Winthrop Rockefeller Distinguished Lectures Program (GWRDL)

History

The Winthrop Rockefeller Distinguished Lectures program was established in 1972 by friends of Governor Winthrop Rockefeller. It assists faculty at five of the University of Arkansas campuses (U of A at Fayetteville, U of A at Little Rock, U of A at Monticello, U of A at Pine Bluff, and U of A for Medical Sciences) in obtaining outstanding visiting lecturers to communicate ideas and stimulate public discussion, intellectual debate, and cultural advancement.

Mission

The GWRDL is committed to enhancing the educational and cultural experiences of Arkansans through its mission to:

- A. Attract quality, well known speakers for the edification and education of students, faculty, and the general public.
- B. Enhance the Rockefeller Brand and tell the WR story.
- C. Reach out to donors to enhance the Lectures Fund.
- D. Interact with speaker bureaus to promote the GWRDL.

Governance

The GWRDL Program is administered through a Committee that is guided by provisions set forth in the 2009 Second Restated and Updated Instrument of Gift and Trust “Trust Agreement.” This 2009 Agreement was entered into by the Trustees of the University of Arkansas, the University of Arkansas Foundation, and the GWRDL Committee. The 2009 document amended the 1972 Instrument of Gift and Trust. The lecture series established by this agreement is to be known as the *Governor Winthrop Rockefeller Distinguished Lectures*.

The essential elements of the agreement follow.

Committee Structure

- A. There are eight public members on the Committee together with five campus representatives who represent the University of Arkansas at Fayetteville, University of Arkansas at Little Rock, University of Arkansas at Pine Bluff, University of Arkansas at Monticello, and the University of Arkansas for Medical Sciences, for a total of thirteen members. One public member of the Committee is to be from the field of Agriculture. Another is to represent Business and Finance. The remainder of the public members are from the Social Sciences including the Political Science field. The President of University of Arkansas System appoints one member to the Committee who serves as a Committee member ex officio.
- B. Students, faculty or staff members represent their individual campuses on the Committee.

- C. Committee members who are campus representatives have five year terms. Public members have six year terms without limitation. Student members have two year terms. Vacancies are filled through selections made by the remaining Committee members.
- D. The Chancellor of each participating campus is responsible for selecting its campus representative on the Committee and for choosing speakers or alternatively, the Chancellor may create a special committee for that purpose. All of these selections are subject to the University of Arkansas System President's approval.

Program Funding

The Trustees for the WR Trust, by provisions included in Governor Rockefeller's will, transferred to the University of Arkansas Foundation \$150,000 which, with other gifts to the University of Arkansas, makes up the permanent endowment ("Fund") for the GWRDL.

Agreement Amendments

The Agreement can be amended by a majority vote of the Committee, subject to final approval of the University of Arkansas Board Of Trustees and the University of Arkansas Foundation.

Lecture Expectations

- A. Public lectures shall be by one or more outstanding, distinguished scholars or personages on thought provoking topics that may involve the social sciences or public affairs. The Committee may approve other lecture topics of general, public interest.
- B. Lecturers may come from any geographic location. No limitation to in-state speakers exists.
- C. Ideas for proposed speakers originate from the campus representatives, but the Committee also has authority to initiate suggestions for speakers.

Lecture Proposals

The campus representatives present a proposal to the Committee for approval. This proposal includes the following information.

- A. Number of speaker appearances on campus, including lectures, but also classroom presentations or lunch time discussions.
- B. Student attendance projections.
- C. Curriculum integration (extra credit assignment, related readings, etc).
- D. Continuing Education Credit for school teachers.
- E. Campus events planned while on campus.
- F. Campus Communications Plan (Campus newspapers, fliers, electronic bulletin boards, and other campus outlets used).
- G. External Communications Plan.
Utilizing the campus communications office, all media outlets should be used to promote the GWRDL: magazines, local newspapers, radio, television, cable news. Specific media opportunities should be planned like press conferences, interviews, news stories, and direct mail to alumni and potential donors.

H. A Timeline of all events should be designed and individual Campus Committee assignments should be made in advance. (see attached checklist)

I. Format for Lecture:

Chancellor should introduce each lecture and give a history of Governor Rockefeller. WR logo and photograph should be prominently displayed. Video with highlights of Governor Rockefeller's career should play before the lecture. Scroll of slides may also play in foyer of the campus building. Printed lecture program should include logo, photograph, and biography of Governor Rockefeller (see attached), together with a list of previous GWRDLS speakers.

Following the lecture, the campus representative should hold a debriefing in preparation for a report to the Committee. Items to discuss include:

- Analysis of student, faculty, and public attendance.
- Review of all speaker events to evaluate success.
- Media coverage assessment.
- Budget Review and Reconciliation.
- Plans to archive the lecture.

Speaker Funding Procedures and Suggestions for Campus Representatives

The Normal Course of Business

All speakers will be approved by vote of the Committee. This will happen at a regular meeting or through an email distributed by the System office (Sylvia).

Expenditures for the GWRDL series should be coordinated with the System President's office.

Contracts with speakers should be signed by the *authorized official* on the campus (often this is the vice chancellor for finance and administration). You will want to review the document to determine that the contract is with the WRDL or the campus (as appropriate). Also, you may want the General Counsel's office or campus legal office to review the document—especially for state required inclusions or exclusions. A good, clean copy of the contract should then be scanned and emailed to the System. A *payment request form* signed by the campus representative also should be sent to the System in order to receive payment.

A budget should be prepared so that you can plan and monitor expenses (an example is attached),

A budget summary/spreadsheet should be prepared for your report to the Board, and

Invoices should be submitted to the System office with a *pay request form* signed by the campus rep to obtain payment. (Payment forms are necessary because it includes TIN#, Mailing Address etc; campus rep signature lets the System (Sylvia) know that the invoice is a legitimate expense.)

Issues that the Campus Representative May Encounter

The Contract

Speakers or Speaker Bureaus often require a *partial payment* as part of the contract. This is requested of System office (Sylvia) and it can be mailed directly from the System Office to the speaker or speaker bureau. The final payment is usually required on the night of the event. A check request must be submitted to the System office (Sylvia). The Foundation may mail the check directly to the campus representative or to the System office. You need to allow at least two weeks. You should follow up on the receipt of this payment with the speaker or speaker bureau.

Note: Sylvia normally makes a note of when the final payment is due and requests the check a couple of weeks in advance to be sent to the System so that she will have it on hand before the actual date of the lecture. She normally FedEx the check overnight the day of the lecture so the vendor/speakers bureau has check in hand day following lecture and she copies the campus rep so he or she will know payment has been sent.

Campus Expenses

You will need access to a budget number on campus for expenses that will later be reimbursed.

Campus expenditures, such as invitations, posters, and other printed material or food services, are often required to be done on campus either by contract (if a private company supplies the service to your campus) or by policy. These support offices usually require a budget number for back charging before the work is begun.

If the campus representative has access to a budget number through a department or college budget this can be used and then the budget can be reimbursed after payments of invoices are received from the System office. If you do not have regular access to a budget number, you may need to partner with an office (Provost or Chancellor, for example) for this purpose.

Outside Vendor Expenses

Expenses that must be purchased through an outside vendor, such as flowers for a buffet table, a limo service from the airport, or the rental of specific microphones or media equipment, can occasionally be paid through a university purchase order if the university has an on-going relationship with the vendor, but if not, you should explore two options

- Request an invoice to be submitted for payment
- Use a personal credit card and submit the receipt for reimbursement.

Expenses do not have to be held and sent all at once. They may be sent as the expense is incurred with a *pay request form*. If expenses are paid from an institutional account, then it's best to request one reimbursement at the end of the lecture.

Reimbursement will depend on expenditures meeting state purchasing and Foundation guidelines. The turnaround on checks from the Foundation is usually quick. If properly documented, checks can be processed the same day or the next day.

Unanticipated Expenses

A number of unanticipated expenses often occur with complicated events. Ones that you might be alert to include: charges for extra security staff or charges for security staff working extra hours, campus shuttles or extra hours for shuttle drivers, stage decorations/plants, charges for media or lighting staff working extra hours or using specialized equipment, theatre or other room rentals on or off campus.

Partnerships

You may want to seek partnerships with campus offices or off campus entities in order to enhance your budget. This will allow you to leverage the WRDL funds in order to provide more activities and services to the campus.

Extra funding is sometimes available for publicity. You should inquire of the System office.