

PHI BETA SIGMA
HONORARY SERVICE FRATERNITY
CAMPUS TOUR REPORT

SUBMITTED BY:
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TOUR DIRECTOR

STATISTIC SHEET

TOURS WERE CONDUCTED EACH SUNDAY AFTERNOON AT 3PM. THE VISITORS ASSEMBLED IN THE LOUNGE OF BOLAND HALL WHERE THEY WERE INTRODUCED TO THE GUIDES. AFTER A 60 MINUTE "WALKING TOUR" THE GUESTS WERE GIVEN A TEN MINUTE BREAK WHICH WAS FOLLOWED BY A BRIEF ADDRESS CONCERNING STUDENT ACTIVITIES. THE ENTIRE PROGRAM LASTED 90 MINUTES.

PHI BETA SIGMA EXPRESSES ITS APPRECIATION TO FR. LARKIN WHO COOPERATED FULLY WITH ALL THOSE CONNECTED WITH THE TOUR SERVICE.

1. TOTAL NUMBER OF PEOPLE WHO TOURED ----- 531
2. TOTAL NUMBER OF INDIVIDUAL TOURS GIVEN ----- 45
3. TOTAL NUMBER OF SUNDAYS ON WHICH TOURS WERE HELD ----- 7
4. TOTAL NUMBER OF INDIVIDUAL FAMILIES WHO ATTENDED ----- 114
5. TOTAL SERVICE RENDERED (IN HOURS) ----- 154 1/2

THE FOLLOWING BROTHERS PARTICIPATED IN THE TOUR SERVICE: DICK CASPER, BILL DECINQUE, FRANK DESANTO, JOHN FAHRENHOLZ, DON FITZSIMMONS, BOB GACCIONE, TOM GASQUE, JIM HALLOCK, DREW HORGAN, MIERRE KING, DON LAROSSA, VINCE LUPO, TONY MAZZELLA, BILL RAGOLIA, RICH RENGA, NICK SCALERA, JOHN SILVA, JIM SIMMS, BRIAN VESLEY, RON ZAWACKI.

IT MUST BE REMEMBERED THAT THIS WAS THE PILOT TOUR SERVICE AND AS SUCH IT BEGAN IN MID-JULY. IF THE TOURS ARE CONTINUED A LIST OF RECOMMENDATIONS WILL BE PRESENTED. THE BROTHERS OF PHI BETA SIGMA HAVE PROMISED THEIR FULL SUPPORT IF AND WHEN NECESSARY. THUS IT WOULD APPEAR THAT FUTURE TOURS COULD ONLY IMPROVE IN TOTALITY.

THE ABOVE STATISTICS HAVE BEEN COMPILED FROM TOUR RETURN FORMS WHICH WERE SENT IN BY PARTICIPATING FAMILIES. ALL RECORDS ARE ON FILE WITH PHI BETA SIGMA.

SEPTEMBER 18, 1961

THE OVERALL AIM OF THE PHI BETA SIGMA CAMPUS TOUR PROGRAM IS TO CREATE GOOD WILL FOR SETON HALL UNIVERSITY. SPECIFICALLY THERE ARE THREE PHASES:

- A. TO INTRODUCE TO A "NEW SETON HALL FAMILY", UNDER FAVORABLE CONDITIONS, THE UNIVERSITY AND THE "SETON HALL SPIRIT". THE FAVORABLE CONDITIONS MENTIONED REFERS TO THE OPPORTUNITY OF THE VISITORS TO HAVE INFORMAL CONVERSATION CONCERNING SETON HALL, WITH CURRENT STUDENT LEADERS.
- B. TO FAMILIARIZE, PRIMARILY, THE PARENT; SECONDARILY THE STUDENT, WITH THE UNIVERSITY'S FACILITIES; ACADEMICALLY, SPIRITUALLY, AND SOCIALLY. IN MANY INSTANCES, THE PARENTS WILL NOT VISIT THE CAMPUS AGAIN UNTIL THEIR SON GRADUATES, THUS IT IS DESIRABLE TO GIVE THEM PRIME CONSIDERATION. IT IS ASSUMED THAT THE STUDENT, OVER HIS FOUR YEAR UNDERGRADUATE PERIOD, WILL AVAIL HIMSELF OF THE OPPORTUNITY TO BOTH KNOW AND LOVE THE CAMPUS.
- C. TO ANSWER ANY QUESTIONS PERTAINING TO STUDENT LIFE OTHER THAN THOSE WHICH SHOULD BE REFERRED TO THE UNIVERSITY ADMINISTRATIVE STAFF.

THE HISTORY OF THE TOUR PROGRAM IS BRIEF. TOWARD THE END OF THE SPRING SEMESTER '61, THE BROTHERS OF PHI BETA SIGMA, HONORARY SERVICE FRATERNITY REALIZED THE NEED FOR SUCH A SERVICE. A PLAN EVOLVED AND WAS SUBMITTED TO THE DIRECTOR OF SPECIAL EVENTS WHO AGREED TO HAVE HIS OFFICE SUBSIDIZE THE PROGRAM FINANCIALLY. THIS INCLUDED STAMPS, AND ENVELOPES. THE DIRECTOR OF ADMISSIONS CONCURRED ON THE MERIT OF THE TOUR SERVICE AND AGREED TO OPEN THE FRESHMAN FILE TO THOSE WORKING ON THE PROGRAM. THE GUIDANCE DIRECTOR WAS INFORMED AND ARRANGEMENTS WERE MADE FOR THE DIRECTOR OF TOURS TO SPEAK ON EACH OF THE FRESHMAN TESTING DAYS.

OVER TWELVE HUNDRED APPLICATIONS WERE SCREENED IN ORDER TO ASCERTAIN THOSE STUDENTS WHO WOULD ACTUALLY ATTEND IN SEPTEMBER AS OPPOSED TO THOSE WHO HAD MERELY BEEN ACCEPTED. OF THESE, ABOUT SEVEN HUNDRED LETTERS WERE SENT, INVITING THE NEW STUDENTS AND THEIR FAMILY AND FRIENDS TO VISIT THE CAMPUS. TO AVOID CONFUSION ON THE RETURN FORMS A TOUR MAIL BOX WAS ARRANGED IN THE MAIL ROOM.

APPOINTMENTS WERE NEXT MADE WITH THE VARIOUS ADMINISTRATORS

TO SEEK THEIR ADVICE AND ALSO TO INTRODUCE THE TOUR SERVICE TO THEM. ALONG WITH THESE APPOINTMENTS ALSO WENT A SERIES OF INTERVIEWS WITH THE VARIOUS SERVICES OF THE UNIVERSITY. AMONG THOSE INCLUDED WERE: THE OFFICE OF FAR EASTERN STUDIES, GRADUATE SCHOLARSHIP OFFICE, UNIVERSITY MUSEUM, AND STAUFFER'S FOOD SERVICE. THE INFORMATION GLEANED THROUGH THESE INTERVIEWS, PLUS A PREPARED LIST OF FACULTY ACHIEVEMENTS AND PUBLICATIONS, COMBINED WITH AN ALREADY EXISTING FRATERNITY HISTORY OF THE INDIVIDUAL BUILDINGS, PROVIDED ENOUGH DATA TO KEEP THE TOURS, LIVELY, INTERESTING, AND INFORMATIVE.

TO PROPERLY PUBLICIZE THE TOUR SERVICE, IN EVERY QUARTER, THE FOLLOWING STEPS WERE TAKEN:

- A. AN EXPLANATION WAS GIVEN TO EACH ADMINISTRATOR.
- B. INDIVIDUAL LETTERS WERE SENT TO EVERY FACULTY MEMBER IN EACH DIVISION OF THE UNIVERSITY.
- C. LETTERS WERE SENT TO EACH INCOMING FRESHMAN INVITING THE STUDENT AND HIS FAMILY TO ATTEND.
- D. THESE LETTERS WERE FOLLOWED UP BY A SERIES OF BRIEF TALKS AT EACH OF THE FRESHMAN TESTING DAYS. THESE TALKS OUTLINED, ONCE AGAIN, THE TOUR SERVICE.
- E. NEWS RELEASES WERE SENT TO, AND APPEARED IN, THE NEWARK NEWS, THE NEWARK STAR-LEDGER, THE ADVOCATE, AND THE LOCAL MAPLEWOOD-SOUTH ORANGE PAPER.
- F. A SERIES OF "SPOT ANNOUNCEMENTS" WERE BROADCAST OVER WSOU.

THE OBJECTIVE SUCCESS OF THE TOUR SERVICE IS SHOWN ON THE ATTACHED STATISTIC SHEET. THE FIRST TOUR WAS GIVEN ON JULY 16, 1961. ONE FAMILY WHO PARTICIPATED COMMENTED THAT THEIR SETON HALL VISIT HAD BEEN FAR MORE PROFITABLE THAN SIMILAR TRIPS TO FAIRLEIGH DICKENSON AND ST. BONAVENTURE'S.

THE FUTURE SUCCESS AND CONTINUATION OF THE TOUR PROGRAM IS CONTINGENT UPON THE VIEW OF THE ADMINISTRATION. IF IT IS FELT THAT THE TOUR PROGRAM HAS BEEN A GOOD THING FOR SETON HALL IT MAY EASILY BE CONTINUED SINCE THE GROUNDWORK HAS ALREADY BEEN DONE. ANY COMMENT FROM ANY ADMINISTRATOR OF THE UNIVERSITY CONCERNING THE TOUR SERVICE SO FAR, OR ANY SUGGESTIONS FOR FURTHER FUTURE SUCCESS WILL BE APPRECIATED. THE TOUR SERVICE MAY BE REACHED THROUGH: TOM GASQUE, PHI BETA SIGMA TOURS, SETON HALL UNIVERSITY.