



1980

## Founders' Day Convocation (1980 Program)

Illinois Wesleyan University

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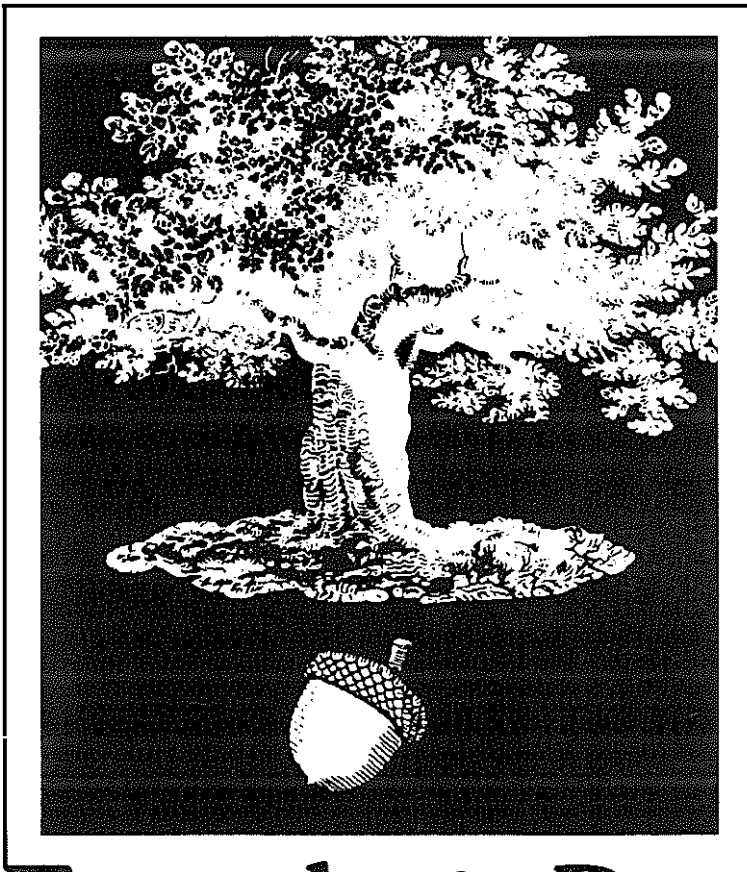
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**Illinois  
Wesleyan  
University**



**Founder's Day**

**February 20, 1980**

## Dr. William I. Ihlanfeldt '59

Dr. Ihlanfeldt, vice president for institutional relations at Northwestern University in Evanston, returns to his alma mater today. He received a bachelor of science degree from Illinois Wesleyan in 1959, after distinguishing himself in athletics as well as academics. A Belleville native, Ihlanfeldt played baseball and football as an undergraduate, and is a member of Sigma Chi fraternity.

He holds both master's and doctoral degrees from Northwestern, joining the staff at that university in 1964 as director of undergraduate financial aid. Later appointments at NU included director of admission and financial aid, and dean of admission, financial aid and student records. In his present position, he is also

responsible for policy analysis and government relations. In the absence of the university president, Ihlanfeldt is the principal spokesman for Northwestern on external matters.

He has also been a lecturer, consultant and member of the faculty of the School of Education at NU. For the past three summers he has served on the faculty of Snowmass Management Institute in Snowmass, Colorado.

During his tenure at Northwestern, Dr. Ihlanfeldt directed a program funded by the Wieboldt Foundations for the education of minorities, resulting in a substantial change in the demography of the student body. Among his other accomplishments are the implementation of an integrated admission and financial aid operation; the application of marketing principles to student recruitment; and the design of the university's marketing, pricing and loan strategies. Since 1968, he has been involved in the study of the economics of higher education and has written numerous federal and state proposals relating to the funding of higher education.

Ihlanfeldt is a member of the board of directors of the Student Loan Marketing Association, the executive committee of the Consortium on Financing Higher Education, and the executive committee of the Federation of Independent Illinois Colleges and Universities.

His articles have been published in the *College Board Review*, *Change Magazine*, *CASE Currents*, *Liberal Education* and the *NACAC Journal*. He has written chapters in several books and his own book, "Achieving Optimal Enrollment and Tuition Revenues," will be published shortly.

Following his graduation from IWU, Ihlanfeldt spent three years as a counselor and assistant director of admissions at Monticello College and coached high school football at Rich Central for two years before moving on to Northwestern.

He maintains strong ties with Illinois Wesleyan, serving as a class agent since 1970, a three-year member of the Alumni Council and a member of the John Wesley Powell Society, one of the University's annual giving clubs.

He is married to the former Jeannine Huguelet and he has two children.



ILLINOIS WESLEYAN UNIVERSITY

CONVOCATION

HONORING THE FOUNDERS

Westbrook Auditorium, Presser Hall
February 20, 1980 11:00 a.m.
President Robert S. Eckley, Presiding

ORGAN PRELUDE . . . . . David Gehrenbeck, Organist
Fanfares . . . . . Calvin Hampton

PROCESSIONAL
Fanfare-Improvisation on Azmon . . . . . Alec Wyton
("O for a thousand tongues to sing"—Charles Wesley)

INVOCATION . . . . . Dr. Jerry Stone

MOTET . . . . . The Collegiate Choir
David Nott, Director

"O Heiland, reiss'," op. 74, no. 2 . . . . . Johannes Brahms

O Savior, rend the heavens wide, come down from heaven to our side; Rend open heaven's gate and door, no lock and key shall hold Thee more.

O God, send thy dew from heaven above, give unto us thy Saviour's love; Ye clouds bring forth your precious rain, the King of Jacob's house ordain.

O earth spring forth, spring forth O earth; ye hill and dale impart thy worth; From the earth thy blossoms bring, O Saviour from the earth now spring.

Here we suffer from greatest fears, and before our eyes death appears; Ah come, lead us with thy mighty hand, from torment to thy Fatherland.

So let us all give thanks to Thee; our Saviour who has set us free. We will praise Thee and adore, from this time forth, forever more. Amen.

PRESENTATION OF SPEAKER . . . . . President Robert S. Eckley

ADDRESS . . . . . Dr. William I. Ihlanfeldt
"The Resurrection of Quality and the Private Sector"

MOTET . . . . . The Collegiate Choir

"Lord, Thou Hast Been Our Refuge" . . . . . Ralph Vaughan Williams

Anne Reif, Terrie Whittaker, Greg Morgan, Bill Hatton, soloists

Steven Eggleston, trumpet; David Gehrenbeck, organ

PRESENTATION OF HONORARY DEGREE

ALMA WESLEYANA

From hearts aflame, our love we pledge to thee
Where'er we wander, over land or sea;
Through time unending loyal we will be —
True to our Alma Mater, Wesleyan.

When college days are fully past and gone,
While life endures, from twilight dream till dawn
Grandly thy soul shall with us linger on —
Star-crowned, our Alma Mater, Wesleyan!

BENEDICTION . . . . . Dr. Jerry Stone

ORGAN POSTLUDE

Prelude on Bayhead . . . . . Gerre Hancock