



BAYLOR  
UNIVERSITY

October 27, 2009

Mr. David Lacy  
P.O. Box 2303  
Waco, Texas 76703

Dear David,

It has been more than six weeks since a Baylor University official met face to face with the President of the BAA inviting your organization to join the University in enhancing alumni outreach through an integrated in-house alumni relations effort at Baylor. The full BAA board has had the written proposal since September 19.

Regrettably, to date we have had no formal response of any kind from the BAA. Instead, we have seen opinion editorials from your president and executive vice president criticizing our proposal, the University and its governing bodies. We have not seen a single instance in which you have publicly discussed the merits of the proposal directly and the impact it could have enhancing national alumni relations at Baylor. Last week, at its annual meeting, the BAA launched a five year plan upon which BAA independence and separation from the University was the major building block. All of these activities present a clear message that our proposal, though made in good faith, is effectively and de facto declined by the BAA.


Therefore, out of respect for your desire to be independent and separate from the University, we believe it is in the best interest of Baylor that we formally withdraw our proposal. If, in the future, the BAA wishes to explore the possibility of becoming part of a robust in-house alumni relations program within the University, we will be pleased to consider that possibility at your request.

It is unfortunate that you will not be joining the University's efforts to ramp up alumni relations at Baylor. From our perspective, it was a sincere proposal to establish a new, energized, well funded, and focused alumni relations effort designed to better serve our alumni and the Baylor family. Just as the recently announced Baylor Research and Innovation Collaborative will multiply our success in the areas of research and engineering education, a focused and enhanced alumni relations program will usher in a new era of alumni services and engagement at Baylor.

We wish you well in your future efforts and we hope you will be an encouragement to Baylor as we renew the University's efforts to reach and engage our 140,000 alumni around the world.

Sincerely,

  
David E. Garland

  
Dary Stone

Cc: Mr. Jeff Kilgore