

Lewis and Clark College  
Board of Alumni Meeting  
February 21, 2015

*Board Members Present:*

Aukeem Ballard  
Rocky Campbell  
Carla Cavenago-Salazar  
Dolores Chenoweth, *chair Albany Society Board of Directors*  
Mary Devlin  
Hillary Dixon  
Isabella Fabens '15, *president, SAA*  
Ruthe Farmer  
Brian Federico  
Grant Frey  
Mike Holtzclaw, *president-elect*  
Cathy Kirkland  
Vicki Kreimeyer  
Dan Metcalf  
Jim Robertson  
Carol Timm, *president*  
Anthony Van Nice  
Barbara West Whitaker  
Chris Wood

*Board Members Absent:*

Jonathan Burton  
Curt Copenhagen  
Annette Klinefelter  
Robert Rowe

*Staff Present:*

Bea Freilich, administrative coordinator  
Stephen LeBoutillier, senior associate director  
Tara McIrvin, associate director  
Andrew McPheeters, senior director  
Ginger Moshofsky, associate director  
Dith Pamp, assistant director

Sheri Terjeson, interim director of Annual Giving

***Business Meeting called to order and approval of minutes***

Carol Timm called the meeting to order at 2:14 p.m. Bea Freilich, administrative coordinator, recorded the minutes. A quorum of members was present, and the meeting, having been duly convened, was ready to proceed with business. Timm reviewed the agenda and welcomed the board.

Timm presented to the Board the minutes of the November 2, 2014 meeting for approval.

**Motion:** Amendment to motion to include Carla Cavenago-Salazar eligible for second term. All in favor. Motion passed.

***President's Report (Carol)***

Carol Timm reported on the Board of Trustees meeting that was held yesterday. The College has hired a new football coach, Jay Locey, who coached for Linfield and was District 3 Coach of the Year. Also, the Dean of the Law School announced another \$1 million donation for scholarships.

She reported on the Career Development Center name changing to Career Center and its proposed new location at Templeton. Groundbreaking for the new building is due to begin and will be completed in August, 2015. Budget approval was received to hire new Career Center director.

She updated the status for the search for a new Dean of the College. Final candidates are coming to the campus in the next few weeks. Jerusha is not applying. Students are collaborating with faculty on the search for the new dean.

Andrew McPheeters introduced his staff to the Board. He acknowledged Tara McIrvin who has been hired as associate director who will be working on various events. He acknowledged that Angela Torretta is on FMLA and Dith Pamp '11 is filling in for her full time through reunion in June. Madeline Pruett is leaving the college as director of Annual Giving and Sheri Terjeson is serving as interm director.

***Fundraising Report and Video (Jim & Sheri)***

Jim Robertson and Sheri Terjeson presented statistics from the CAS Fundraising Update that was handed out to the Board. Jim reported that Board giving is 21 out of 22 given or promised to give.

Terjeson reported on alumni donor renewal rates and participation that is up in part with the campaigns in the fall with the 10/15 by 10/15 challenge that was connected with the Black and Orange Parties. The Annual Giving new spring campaign video "Share Your Advice. Support a Pioneer" was viewed by the Board. Robertson reminded the Board to

go on the website and give their advice by March 22<sup>nd</sup>. It will be shown at the Commencement Banquet on May 8<sup>th</sup>.

Terjeson reported that monthly calling lists are less active when not assigned. Annual Giving will go back to assigning lists to Board members for calling. Volunteers for calling are Vicki, Cathy, Hillary, Dan, Aukeem, Carol, Barbara and Brian. McPheeters requested that she reach out to the four absent Board members about calling. Dan Metcalf recommended having scripts for each to use. Timeline to complete is one week after receiving the list.

Timm recommended the idea presented by three Board of Trustees who are from the class of 1985 to generate a class competition and to develop a giving plan.

She also held a brief discussion about the 150<sup>th</sup> anniversary to tie into a giving challenge in 2017.

Robertson reported on Pios to Pios that raised \$6700 with \$276 from students and \$4,900 that has been awarded to four students.

*{Ruthe Farmer joined the meeting at 2:32 pm}*

#### **Athletics Liaison (written submitted) (Grant)**

Grant Frey reviewed his report and announced that Hall of Fame nominations are due March 15<sup>th</sup>.

He recommended either donating to PAC or participates in the Annual Golf Tournament that will be held on June 29<sup>th</sup>. The event is open to all.

He reported on PAC membership with five members currently serving on the board and one lapsed member.

McPheeters reviewed the liaison plan with the Board and reminded them to turn in reports two weeks before meeting for the report to appear in packets.

#### **Academics (Chris)**

Chris Wood reported briefly on his meeting with Associate Dean of Student Academic Affairs and Professor of Mathematics, John Krussel. He was impressed with Krussel's history as well as his support of all events at LC.

#### **Albany Society (Dolores)**

Dolores Chenoweth reported on the Albany Society Board's revised Bylaws. The Board has 5 new members, and 10 members from 1960s with more of the newer years getting involved. The Board now has a New Members Committee.

The Board is busy planning spring activities with one being a half-day come back to campus idea as well as their annual August BBQ.

### **Student Life (Aukeem)**

Aukeem Ballard reported on his meeting with Anna Gonzalez, dean of students. He spoke briefly about the Pioneers Success Institute that is taught by staff, gearing up for success during and after LC. Stephen, Tara and Andrew have taught sessions. Gonzalez is interested in getting alumni to come back and teach sessions. He spoke briefly about Mentors for Entrepreneurship.

He is committed to continue work on bridging the gap between faculty and staff.

*(Mike Holtzclaw joined meeting at 3:07 pm)*

### **Other**

#### ***Administration Committee Report (Vicki)***

##### ***Report and Action on Bylaws***

Vicki Kreimeyer provided a written report to the Board. She reported on the Bylaws recommendations to be adopted at this meeting.

She reported that the committee is developing a slate of board candidates for election in June. There are three vacancies to be filled, created by the completion of second terms by Curt Copenhagen, Ruthe Farmer and Robert Rowe. Four members who are eligible to run for second terms, Grant Frey, Anthony Van Nice, Carla Cavanago-Salazar, and Dan Metcalf have agreed to run for a second term. Barbara West Whitaker, who was appointed to the Board, will run for her first term. Board nominations are due by February 28<sup>th</sup>. Board application forms are sent out by March 1<sup>st</sup>.

**Motion:** Bylaws revisions be accepted and incorporated into Bylaws. All in favor.  
Motion passed.

#### **Student Alumni Association Committee Report (Carla)**

Carla Cavenago-Salazar presented her report to the Board. She reported on the process for the alumni scholarship. Interviews were held on Friday. There were 27 applications read with 13 students interviewed and 7 were selected.

Timm reported that there were some chairmanship changes with Cavenago-Salazar now chairing Diversity & Inclusion Committee replacing Brian Federico. Hillary Dixon will now be chairing SAA.

Robertson commented on student feedback regarding preferred forms of communication. He said that they appreciate recommendations from professors. A discussion was held about professors recommending certain events to the students in effort to get them to attend.

**Alumni Recognition Committee (Cathy)**

Cathy Kirkland presented her report to the Board. Alumni nominations to the Board are due April 1<sup>st</sup>. The number of nominations is low this year and requested nominations from Board members using the online form. They will have a slate of nominees at the June meeting.

**Report and debrief about Alumni Honors Banquet**

Cathy Kirkland reported on the successful Honors Banquet that was held Friday night on campus that was coordinated by Tara McIrvin. Rocky Campbell recommended clarification of service awards that is for volunteer work beyond time spent at the College. A brief discussion was held concerning guidelines for awards. McPheeters clarified the process.

Various members provided feedback on the Honors Banquet from logistics to coordinating with trustee meeting. They recommended more mingling time with Student Alumni Association and Board of Trustees. Timing of speeches was highlighted. They commented on the length and quality of the video and suggested asking awardees who they want interviewed. McPheeters will decide to use a volunteer to prepare the video or to hire a professional.

Isabella Fabens, SAA president, reported on the disconnect between students and alumni and asked for suggestions on how to broadcast events to students. Brian Federico recommended honorees coming to classrooms and meeting with students since they are their role models. It was recommended that the banquet be taped for students to view with an opportunity to archive with clips and narratives and post on Board website.

One comment reflected a concern at the Parents Council breakfast that the Council had not been aware of the banquet the night before. It was suggested to expand the invitation to them to attend banquet since they are parents.

**Alumni Committee Report (Dan)**

Dan Metcalf reported on the committee's work and goals. One goal is to not become communications committee. Their goal is to determine what they can do to get alumni to attend events. He reported that Aukeem is working on a no-ask, outreach letter to be sent to alumni. He also noted that Ginger Moshofsky, Ruthe Farmer and Barbara West Whitaker coordinate a point person contact. The committee is developing ways to be involved and to come up with a talking points piece about upcoming events at LC.

**Career Support Committee Report (Rocky)**

Rocky Campbell reported on his committee's work. Career Center is hiring a new director and has requested assistance from the Board on a fundraising task. Robertson is working with them on this task. He reported that they also requested specific attendance at career events throughout the year and to help them locate individuals by trade or era to fill spots and needs. He reported that Brian Federico was the emcee at the Dress to Impress event that was well attended by students. He noted that the Alumni Career Corps

is on LinkedIn and asked the Board to get their friends on the career network for searches by location and careers.

### **Diversity & Inclusion Committee Report (Carla)**

Carla Cavenago-Salazar presented her report. She reported that they had a productive meeting and came up with three action points over the next three months:

- 1) Define mission/goals
- 2) Get organized
  - Teleconferences
  - Brainstorming session
- 3) Prioritize talking points

They will have a batch of projects organized and will have more news next time.

### **Feedback (Andrew)**

#### **Breakfast with Parents Council**

Various members provided feedback who attended the Parents Council breakfast. A more formal setting was recommended for parents and the Board to get a better sense of Board and Council as a group. The role of parents blossoming with events and Council and encouraged to continue to engage that way. It was recommended to notify Board about breakfast, whether full or light so they can plan accordingly. Stand up tables were recommended. It was pointed out that trustees were not in attendance. Logistics was discussed.

#### **Lunch with Student Government and SAA**

McPheeters received feedback from the Board about the luncheon. It was pointed out that too much texting was going on by the student and inquired as to protocols being set. Fabens responded that it was true about no protocol in place about texting and will work on that. It was recommended that placards for students be used at tables and that gold nametags not be used, but instead provided some suggestions on wearing buttons with more identifiable information as to staff, trustees, parents, etc.

### **Alumni & Parents Program**

**Staff Introductions were presented earlier in the meeting.**

#### **Update**

McPheeters reported that he is inviting Hal Abrams to attend the next meeting to discuss the start of a 30 month campaign that will be \$10 M raised through the trustees and \$10 M raised through the general constituency leading up to the upcoming Sesquicentennial. Assessing will be done as to what Phase 2 will look like and that will be announced at Sesquicentennial for the future. There are intentional goals about engagement and fundraising during the large celebration. He asked the Board to think about how they can support the College. He reported to Administration Committee to

think about part of goal is to increase people in leadership, to grow the board and to adjust bylaws to grow by 2 - 5 people.. All of this will be addressed by Hal but College interested in bringing in more leaders to the College.

He reported that spring events have been scaled back but asked the Board to look at them and see if they want to attend. The events are from March to April in Tokyo, Seoul, Honolulu, Denver and in New York.

### **Alumni Weekend 2015**

Ginger Moshofsky is coordinating the upcoming Alumni Weekend events in June. She is emailing the Board a link for registering for hosted events and housing. They will be hosted to Golden Medallion, NW Salmon Bake, President's Champagne Brunch and three nights in residence halls but not hosted in apartments. Former Board members who are not in a reunion year are being invited and hosted to the Salmon Bake and will be in a designated area. The parade will be adjusted to have an official marshal for each class. Board members will line the parade route.

### **Other Business**

Timm asked Board members to review the roster and update it with any new contact information. McPheeters clarified forwarding email address. They need to keep current email address in the record.

*(Ruthe left at 4:40 pm)*

**Adjourn: 5:00 pm**