

Lewis and Clark College  
Board of Alumni Meeting  
February 21, 2016

Board Members Present:

Aukeem Ballard  
Jonathan Burton  
Carla Cavenago-Salazar  
Dolores Chenoweth, *chair Albany Society Board of Directors*  
Mary Devlin  
Hillary Dixon  
Grant Frey  
Brian Federico  
Sheila Gallagher  
Joshua Heim  
Mike Holtzclaw, *president*  
Hanako Imber  
Annette Klinefelter  
Vicki Kreimeyer  
Dan Metcalf  
Jim Robertson  
Christopher Scheffler  
Carol Timm, *past-president*  
Anthony Van Nice  
Barbara West Whitaker  
Chris Wood

Board Members Absent:

Cathy Kirkland  
Thandwa Maphalala '16, *president SAA*

Staff Present:

Andrew McPheeters, senior director  
Emily Decker, senior associate director  
Bea Freilich, administrative specialist  
Dith Pamp, associate director  
Ginger Moshofsky, associate director  
Tara McIrvin, associate director  
Sheri Terjeson, director of Annual Giving

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

Mike Holtzclaw called the meeting to order at 9:00 a.m. Bea Freilich, administrative specialist, recorded the minutes. A quorum of members was present, and the meeting, having been duly convened, was ready to proceed with business. Holtzclaw reviewed the agenda and welcomed the Board.

Holtzclaw presented to the Board the minutes of the October 18, 2015 meeting for approval, whereupon motion duly made, seconded and unanimously adopted, the minutes were approved as presented.

***President's Report (Mike Holtzclaw)***

Mike Holtzclaw reported on the Trustee's meeting and other various meetings. He reported on the Board of Trustee's giving strategies and possible changes in term limits.

He reported that the College remains very popular and growing, despite publicity in the fall. He reported that giving is down and encouraged cultivating parent relations.

He reported on the presentations at the Board of Trustees meeting. Law School Dean Jennifer Johnson was joined by law professors, students and clients for a presentation on the Small Business Legal Clinic that focuses on legal services to low-income small and emerging businesses, cooperatives and nonprofit corporations. Graduate School Dean Scott Fletcher and three members of the cohort delivered a presentation on the Masters Degree Program in Student Affairs Administration's development of practitioner-scholars. The first student is graduating this spring. A student found interest in the program through Brian Federico when Brian was a Development Officer.

He reported that Josh Walter has been hired as Vice President for Institutional Advancement. He will begin in late April.

He also reported on the Emergency Planning presentation provided by Michel George.

***Committees***

- ***Administration Committee (Emily, Vicki, Barbara, Dan, Grant, Jim, Mary)***
  - Vicki Kreimeyer reported that the Administration 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 term, Annette Klinefelter, and Carol Timm as past-president, and Mike Holtzclaw. His term ends in 2016 but remains on board as President until June 2017, then as Past President until 2018. She asked staff to let her know if they have any nominations for president-elect by April 1<sup>st</sup>. Five members who are eligible to run for second terms, Aukeem Ballard, Mary Devlin, Cathy Kirkland, Jim Robertson and Chris Wood who need to let her know by March 15<sup>th</sup> if they decide to run. Joshua Heim, who was a mid-term appointment to the Board, needs to let her know if chooses to run for his first term. Board nominations are due by March 1<sup>st</sup> and application deadline is April 1<sup>st</sup>.

- **Alumni Honors**
  - Due to Cathy Kirkland's absence, feedback from the Board will be emailed to Emily Decker.
- **Student Alumni Association**
  - Hillary Dixon reported that SAA goes to her since Carla, who stepped down from head of the committee, had continued to reach out to international students to make them aware of scholarships and to include diverse group of applicants. She reported on the SAA interviews that were held on Friday, February 19th. She reported that they had excellent candidates with 8 spots to fill. She reviewed some proposed changes to the future applications and possibly increasing scholarships.
  - She reported on the upcoming SAA panels. She reminded the Board to host SAA students to dinner. She will provide contact information to them and Tara McIrvin will provide a roster to Hillary.
  - Tara reported that there will be a Student Athletes panel next week and a Foreign Languages panel in March.
- **Career Services**
  - Chris Wood commended Adonica De Vault, Associate Director of Community and Career Connections, on the great work she did with StrengthsQuest at the Board retreat.
  - He reported on the Career Center's change of location and its positive impact on the community.
  - He reported that the College received high ratings on a Princeton survey.
- **Diversity and Inclusion**
  - Aukeem Ballard reported on their work to support students and alumni after the publicity in the fall and keeping them engaged.
  - He reported that the Alumni of Color Committee has been revised and revitalized under leadership of Carla Cavenago-Salazar.
  - Mike Holtzclaw recommended reading "The Whistling Vivaldi" that is being read at his institute.
  - Mike will invite Dean Janet Steverson to the October meeting.
  - Aukeem reported on the Day of Giving to be held on April 5<sup>th</sup>.
- **Alumni Outreach**
  - Dan Metcalf reported that the Outreach committee is being redefined. (inaudible).

### ***Fundraising Liaison***

Jim Robertson and Sheri Terjeson, director of annual giving, reported on the Annual Fund and Alumni Participation Progress. The Board of Alumni's giving participation rate is 100%. She asked that pledges be met by April 5<sup>th</sup>.

Shari reviewed the Year-to-Date Highlights with the Board noting that more than 108 seniors made their senior gift as compared to 17 last year. They are seeing a 24% increase in dollars raised in Phonathon and a 21 percent increase in dollars raised in direct mail. Reunion giving program has raised \$258,696 from 393 donors. Class of '76

leads in participating and the Class of '71 leads in dollars raised. Non-senior, student giving is at an all-time high of 78 gifts designed to Pioneers for Pioneers, due to work of student body president and her committee as well as support from Annual Giving and Senior Gift Council. CAS alumni increased dollars raised by 5 percent.

She reported that a Day of Giving will be held on April 5<sup>th</sup> and is managed by Office of Diversity. The event is open to everyone. The goal is to raise 1000 donors in 24 hours. Mike recommended letting incoming students know about the event to create culture of philanthropy.

*{Brian Federico left meeting at 10:31am}*

***Jim Robertson reported three issues dealing with the giving levels posted on website:***

1. College receives gifts on fiscal year basis, with a calendar year explanation
2. Questions about whether gifts-in-kind count towards support, answer different time, cash only to meet financial minimum
3. Numbers mismatch: less than 5 years, this much, 6-15 years that much, what do you do in year 5?

He recommended making three changes at bottom of explanation with illustration on how to calculate financial commitment expected based on how many fiscal years since graduation.

***Motion:*** That the Board of Alumni adopts the proposed language and that the language is included in the package of information that goes out to potential Board of Alumni members and on the website that's dedicated to those topics. All in favor. Motion passed.

#### ***Liaison Reports***

- ***Albany Society Chair (Dolores)***
  - Dolores Chenoweth reported on the upcoming Albany Society Lecture to be held on 3.23.16 (A View from the Hill). It is based on the College Yesterday, Today and Tomorrow with speakers Jane Atkinson, Vice President and Provost, Michel George, Associate V.P. for Facilities and Rocky Campbell, Director, Career Center.
  - She also reported that their Chair, John Marandas has passed away.
- ***Alumni of Color Committee (Hanako)***
  - Hanako Imber gave a brief report. (inaudible)
- ***Athletics (Grant)***
  - Grant Frey's report is online for the board to review.
- ***Other Liaisons***
  - Carla Cavenago-Salazar reported on changes to curriculum by March in catalog.
  - ***Entrepreneurship (Anthony)***

- Anthony Van Nice reported on the Winterim program that was held in January. One of the presenters was Jed Emerson “Serious Capital for Serious Impact” and Lauren Wallace “Perfecting the Pitch” and some of the pitch group presentations.
- He reported that the former director had left the College and is now under new leadership of Amelia Wilcox and Rocky Campbell.

***APP Report (Andrew)***

Andrew McPheeters reviewed the Alumni and Parent Programs Mission that was developed at their retreat in October. The APP department is now part of the Division of Student Life. He reported on work being done with Diversity and Inclusion including Planning Day changes.

He thanked his staff and board members for their assistance with Board retreat. He will be sending a retreat survey to the board next week.

***SAA Committee can meet over lunch if they want (Tara, Hillary, Barbara, Brian, Carla, Jim)***

***Adjourned: 11:03 a.m.***