

Lewis and Clark College
Board of Alumni Meeting
June 26, 2016
West Stamm, Templeton

Board Members Present:

Aukeem Ballard
Barbara Brown
Jonathan Burton
Carla Cavenago-Salazar
Dolores Chenoweth, *chair Albany Society Board of Directors*
Andrea Dean, *president, SAA*
Mary Devlin
Hillary Dixon
Brian Federico
Grant Frey
Sheila Gallagher
Joshua Heim
Mike Holtzclaw, *president*
Hanako Imber
Cathy Kirkland
Annette Klinefelter
Vicki Kreimeyer
Dan Metcalf
Aron Phillips
Jim Robertson
Carol Timm, *past-president*
Chris Wood

Board Members Absent:

Christopher Scheffler

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
Carolyn Brown, graduate assistant
Joe Iliscupidez, graduate assistant

Sheri Terjeson, director of annual giving
Josh Walter, vice president of institutional advancement

Thank you to Carolyn Brown

Andrew McPheeters thanked staff member, Carolyn Brown, graduate assistant, for her work in the Alumni office this past year. She will be working with Jason Feiner in Student Activities for the 2016/17 academic year.

Welcome Aron Phillips and Andrea Dean – Mike Holtzclaw

Aron Phillips replaced Board member Anthony Van Nice whose term would have ended in June 2018.

Andrea Dean '17 is president of the Student Alumni Association for 2016-17.

Mike Kasperzak '76, former Board president, briefly joined the meeting.

Business Meeting called to order and approval of minutes

Mike Holtzclaw called the meeting to order at 8:45 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 February 21, 2016 meeting for approval, whereupon motion duly made, seconded and unanimously adopted, the minutes were approved as presented.

Alumni Recognition Committee – Cathy Kirkland

(Chris Wood, Hillary Dixon, Carol Timm and Barbara Brown)

Cathy Kirkland thanked her committee and presented a slate of nominations to the Board. She reviewed criteria for each category. She announced that the Pioneer Alumni Leadership Award will not be awarded this year.

- Presentation of nominations for awards
 - Distinguished Alumnus/a:
 - James Barlow '53
 - Niels Marquardt '75
 - Outstanding Young Alumnus/a:
 - Jesse Beason '03
 - Haben Girma '10
 - Don Balmer Citation
 - Michael Ford
 - Joanne Geddes
- Q&A
 - A brief discussion was held with recommendations from the Board.

- Ballots
 - Results:
 - Niels Marquardt '75 for Distinguished Alumnus
 - Haben Girma '10 for Outstanding Young Alumna
 - Joanne Geddes for Don Balmer Citation

Administration Committee – Vicki Kreimeyer

(Mary Devlin, Brian Federico, Grant Frey, Dan Metcalf, Jim Robertson and Barbara Brown)

Vicki Kreimeyer thanked her committee and reviewed the slate of nominations with the Board.

A brief discussion was held concerning Monica Lewinsky '95 and the college reconciling a relationship with her.

- Election of President-Elect
 - Hillary Dixon was voted by acclamation as President-Elect.
- Presentation of nominations for Board of Alumni
 - Aukeem Ballard '11, MAT '12 (second term)
 - Stacey Caldwell-Roberts '89 (new candidate)
 - Mary Devlin '68, MAT '71 (second term)
 - Josh Heim '01 (1st elected term)
 - Koko Hunt '99 (new candidate)
 - Cathy Kirkland '75, MAT '83, JD '87 (second term)
 - Elizabeth Larter '03 (new candidate)
 - Sam Lehman '14 (new candidate)
 - Chris Ohman '77 (new candidate)
 - Jim Robertson '78 (second term)
 - Anthony Ruiz '13 (new candidate)
 - Chris Wood '82 (second term)
- Q&A
 - A brief discussion was held with recommendations from the Board.
- Ballots
 - Results:
 - Aukeem Ballard '11, MAT '12 (second term)
 - Stacey Caldwell-Roberts '89 (first term)
 - Mary Devlin '68, MAT '71 (second term)
 - Josh Heim '01 (1st elected term)
 - Koko Hunt '99 (first term)
 - Cathy Kirkland '75, MAT '83, JD '87 (second term)
 - Chris Ohman '77 (first term)
 - Jim Robertson '78 (second term)
 - Chris Wood '82 (second term)

{Break}

President's Report (Mike Holtzclaw)

Mike Holtzclaw reported on the Board of Trustees' meeting. He reported on the governance of the Board of Trustees and the recent vote to have term limits. He reported that the Board of Trustees met the new Vice President for Institutional Advancement, Josh Walter, and welcomed him to the college.

Holtzclaw announced that President Glassner is joining the Board of Alumni today for lunch.

The Board held a brief discussion about the pros and cons of holding the commencement ceremonies off-campus as was done this year. Joe Iliscupidez, grad assistant in alumni office, and commencement speaker, provided positive feedback about the location.

Lewis & Clark Sesquicentennial – Provost Jane Atkinson & Andrew McPheeters

Jane Atkinson addressed the Board about the planning for the Sesquicentennial while enlisting the Board's support, engagement and active participation in the next stage of planning. She reviewed some opportunities and remarked that all three schools will be involved with planning focused on the foundations and the future of Lewis & Clark.

Atkinson provided a brief history of the Albany Institute that was incorporated and opened its doors on February 2, 1867. The college is celebrating its 150th anniversary starting with a celebration in 2017, with the formal Sesquicentennial year of 2017-18 ending with Alumni Weekend 2018. All three campuses will be part of the celebration, with no stand-alone celebrations, but instead will be supercharging signature events.

Atkinson reported that some funding is being provided by the President's Strategic Fund. She described marketing efforts being provided by Pub/Com regarding a "visual identity." She spoke about the historical research that Faculty Emeritus, Jean Ward is performing and encouraged anyone who is interested to work with Jean on that project. She reported that Institutional Advancement is working on undisclosed fundraising opportunities and that it is not a full-fledged, all-campus campaign.

Atkinson encouraged the Board to join in with their creative energies to create a new song for the college. She talked about the current version of the college's Alma Mater and the interest being presented in creating an anthem or second Alma Mater. She is working with Kathy FitzGibbon, assistant professor of music; Mary Szybist, associate professor and poet; Anna Gonzalez, dean of students and Michael Johanson, composer and assistant professor of music who are crafting a letter to be sent to alumni to get their thoughts. They plan to send out the letter this summer.

Atkinson requested the Board to come up with ideas on how to supercharge upcoming alumni signature events to make them special.

Q&A followed.

The Board will send suggestions to Atkinson.

Proposed BOA meeting 2016-2017

- *Fall meeting – Sunday, October 30, 2016*
 - Homecoming and Family Weekend 10/28 to 10/30
 - Andrew McPheeters reviewed the schedule and encouraged Board members to arrive Friday morning.
 - Halloween is Monday, October 31st
- *Winter Meeting – Saturday, February 4, 2017 (note the change from 2/25/17 or 2/26/17)*
 - In conjunction with Founder's Day on Thursday, February 2, 2017
 - McPheeters clarified the shift to early February and that the Board should arrive day early for Founder's Day event.
 - He clarified questions about the traditional retreat that will be held next year with the new Board president.
 - Alumni Honors Banquet will be held on Friday, February 3, 2017
- *Summer Meeting – Sunday, June 25, 2017*
 - Alumni Weekend 2017 is 6/22 to 6/25/17.

By 10:55 a.m. – Move to East Stamm for Brunch

11:00 am to 12:30 – Brunch with President Glassner

12:45 pm – Josh Walter

Josh Walter, vice president for institutional advancement, addressed the Board and provided a brief biography and philosophy. He requested the Board's assistance in moving forward with the leadership society giving group with focus on stair-stepping giving for young alumni. He is researching other college practices and will report to the Board at a future meeting on his findings. His plan is to use the next year rebranding giving with approval and ideas from the Board of Alumni and Board of Trustees and parent groups.

Walter also spoke about endowment gifts and the importance of having a strong foundation. He asked for the Board's assistance in improving the percentage of solicitable alumni by updating the database with current contact information.

The extent of a capital campaign was briefly discussed. He spoke about volunteers as pioneering ambassadors and set out ways to develop a larger base.

1:00 pm – Fundraising Update – Jim Robertson & Sheri Terjeson

Sheri Terjeson addressed the Board and reviewed the Annual Fund report for June 2016 and thanked the Board for their assistance this year. She reported it was the third best year with 4017 donors in FY16 from 3070 the year before. She reported being \$8500 away from goal of \$1,580,000 Annual Fund Dollars Raised. She also reported on the increase in donor renewal rates and the strong senior gift program this year. Alumni and parent gifts to Annual Fund are up from last year.

Jim Robertson reported that the Board of Alumni giving reached their goal of 100% participation again. He reminded the Board to think about gifts for this coming fiscal

year and to let Terjeson know what to expect and when to expect it so she can use that information for planning challenges for the upcoming year.

Terjeson reported on the Day of Giving with the goal of \$100,000 being met for a total of \$172,120 with match \$272,120. She reported on the student giving with Class of 2016: 288 donors with 61% class participation; Class of 2017 – 71 donors with 16% class participation; Class of 2018 – 109 doors with 21% class participation and Class of 2019 – 127 donors with 18% class participation.

Terjeson will provide the Board with an update on Pios for Pios. Terjeson indicated that the Diversity fund was high impact this year and there will be new challenges in the fall.

Andrew clarified Pios for Pios for new members.

Terjeson reported on Alumni Weekend 2016 donations at \$542,600 and 703 donors compared to last year's 770 donors and \$620,000. She indicated it was another fantastic reunion year that bumps up renewal rates. Strategies for participation were discussed.

1:20 pm – Diversity & Inclusion – Aukeem Ballard

Aukeem Ballard reported that his committee is doing amazing work and has been spending time supporting and working with the other committees on how to use ethnic information.

Ballard indicated that Carla Cavenago-Salazar is working on the list of Alumni of Color; Brian Federico and Hanako Imber are mentoring students; Jonathan Burton is working with the Pio Log to package issues and the next big effort is using the best practices by former Board member, Brian Gurski. Hillary Dixon is helping with those efforts and is asking for volunteers.

Ballard explained that the best practices is a list of institutions to be contacted who are asked how their Board is handling issues of race and inclusion and accessing that framework including giving opportunities both internally as a Board and externally with constituents. Brian Federico advised the members on how to manage the calling and McPheeters provided some recommendations as well.

1:35 pm – Career Development Committee – Chris Wood

(Hanako Imber, Jim Robertson, Barbara Brown, Sheila Gallagher, Cathy Kirkland, Chris Scheffler, Anthony Van Nice)

Chris Wood provided updates from his meetings with Director of the Career Center, Rocky Campbell, who is a former board member. Wood spoke about the Resume Challenge scheduled for this fall, the Student Life Briefing Book highlights for 2015/16, the increased program marketing efforts with a 28% increase in counseling appointments, the integration of Career Center into Pioneer Success Institute that is a first-year student requirement that is showing an 81% increase in first-year student engagement in Career

Center. He spoke about career networking in the athletics area, lunch with leaders, 2016/17 increased interest in the digital resource library, career fair, and the integration of Strengths Quest for all students for all four years.

Wood spoke about the gap with younger generations in medical professions and encouraged medical professional alumni 5 to 10 years out to come back and mentor students at Careers for Pioneers.

1:45 pm – Alumni Outreach Committee – Mike Holtzclaw

Holtzclaw reported that Dan Metcalf stepped down as chair of the Outreach Committee and Sheila Gallagher has accepted the position. Holtzclaw also reported that Aron Phillips has joined this committee and encouraged Aron to join other committees as well.

Gallagher spoke briefly to the Board and encouraged them to think about how to outreach to alumni friends and to think about it in differential ways, not only fundraising capacity, but to the spirit of pioneers.

1:55 pm – Brief Liaison Reports

- **Albany Society – Dolores Chenoweth**

- Dolores Chenoweth reported on the Albany Society's successful Golden Medallion Luncheon with 129 attendees and thanked the Board for their support and attendance at the event. She reported that the oldest graduate attending was from the class of 1950, Rod Downey. His wife Suzy previously worked in Admissions office.
- The Albany Society's next event will be the Senior Summer Celebration on August 5th that will be held on campus. Their March program "View from the Hill" was not well attended but 40% of those who attended were new people. Anna Gonzalez, dean of students and Rocky Campbell helped with that event.
- Chenoweth reported that Donna Manning '61 is the new Chair of the Albany Society Board and is replacing her on the Board of Alumni for 2016-2017.

- **Academics – Carla Cavenago- Salazar**

- Carla Cavenago-Salazar provided a handout of her Academic meeting with John Krussel with these highlights:
 - National Science Foundation Career awarded Assistant Professor of Biology Tammy Weissman-Unni \$823,000 to support her research and teaching over the next five years.
 - Michigan State University Beacon Center for the Study of Evolution in Action awarded Assistant Professor Economics Moriah Bostian and her collaborators a one-year, \$65,000 grant for their project, "Agri-Environmental Government-Farmer Tax Policies for Controlling Fertilizer Run-off Using an Evolutionary Bi-level Framework."
 - National Science Foundation awarded Assistant Professor of Biology Margaret Metz \$127,000 for a four-year project to

support field research by Metz and eight undergraduate students.

- Pamplin Scholar Eve Lowenstein B.A. '17 is the recipient of the Barry M. Goldwater Scholarship. She is working with Assistant Professor of Biology Norma Velazquez Ulloa in the specific area of study of an astrocytic secreted protein involved in neuronal dendritic spine maturation, the protein of interest linked to disorders ranging from Alzheimer's to ALS.
- CJ Appleton '17, football and basketball player, won the Student Athlete Achievement Award, the Wilma Rudolph Award.

- **Athletics – Grant Frey**

- Grant Frey reported on the hiring of a new Women's Basketball Coach, Pamela Findlay. Findlay hired assistant coach, Kristina Williams '13, who was a four-year all star player on the team.
- Frey encouraged all to come on Friday of Homecoming and Family Weekend to attend the Hall of Fame dinner.

- **Pub/Com/PioLog – Jonathan Burton**

- Jonathan Burton reported on his meetings with Joe Becker, executive director of publications and communications. Burton reported on Pub/Com's work on the Chronicle and their getting the word out about the Sesquicentennial while linking students and alumni to the college. He spoke about their interview with Janet Steverson, dean of diversity and inclusion, who begins in her new position on July 1st.
- Burton spoke about the upcoming Lewis & Clark Sesquicentennial and being involved with its planning. He will be talking with Stacey Kim, director of marketing and communications and Jane Atkinson, provost, and working with the editorial communication aspect of it. He reported on some of the Pub/Com branding that will be a part of the website.
- Burton reported that he will be getting involved again, as a former editor, with the Pio/Log. He talked about connecting with Molly Kelly, advisor to the Pio/Log and Drake MacFarlane, editor-in-chief and Brady Antonelli, managing editor, and of having conversations with them about the organization, its structure, best practices and cultivating some accountability and responsibility.
- Suggestions were fielded from the Board as to writing a guest piece, having singular issues like gender or diversity, tapping in on archives, and highlighting reunion years. McPheeters is open for his department to pay to have a Pio/Log issue at Alumni Weekend.

- **2:05 – Touch bases about liaison opportunities – Mike Holtzclaw**

- Admissions and Facilities liaison vacancies were discussed and McPheeters spoke about the liaison concept.

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2:10 pm – Alumni & Parent Programs Update – Andrew McPheeters

McPheeters thanked his staff for their support in preparing for and supporting Alumni Weekend. He thanked the Board for their input on the surveys.

- **Debrief about Alumni Weekend – Ginger Moshofsky**
 - Ginger Moshofsky spoke to the Board about the successful events and thanked them for their support. She received pros and cons on the newest events, All Alumni Opening Social (under tent), Boat Cruise, Food Cart Social, Brunch in Fields that was designated by reunion year; Pioneer College Sessions that were reduced this year and the Pub Crawl.
 - McPheeters reported on housing and that Alumni Weekend was the second highest amount registered at 1163 compared to 1218 in 2012.
 - Suggestion about readability of small brochure was noted.
- **Update about Black and Orange Parties – Dith Pamp**
 - Dith Pamp reported that the parties will be held on Wednesday, Oct 5th this year. Pamp requested hosts to volunteer for parties in their cities. Emails are being sent out this week calling for volunteers with registration to open on August 21st.
- **Update about Homecoming – Tara McIrvin**
 - Tara McIrvin reported that Homecoming and Family Weekend will be held on the weekend of October 28-30th. The Board of Trustees, Board of Alumni, and Parents Council reception as well as the Hall of Fame dinner will be held on Friday the 28th.
 - The 13th Annual Tailgate Extravaganza will be held on Saturday the 29th at Noon and the team will be playing against Willamette.
 - Following the game, there will be a Volleyball game at 7pm and being as it is senior night, it will be well attended.
 - On Sunday, there will be a 5K run as well as the Careers for Pioneers luncheon. The Careers for Pioneers will be held at lunch during the Board meeting. Chris Wood asked for medical care alumni to attend the Careers for Pioneers so McIrvin will meet with Rocky Campbell in Career Center about it.
- **Introduction of Joe Iliscupidez**
 - Joe Iliscupidez spoke briefly about working as Graduate Assistant in Alumni and Parent Programs office and provided a short biography.
- **Hood to Coast Team**
 - Hillary Dixon reported that they have a Hood to Coast team of 14 and that Board members Jonathon Burton, Joshua Heim and Chris Ohman will be joining the team. She noted that NSO is the same weekend so students will be in charge of decorating the van at the BBQ.
 - Emily Decker reported that she has rented the house for the team, has two alumni drivers, and the campus is donating t-shirts and the van, and food.

- Dixon reported that during the first leg of the race, the runners will be wearing New Student Orientation t-shirts and at the end, they will be wearing Champions with Pio t-shirts. The theme is alumni supporting students.
- McPheeters and Dixon reported that an anonymous donor paid the fees and that the team will only be asked to cover their travel costs and to give a gift to the Annual Fund.
- **2:45 pm – Sesquicentennial Discussion**
 - Andrew McPheeters provided a handout to the Board with relevant dates for the APP office. He spoke about the Founder's Day party on February 2nd, and that it will be with internal constituencies and leaders along with the unveiling of the new visual identity. The first official Sesquicentennial party will be held at the academic convocation when new students arrive.
 - McPheeters is collecting ideas about signature events and how his office can supercharge them. He discussed some opportunities and received some feedback from the Board. He will summarize and share his notes.

3:15 pm – SAA Committee Update – Hillary Dixon

Hillary Dixon reported that the SAA has six returning ambassadors and eight new ambassadors this year along with a new president, Andrea Dean '17. Dixon asked the local Board members to consider hosting the ambassadors to a dinner or coffee. Dixon will provide them with contact information of the ambassadors for summer hosting so they can contact them directly. If they wish to host during the school year, they can contact Andrea who will schedule them.

The SAA will be organizing panels in the fall and recommended the Board to attend.

Tara McIrvin reported that she, Joe Illicupidez and four of the ambassadors will be attending the CASE SAA Conference in Atlanta the first week in August. The SAA was awarded the Outstanding Organization in District 8 last year and will be competing for Overall Best SAA this year. During their stay in Atlanta, the SAA will host a dinner in Atlanta for local alumni on August 5th.

- **Introduction of Andrea Dean**
 - Andrea is available to make connections between Board and SAA ambassadors.
- **Update**
 - McPheeters thanked Barbara Brown for hosting a successful alumni event in March with faculty member, Janet Davidson, in Phoenix.

3:30 pm – Any Action Items/Wind-up

3:45 pm – Thank you's, announcements and social

- **Recognition of Annette Klinefelter, Carol Timm, Dolores Chenoweth**
- **Let's celebrate!**

Adjourned: 4:00 pm