

Lewis & Clark College  
Board of Alumni Meeting  
October 30, 2016  
Council Chambers - Templeton

Board Members Present:

Aukeem Ballard  
Barbara Brown  
Jonathan Burton  
Carla Cavenago-Salazar  
Stacey Caldwell-Roberts  
Andrea Dean, *president, SAA*  
Mary Devlin  
Brian Federico  
Grant Frey  
Sheila Gallagher  
Joshua Heim  
Mike Holtzclaw, *president*  
Koko Hunt  
Hanako Imber  
Cathy Kirkland  
Vicki Kreimeyer  
Donna Manning, *chair Albany Society Board of Directors*  
Dan Metcalf  
Chris Ohman  
Aron Phillips  
Jim Robertson  
Chris Scheffler  
Chris Wood

Board Members Absent:

Hillary Dixon, *president-elect*

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

Anna Gonzalez, dean of students  
Stephen LeBoutillier, director of annual giving

***Welcome New Members Chris Ohman, Donna Manning, Koko Hunt, Stacey Caldwell-Roberts***

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

Mike Holtzclaw called the meeting to order at 10:30 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 June 26, 2016 meeting for approval, whereupon motion duly made, seconded and unanimously adopted, the minutes were approved as presented.

***President's Report – Michael Holtzclaw***

Mike Holtzclaw reported on the Board of Trustees meeting and the reception with the Trustees, Parents Council and the Board of Alumni. Holtzclaw spoke briefly about the upcoming accreditation cycle kicking off next fall and commented on how the Board of Alumni's giving impacts the Board of Trustees. He reported that the Board of Trustees will be attending a retreat in February in San Diego. The Founders Day celebration will be held on February 2<sup>nd</sup> and will be a part of the Board of Alumni meeting weekend.

***SAA Committee Report – Andrea Dean, president***

Andrea Dean reported on the SAA Scholarship application process with a deadline of January 31, 2017, evaluations on Feb 20<sup>th</sup> with interviews to be held in March. Dean reported that there will be only four or five openings and they will be interviewing less applicants. Dean further reported on the SAA efforts to increase diversity and is working with the Outreach Committee to make more students aware of the scholarships.

A brief discussion was held concerning efforts to increase the scholarship and ways that the Board can interact with SAA, one included having dinner with ambassadors. Carla Cavenago-Salazar has a dinner scheduled. Dean asked if anybody else is interested, to

reach out to her. Dean also recommended having dinners during summer in ambassadors' home states.

Koko Hunt reported on the Rotary Act Club and will connect with Andrea about that. Dean spoke briefly on the successful Career Panel on Humanities that was held on October 12th.

Andrew McPheeters will send the Board a list of upcoming SAA events.

Q&A discussion was held.

***Alumni Recognition Committee Report – Cathy Kirkland***

*(Sheila Gallagher, Chris Wood, Hillary Dixon, Barbara Brown, Chris Ohman and Koko Hunt)*

Cathy Kirkland thanked her committee and reported on their meeting focusing on the 150 year celebration kickoff on February 2, 2017 with Honors Banquet being held on February 3<sup>rd</sup>. They discussed various ideas about features at the Honors Banquet. Honorees are Michael Ford – Don Balmer Citation, Haben Girma '10 – Outstanding Young Alumna and Niels Marquardt '75 – Distinguished Alumnus.

Q&A discussion was held.

***Alumni of Color Advisory Committee – Hanako Imber***

Hanako Imber reported on her committee's work and noted that the second Alumni of Color Supper Club will be held in the Boardroom of the Manor House on December 8<sup>th</sup>.

***Athletics (written report submitted) – Grant Frey***

Grant Frey reviewed his report with the Board from Women's Tennis Capturing 2016 Northwest Conference Title to the Hall of Fame Induction Dinner that was held on campus during Homecoming where the Men's Basketball team was inducted and Jack Folliard '69 was honored with a lifetime achievement award. He noted a drop in attendance at the Hall of Fame dinner and encouraged Board members to attend.

Frey reported on the hiring of Ryan Goff as the new Director of Athletics Communication and referred the Board to the newly-designed website. He also reported on the Pioneers Athletic Club (PAC) Giving who is working with the new Vice President of Institutional Advancement, Josh Walter and his team implementing giving at L&C. There will be a month-long targeted "blitz" in the month of April targeting giving specific to Pioneer Athletics Club and all of their 19 varsity teams. There are five (5) PAC members currently serving on the Board of Alumni.

***Academics (written report submitted) – Carla Cavenago-Salazar***

Carla Cavenago-Salazar reviewed her report on the Faculty honors and achievements with the Board. The Faculty honors and achievements included:

- Biology Professor Greg Hermann who received nearly half-million dollar grant from the National Science Foundation; Associate Professor of English Pauls Toutonghi who spent summer break on a three-month national tour for his new book, *Dog Gone*.
- Associate Professor of Biology Greta Binford will be speaking at the national Phi Beta Kappa Society when it launches its (En)Lightning Talks on October 19<sup>th</sup>.
- Associate Professor of Geological Science Liz Safran took to the stage at OMSI to explore the role that visual media plays in helping the Pacific Northwest become an “earthquake culture.”
- Professor of History Elliott Young received an honorable mention by the 2016 Luciano Tomassini Latin American International Relations Book Committee for *Alien Nation: Chinese Migration in the Americas from the Coolie Era through World War II*.
- Assistant Professor of History, Reiko Hillyer will be awarded the Southern Historical Association’s Fletcher M. Green and Charles W. Ramsdell Award at the 2016 annual meeting in St. Pete Beach, Florida recognizing the best article published in the highly acclaimed *Journal of Southern History* during both 2014 and 2015.
- Assistant Professor Jessica Kleiss was awarded the Department of Energy a \$255,194 grant in support of her research project, “Macro-physical Properties of Shallow Cumulus from Integrated ARM Observations.”

***Albany Society – Donna Manning***

Donna Manning reported on various projects the Albany Society is working on with one being an online survey to senior groups to gather feedback on their events. She reported on the Golden Medallion event that is the most attended. They honor 50<sup>th</sup> year graduates at the event every summer and reported that one inductee was recently recruited to the Board. She invited the Board to attend their events. They are adding a new section to their survey to include interest in travel.

***Fundraising – Jim Robertson and Stephen LeBoutillier***

Stephen LeBoutillier, director of annual giving, addressed the Board and reviewed the Annual Fund report. He reported on a goal of 4200 donors by 5/31 and reported on the results of the 1005 by 10/5 challenge that surpassed its goal, and is now at 1322 donors since October 5<sup>th</sup>. He fielded questions concerning Black and Orange Parties rate of giving compared to last year with less gifts this year. He also responded to questions concerning monthly donations after credit cards expire and a new program that has been established to fix this problem.

Jim Robertson reminded the Board of the importance in maintaining 100% participation at specified levels which are if less than 5 years after graduation is \$175/yr., 5-15 years out is \$500/yr. and if more than 15 years out is \$850/yr. He also reminded the Board to think about gifts for this coming fiscal year and to let LeBoutillier know what to expect and when to expect it so he can use that information for planning challenges for the upcoming year. The date to give by is May 31<sup>st</sup>, the end of the fiscal year.

A brief discussion was held.

LeBoutillier announced the next Day of Giving will be March 15<sup>th</sup> and new this April 30<sup>th</sup> there will be a Day of Giving campaign solely around athletics. Those gifts will go directly to those programs.

LeBoutillier also reported on the Student Philanthropy Council that had been referred to as Senior Gifts in the past and is now restructured by student volunteers from all class years, spreading message of who they are by using social media such as Facebook, Instagram and twitter hashtag and will be at Senior Soiree.

LeBoutillier provided an update on the Pios for Pios fund that have held tabling events across campus with Trustees matching gifts 3 to 1. Andrew McPheeters clarified Pios for Pios for new members. Gifts to diversity fund can be made anytime.

LeBoutillier provided a presentation that he gave to the Board of Trustees on the research he has been doing with peer institutions concerning entry level changes in the Leadership Society and how it will be received by Leadership donors. He reviewed the current criteria for joining the Leadership Society with most at \$1,000 mark with 62% at this level last year. He also reported on feedback he received from peer institutions moving entry levels as high as \$2500. He is currently researching a Young Alumni Leadership Ladder of 0-4 \$150 and by 5<sup>th</sup> reunion \$500 and that since many institutions use this model, he is determining the marketing process to roll out next year. He requested feedback from the Board on giving levels.

Q&A discussion was held.

***Administration Committee – Vicki Kreimeyer***

*(Barbara Brown, Mary Devlin, Brian Federico, Grant Frey, Dan Metcalf, Jim Robertson and Stacey Caldwell-Roberts)*

Vicki Kreimeyer thanked her committee and confirmed there will be two vacancies to fill for the coming year, Brian Federico and Vicki Kreimeyer who are completing second

terms of service in June 2017. There will be a new chair for the Administration Committee. Currently serving members are encouraged to begin succession planning.

***New Photo for Website, Council Chamber Foyer Stairway – Emily Decker***

***Careers for Pioneers, Stamm – Rocky Campbell and Tara McIrvin***

***{Break}***

***Career Support Committee Meeting – Chris Wood and Rocky Campbell***

***Alumni of Color with Students of Color Reception, IME office***

***Call to Order, Business Meeting Session II, Council Chamber – Michael Holtzclaw***

***Diversity and Inclusion Report – Aukeem Ballard***

*(Jonathan Burton, Stacey Caldwell-Roberts, Carla Cavenago-Salazar, Hillary Dixon, Brian Federico, Joshua Heim, Hanako Imber, Dan Metcalf)*

Aukeem Ballard reported on an inspiring time working with the committee, focusing on racial diversity and inclusion and moving to other forms of diversity in the future. Ballard reported that Hanako Imber and Brian Federico are starting a leadership program to connect students of color with alumni of color. He reported on connecting with the Director of Diversity and Inclusion, Janet Steverson and working with her office and the Board as partners to support students. The Board had conversations about how they are implementing diversity and inclusion and reported back to Ballard.

Ballard reported on the Best Practices work to be completed and will provide a report at the February meeting.

Ballard reported that Joshua Heim is working with Stephen LeBoutillier to determine how to use the diversity funds and will develop a proposal to the Diversity Committee for input as the next step.

***Careers Support Committee – Chris Wood***

*(Sheila Gallagher, Hanako Imber, Cathy Kirkland, Jim Robertson, Chris Scheffler)*

Chris Wood recognized his committee, staff and Rocky Campbell, director of Career Center, for the successful Career for Pioneers meeting today. Wood met afterward and discussed resources in Career Center, specifically the resource cheat sheet and the Resume Challenge that three members will be attending. Wood reported there will be a Career Fair this year in February with 15-20 businesses and expanding partnering with Overseas Department making it bigger with more synergy. He spoke about using Linked-in for business candidates looking for jobs and that the Alumni Career Corp is

expanding the group to fill gaps from Linked-in and is looking for new members on its committee.

### ***Other Reports and Announcements***

#### ***Outreach Committee – Sheila Gallagher***

*(Chris Scheffler, Cathy Kirkland, Aukeem Ballard, Hillary Dixon, Jonathan Burton, Vicki Kreimeyer, Aron Phillips, and Dan Metcalf)*

Sheila Gallagher reported on her committee's work this summer creating a mission statement for their committee: *"The Board of Alumni Outreach Committee works with the College administration, Board of Alumni and other LC leadership to connect with alumni in United States and abroad to promote alumni loyalty and a commitment to the College and to foster a positive image about Lewis & Clark that alumni can carry forward."* Gallagher reported that the mission statement will be printed so anyone wanting to join the committee will understand what the goals and objectives are of the Outreach Group.

Gallagher reported on Jane Atkinson's presentation in June about the 150 year celebration and the committee's discussions about the 18-month program and the opportunities to work in conjunction with other committees on campus supercharging the existing events. The group received comments and questions about the planning and brainstormed during committee meeting. She reported that the group came up with a list of 27 big and small ideas, ranking in importance and will send out what remains to committee chairs.

Chris Scheffler recommended starting a monthly happy hour that will be a regular event in Portland that alumni can attend to meet new people and grow the community.

#### ***Lewis & Clark Sesquicentennial 150 Anniversary – Provost Jane Atkinson***

Jane Atkinson addressed the Board about the planning for the Sesquicentennial and the Board's involvement in it. She talked about Founders Day on February 2<sup>nd</sup> and tying it in with the Board's meeting and the Honors Banquet on that weekend. She handed out visual image to Board members as tokens of appreciation.

Q&A followed.

#### ***APP Report – Andrew McPheeters***

Andrew McPheeters reviewed the plan for Founders Day on February 2<sup>nd</sup> and the scheduling for Board of Alumni in coordination with the celebration. He also reviewed

the plan for February to May, adding anchor events with NSO marking the beginning of the 150 year celebration.

***Founders Day Announcement – Ginger Moshofsky***

Ginger Moshofsky reported that she is on the Entertainment Committee for Founders Day. An ongoing party atmosphere will be created.

***Black and Orange Recap – Dith Pamp***

Dith Pamp provided results of the Black and Orange Parties: 61 parties, 11 were international, 140 volunteers with 680 attendees. Dith reported on the Portland Black and Orange party that was held off-campus in downtown Portland that seniors attended. A date for next year has not been determined yet. She handed out an evaluation for both the Black and Orange Party and Homecoming events and asked members to complete it.

***Homecoming Evaluation – Tara McIrvin***

Tara McIrvin reported on the record-breaking number of pre-registrations for Homecoming and Tailgate at 1,563 with a large number of walk-ins. She provided a breakdown of all of the events and received feedback from the Board.

***General Report and Division Briefing – Andrew McPheeters***

***Alumni Travel – Anna Gonzalez and Andrew McPheeters***

Andrew McPheeters reported on the new Alumni Travel program and announced that Anna Gonzalez will be traveling along with Associate Professor Freddy Vilches with the first group to Cuba on May 7, 2017 for a 7-9 day trip. Gonzalez spoke briefly on the alumni travel program and Andrew will send a flyer about the Cuba trip along with complete information from the Tour Group to the Board.

- **Let's celebrate!**

***Adjourned: 4:30 pm***