

BOA Meeting Minutes Spring 2.11.18

Lewis & Clark College  
Board of Alumni Meeting & Retreat  
Kennedy School, Portland OR  
February 11, 2018

Board Members Present:

Aukeem Ballard  
Jonathan Burton  
Stacey Caldwell-Roberts  
Mary Devlin  
Hillary Dixon  
Grant Frey  
Sheila Gallagher  
Catherine Gibson  
Josh Heim  
Mike Holtzclaw  
Koko Hunt  
Hanako Imber  
Cathy Kirkland  
Dan Metcalf  
Chris Ohman  
Jim Robertson  
Chris Scheffler  
Samantha Stein  
Barbara Whitaker

Board Members Absent:

Carla Cavenago-Salazar  
Tiffany Farmer  
Donna Manning  
Aron Phillips  
Chris Wood

Staff Present:

Andrew McPheeters, Emily Decker, Dith Pamp, Shishei Tsang, Todd Davis

Final Introductions:

Hillary Dixon introduces Grant Frey '83 and Grant Frey introduces Hillary Dixon '99  
Hanako Imber introduces Josh Heim '01 and Josh Heim introduces Hanako Imber '10  
Aukeem Ballard introduces Cathy Kirkland '75 and Cathy Kirkland introduces Aukeem Ballard '11  
Andrew McPheeters introduces Todd Davis, APP Administration Specialist. And also Shishei Tsang, Graduate Assistant (SAA Advisor)

Hillary acknowledges Cathy Kirkland as a triple alum.

**Notes:**

**Hillary Dixon – Motion to approve minutes Grant Frey. Sheila Gallagher Seconds motion. Minutes are approved unanimously.**

**Liaison Reports:**

**Law School - Cathy Kirkland:**

- Foster more allegiance and loyalty from the Law school alums;
- Ongoing meetings with Law school acting alumni president (Ajit Phadke) and support staff.
- Ideas for bringing more Law students onto the CAS campus by having Law school social events located on the upper CAS campus (manor house) as a way to better cultivate loyalty.

**Annual giving Report - Jim Roberts:**

Highlights in Packet handout.

Earlier last year the Annual Giving office adjusting the Giving Levels for the Leadership Society. Previously \$1000, but now it will be graduated by class years out.

Leadership Society New breakdown:

1-5 years \$150.00  
6-10 years \$500.00  
11-15 years \$1000.00  
15+ years \$1867.00

Do the Members of the Board think our own gradations for expected Leadership levels need re-doing?

Board of Alumni breakdown:

1-5 years \$175.00  
6-15 years \$500.00  
15+ years \$850.00

Jim will be having one on one conversations w/BOA members to get opinions on if our levels should be readjusted in reaction to the college's levels that have recently changed. This will happen before the next June meeting.

**Athletics Report - Grant Frey:**

Highlights in Packet handout.

**Division of Student Life - Aukeem Ballard:**

Suggests the maybe there is another Liaison role for him that could be filled because the Student Life report is usually delivered directly by the Dean.

#### Academic Liaison - Chris Scheffler:

**Hillary:** Chris Scheffler will be taking over the Academic Liaison going forward.

**Chris Scheffler:** Faculty's inclusion at the Board lunch was a success. And to encourage more interactions with faculty. Chris requests for individual Board members to send a follow up to each faculty member who was at yesterday's (Saturday) Lunch to thank them for coming.

- Cathy Kirkland will contact: Rachel Cole
- Chris Ohman will Contact Todd Lochner
- Stacey will contact David Campion
- Mary Devlin will contact Janet Davidson
- Jonathan Burton will contact Joe Gantt
- Hanako Imber will contact Yung-Pin
- Barbara Whitaker. will contact Stephen Weeks

#### President Report –Hillary Dixon:

- Gratitude to Mike Davis...
- The Trustees are happy and optimistic about what the board has been doing.
- BOA have exhibited great leadership showing the trustees that we are giving 100%
- Making an additional commitment to give now while as we are in a campaign period will make an extra impact. (A bequest, or make L & C the beneficiary of a life insurance policy)
- Mike Davis will come talk more about planned giving to the Board later in the fall.
- Wim mentions that the reticence to brag and humbleness needs to change. He wants more wearing of the Orange & Black, expressions of pride.
- Bookstore is now run by Barnes and Noble. It's clean, reasonably laid out.
- Proposed Facilities master plan has 4 capital projects
  1. Building another Dorm. We are at capacity and considering added the 3<sup>rd</sup> year residence requirement.
  2. Olin Science-retain and renovate
  3. Templeton-retain and renovate
  4. Corbett House (Grad campus) -retain and renovate
- Also plans include reconfiguring cars out of the front of Templeton, so as not to compete with the major pedestrian area. Possible reduction in student car use is forthcoming.
- No timeline yet on the master plan, still in the planning stage.
- Campus Pedestrian Bridges update: One will not be reopened the other closest to the gardens will be lifted into place in May – July (pending no permits delays)

#### APP Report-Andrew McPheeters:

- Bookstore update. The transition took place in the month of November and went well.
- Barnes and Noble are now operating the campus store and they show signs of positive improvements in cooperation with our Alumni Office requests for extended hours for

Alumni events, potential sesquicentennial t-shirt, and offer to staff alumni events selling Pio gear.

- Alumni Travel. Last Mays pilot trip to Cuba was a success, it sold out quickly and had positive experiences and there have been repeat registrations for the upcoming trips.
- Morocco in May w/Oren Kosansky SOAN (almost full, 18-20)
- San Juan's in June w/Stephen Beckham (sold out 26 berths)
- Iceland in August w/Liz Safran -Environmental studies (spots available now)
- L & C has a Hood to Coast team for the 3<sup>rd</sup> year in a row. Drivers and runners are encouraged to sign up. Weekend before Labor Day. Dith will be involved with the team organization. Jonathan Burton will be going.
- Regional events:
  - NYC w/President Wiewel was on 1/29, 75 attended
  - LA April 5<sup>th</sup>
  - Denver April 8<sup>th</sup>
  - San Francisco April 16<sup>th</sup>
  - Seattle April 25<sup>th</sup>.
- Former Board of Alumni Affinity Reunion highlights
  - Tues 6/19 – Residence Halls Open
  - Wednesday 6/20 – Opening Reception, volunteer shift
  - Thursday 6/21 – 5:30 pm Current and Past Board of Alumni Dinner
  - 7:30 pm Hosted at Portland Cello Concert
  - Friday 6/22 – Open for events, volunteer shifts, Albany Society Luncheon (please attend)
  - Mary Delvin will be receiving a Golden Medallion
  - Saturday 6/23 –Possible morning Committee sessions
  - 10:00 am Brunch
  - 1:00 pm Sesquicentennial Celebration Ceremony – Board Recognized
  - Sunday 6/24 - 8:00 am to Noon – Board Meeting
  - Input about Board Meeting in June – Committees, reports, Review the nominations ahead of the meeting for both the Honors Awards and for the new members, conference call a few weeks in advance to cover the nominations.
  - 12:30 – Special Lunch with President and Past Board of Alumni members
  - Emily reminded Board to view and update their Bios on the website if needed.
  - Hillary Dixon Will check in with all the committee chairs to see if there is a need and a time during Alumni Weekend meeting to have an in person meeting.
  - Reiterated the importance of reaching out to everyone on the class lists and contacting to get them to come to the Sesquicentennial.
  - Nap Cave idea for APP Staff during Alumni Weekend board meeting.

#### Small Group Reports:

#### **Alumni and Fundraising - Jim Robertson & Chris Ohman**

(Johnathan, Grant, Catherine, Sheila, Jim and Chris O.)

Discussions about whether to increase our engagement around fundraising and whether that warrants a committee be formed. The consensus from the group was yes to step up our efforts and some form of committee would help with this (more on this later).

Having given yourself it is a powerful tool to use when you are making an ask. One can build on another.

Desire to form links and more communication between the board and the philanthropy council.

Focus on increasing participation as a way to broaden the base of the pyramid.

Ideas: to increase the percentage of giving participation, because that is a metrics that is easier to achieve and has big impact on the national ranking more than the quantity of funds.

Please become a class agent if you have not already.

#### BOA Mission and Purpose - Hillary Dixon

(John, Stacey, Barbara, Mary)

Timeline for coming up with words for the mission and purpose.

Next steps create taskforce to turn the words into phrases.

Later email a survey or phone call and a goal of finishing language in October.

**If you are interested in being part of this working group contact Hillary.**

#### Unconscious Bias and the BOA - Aukeem Ballard

(Hanako, Aukeem, Samantha, Chris S., Koko. Mike)

Status and targets:

There is structural bias inherent with our Board selection and the Honors Selection.

Because it's a referral base application process, there might be a bias to people who are known or in the mainstream.

There is structural bias around the involvement of Internationals on the board.

Looking to create a unique position for an international member with its own set of roles on the board

Encourage third culture kids who have international backgrounds

If not possible to get a standing seat on the board or at least recognize the work the international alum are already doing Review with the administration committee the matrix of the current board members and are there any current International components to it right now.

Dan Metcalf: in order to encourage participation of international alumni would it be possible to not bind them to three meetings in person a year? And as with the Alumni of Color chair role should International alumni be folded together in the way way as the exofficio Albany society?

Hillary Dixon: Janet Steverson will be asked back to continue this dialog further.

#### Alumni and Admissions -Mike Holtzclaw

(Koko, Stacey Chris O.)

Alumni feel like they are being excluded or siloed from the enrollment process.

Conversations about how the BOA feels it does have a role and desires to find a way to be included in the process effectively and utilize the power of human connection.

Ideas including calling and congratulating admitted students, Meeting with students in regional areas.

Stacey will meet with Strategic Enrollment Mission (Bruce, Anna, Lisa, Erica) committee, to have the opportunity to reach out to establish a positive role the BOA can play in the Admissions process especially with first contact and closing.

Is there tension in alumni participation?

Andrew McPheeters: the SEM committee is prepared to meet with the board, and so Andrew will initiate a meeting.

#### Alumni and Retention - Chris Scheffler

(Chris S. Mary Devlin, James, Catherine)

Talked how we need to admit students first who will be successful at Lewis & Clark and then the next step in the process is how we can work with those students who are struggling in order to help them stay.

An enrollment and retention update is needed. The college has and is actively gathering tangible data in order to help understand the retention problem and that data needs to be shared with our group in order to facilitate are effectiveness in encouraging retention.

It is noted that our Board mostly interactions with upperclassmen and motivated students.

Perhaps more interactions with younger underclassman and others in the community would have more of an impact with retention.

Is it better to wait until we have more information in order to do more targeted outreach to the more at risk students or is it better for the board and the alumni body to act now with the whole campus to reach out and make connections in hopes that some of the at risk population would benefit?

Is there a student App that could capture data about students activity?

**Andrew:** there is no current common app. I will share in an upcoming email the institutional research page where there is data/report

#### Alumni Chapters -Sheila Gallagher

(Barbara,Jonathan, Cathy, Hanako, Aukeem)

Our working premise is: Ideas are free

We don't need to ask for money for APP or any other group.

We are going to select two to three cities to target for new chapters (secret for now to be revealed later)

Barbara W. is going to develop a best practices playbook, as to how one is to run a successful chapter.

Task force will then review playbook, and all will input.

We then will look for spark plugs, igniting and or Turbines to run these chapters

#### Committee Reports:

##### **Student Alumni Association -Shishei:**

The Spring Retreat for training just a happened last weekend.

The year's activities have been planned out (career panels, and other fun things)

Two new applicants are in the running for the new SAA president spot, and 26 new ambassador applicants for 5 scholarship spots. Interviews process begin on March 4<sup>th</sup>.

SAA is evolving and is open to finding new ways to attract more students to the events with the board. SAA invites the board of Alumni to find ways and to come forward with new ideas to interact with the students In addition to the career panels. Contact Shishei with any proposals.

### **Honors and Outreach –Sheila Gallagher**

Opportunities: many honorees come from the same vocation and how do we overcome that.

How do we widen the funnel and be more diverse and inclusive.

Step 1: each BOA member is going to be required to nominate at least one person for Honors.

Deadline for 2019 awards nominations is April 1<sup>st</sup>, 2018.

Hillary: think about more than the people you know, but people you read about, hear about.

Include people who may be not as visible.

Andrew: the nominations are more than just potential award recipients, they contain important information that is used by the college in various other ways. (Finding mentors, event speakers...)

Mike: promote honors nominations at the AW18 hospitality table, with one or two Ipads available for use.

### **Diversity and Inclusion –Aukeem Ballard**

We looked at both the group structure, operations as well as the projects we will be taking on.

How to make for every meeting a point to have I & D be a part

Current projects are:

Josh and Koko are going to work with Janet Steverson and her office to identify the organization chart for the college and Identify current work on I & D and what role the BOA and the Alumni body can have in a more systematic way.

Hanako has been operating a pilot mentor program for Alumni of Color mentoring with current L & C Students. Re Engage the Alumni of Color Council is a goal.

Revisit how we can make the Seat of Alumni of Color be a permanent seat on BOA.

### **Career Support –Hanako Imber**

Alum to alum networking event at Alumni Weekend on Friday afternoon, everyone should go.

### **Administration –Grant Frey**

Highlights in Packet handout

### Closing wrap up– Hillary Dixon

More discussions will happen one on one about what to expect for the next June meeting.

Meeting adjourned.





