

Lewis & Clark College
Board of Alumni Meeting
Stamm Hall, Templeton Campus Center
October 7, 2018

Members in Attendance:

Aukeem Ballard
Mary Bodine-Watts
Margi Brown, *Chair, Albany Society Board of Directors*
Jonathan Burton
Rudy Crew
Hillary Dixon, *Board of Alumni President*
Edgard Garcia
Catherine Gibson
Josh Heim
Hanako Imber
Josh Heim
Chris Ohman
Aron Phillips
Jim Robertson
Anthony J. Ruiz
Barbara Whitaker
Aria Wiedmann, *SAA President*
Chris Wood

Members Absent:

Stacey Caldwell-Roberts
Mary Devlin
Cathy Kirkland
Chris Scheffler
Samantha Stein
Stacy Thompson

Staff:

Todd Davis, *Administrative Specialist*
Emily Decker, *Interim Director of Alumni, Parent, and Student Engagement*
Ginger Moshofsky, *Associate Director of Alumni, Parent, and Student Engagement*
Tara McIrvine, *Associate Director of Alumni, Parent, and Student Engagement*
Caroline Mead, *Associate Director of Alumni, Parent, and Student Engagement*
Shishei Tsang, *Graduate Assistant*

Guests:

Rocky Campbell, *Director of Career Center*

Stephanie Fowler, *Chair of the Board of Trustees*

Stephen LeBoutillier, *Director of Annual Giving*

Andrew McPheeters, *Interim Vice President of Student Life and Dean of Students*

Julie Newsome, *Associate Director of Annual Giving*

Josh Walter, *Vice President for Institutional Advancement*

Wim Wiewel, *President*

Meeting overview

Remarks - President Wim Wiewel

Wim thanks everyone for being so involved and fully engaged. Wim explains details the six main areas of focus and goals of the strategic plan, as it stands now:

1. Curriculum: Offer the right programs for today's students and today's world

We are deeply committed to the Liberal Arts and Sciences, while consistently thinking about improving our curriculum. The key skills that employers ask for are actually typical liberal arts skills. Some examples are critical thinking, scientific method, knowing how to do inquiry and research, how to write, how to present, how to work in a team, and of course Microsoft Excel. There is always a need to be thinking about what we teach and how we are teaching. There are different understandings now about how too often knowledge was seen from the white European perspective and not enough diversity in how we saw the world. We need to have our faculty work on this and they are currently doing just that. Innovations in pedagogy are also important, as we know people have different learning styles and a lot of new work can be done in this area. One of the things we are very proud of is the Center of Entrepreneurship and Leadership. We recognize that no matter what your field is you need to be able to think up great ideas, identify great ideas, know then how to sell those ideas to other people and put together the structures, process, resources and people to bring those ideas to fruition. There are a whole bunch on content things we are working on with our faculty with both the College of Arts and Sciences and the Law School, who are embracing a lot more of the online learning. And one of the things our Graduate School of Education and Counseling has just done is adopt the Art Therapy Program from Marylhurst University which closed in the Summer, 2018.

2. Student Life: what happens outside the classroom is every bit as important as what goes on in the classroom.

The great activities from our College Outdoors department are important in developing leadership opportunities. We just started a strategic task force to work out how we should expand athletics to help us draw more students (perhaps Men's Soccer and Women's Lacrosse). We want to work on better Integration of athletics with the rest of the college. Also an important area to address is student mental health Issues and our support for that.

3. SEM: Strategic Enrollment Management

How do we recruit the right students and how do we recruit smartly. There is a lot of competition for students and we are competing with many schools that have about two to three times as much money per student in their endowments as we do. We need to have fine tune our communications to perspective students and allocate the financial aid that we have in the most efficient way possible. We also can increase our recruitment of international students.

4. Facilities: making sure our beautiful campus is maintained

Maintenance, renovation, and new construction including new student housing, and Olin our science building needs expansion. We need to make sure we have facilities that work for our wonderful faculty.

5. Diversity: our goal is to have our student body and faculty and staff roughly represent and be similar to the racial and ethnic makeup of the Portland metropolitan area

Right now, our student body is we are about 30% students of color, and faculty and staff at 15%.

6. Comprehensive Campaign: we are in the leadership phase

Last year we raised 22 million dollars, which is very good for the first year of a 7-year campaign. We just received a charitable trust of 8.4 million dollars. Right now, we are at a total of 34 million dollars. Alumni can play a very large role in growing our base on contributors.

Wim believes we have a good strategic plan and the Board of Trustees will hopefully approve the plan in the upcoming meeting at the end of October.

Wim Introduces Stephanie Fowler, Chair of the Board of Trustees

Remarks - Stephanie Fowler

Recognizes the importance of alumni and their mutual support with the retention of Alumni after graduation. The Board of Alumni is in a sense the chief retention officers for keeping our graduates active and involved.

Q & A –with both Wim and Stephanie

● **Speak more about the plans for diversity?**

Wim-Even though our diversity is not what we want it to be it is up a lot from what it was 5 years ago or 10 years ago. Among the things we have done, for the first time systematically is trained all chairs of search committees in issues like complicit bias and how to expand the pool of candidates. We are thinking of new ways to do proactive outreach and we are having good results. We made two hires in the college of arts and sciences, both of them were superb, and both were faculty of color. We are also being more willing to accommodate new hires when necessary to get the best people.

● **Are we looking at mentorship training for our faculty and staff to help get the retention we want?**

Wim-Within part of the Strategic Enrollment Managements focus in the strategic plan, we are addressing the retention issues. We have a 85% freshman to sophomore retention rate. We would like that rate to be 90%. Our graduation rate is at 75%, and we would like that to be 80-85%. One of the things we have done (2 years ago now) is we started a more professionalized academic advising center. Freeing up faculty for that more personal interaction with students to help improve a student's sense of belonging, helping figure out themselves, their life, and their values. Also our Student Life department is more than ever making sure all the activities we do are making a difference.

- **What do you see as the biggest obstacle to success with the Strategic Plan?**

Wim-The biggest obstacle is always money. If we could at least meet the financial, need of our students that would allow us to attract more students, and to keep them. We could use more student advisors, more endowed professorships, more support for student research, Scholarships, financial aid, student housing and science facilities up to speed.

Stephanie-In order to reach our campaign goal we need to figure out how to become more connected with the community of Portland, and to be important to that community.

- **How do we become more of a national name?**

Wim-This year we moved up from #76 or #68 in the US News and World Report rankings. One of the changes that made us move up is how we were ranked by High School Counselors, and by our peers (presidents, provosts and deans). We did more deliberate outreach to both these groups this year. Our goal is to make the top 50 of this list. Retention and graduation Rate are the two big elements that affect the ranking that we can improve upon.

- **How can we as Alumni help with SEM?**

Wim-talking up the college, spreading the good word about how great we are.

Hillary thanks, move into break

Business Meeting Session I

Hilary Dixon-Call to Order

Hillary welcomes new board members:

They introduce themselves with a few words:

Mary Bodine-Watts '09 L'13, Portland, OR.

Rudy Crew '95, Los Angeles, CA

Edgard Garcia '92, Lake Oswego, OR

Anthony Ruiz '13, Las Vegas, NV

Stacy Thompson '79 Oakland, CA (not attending)

Hillary acknowledges new board member, Margi Brown '64, Portland, OR, Chair of Albany Society Board of Directors who will be joining the meeting after the lunch break.

Hillary also welcomes to her second board meeting, Aria Wiedmann, Student Alumni Association President

Is there a motion to Approve of Minutes? (Hillary Dixon)

Catherine Gibson – Motion to approve minutes.

Barbara Whitaker – Seconds the motion.

Minutes approved unanimously.

Update on APP Transition to Institutional Advancement, Vision for BOA Role Moving Forward, and the Campaign -Josh Walter, VP for Institutional Advancement

Last year with the retirement of David Ellis (Vice President, Secretary and General Counsel) and Jane Atkinson (Provost), it created an opportunity for Wim to look at the structure of the campus and adjust who is reporting to who. Wim decided this summer that Alumni and Parent Programs would return to being under Institutional advancement.

[Lewis & Clark organizational chart](#)

<https://www.lclark.edu/live/files/26287-june-1-2018-lc-org-chart---updated-061818pdf>

Josh speaks about how important and beneficial it is to foster more connections with our students, faculty, alumni, parents, friends and the community at large to Lewis and Clark.

- New Chapters are a good idea with a lot of growth potential.
- Our staff at Institutional Advancement are acting more as regional reps. They are not just focusing on the donation and giving side but being more of a resource to make more connections (learning about student Internship opportunities, finding alum who can hosts events, establishing high school connections).
- The Institutional Advancement Committee on the Board of Trustees is working actively on the topic of Portland Connections. We are identifying what things we are already doing in Portland, and will share that with the campus at large and all of you on the board of alumni and Trustees.
- Seeking out more partnerships with Portland organizations and companies to find mutual ways we can benefit each other. As we engage more and more we will open doors for our students to be a part of things that then ultimately feeds back to the college one way or another even if it is just give our students great experiences.
- Pioneer travel program is fostering connections with a new trip on offer for this April in Peru. For the first time current students will be joining the L&C Alumni, friends, and family who sign up. We also are thinking about ways we can combine our overseas program trips and include alumni as well.

Q & A –with Josh

- **What is the process for alumni to make some of those connections you are talking about?**

From my perspective it has be hard to know what the process is to make the connection.

Josh- Definitely reach out to the regional representative from the Institutional Advancement staff for your area. They will facilitate making the connections for you, whatever it might pertain too: entrepreneurship, career center, faculty student.

Another idea I have discussed with Janet Steverson (dean of Diversity and Inclusion) is to develop a program to find local alum to host alumni of color at their homes to foster a sense of belonging for students of color.

Update on the Institutional Facilities Master Plan - Michel George, Associate VP for Facilities

Brief update on the pedestrian bridges:

Templeton Bridge removal is complete and will not be replaced.

Howard Bridge is being rebuilt, completion due January-February 2019.

Masterplan (10-year actionable plan):

Presentation of ongoing masterplan, highlighting both near term goals and recommendations for long-term vision for the campus.

Philanthropy Council Report- Chris Oman,

We just had our first in person meeting. We have grown to 90 members of the philanthropy council with 20-25 at the meeting, was attended by President Wim Wiewel, also four students were represented and added great enthusiasm and eloquence.

BOA member Cathy Kirkland has stepped up to be the head of the philanthropy council.

Some of the key points that came up are:

- Gifts should be meaningful to you. You should feel good about giving and the level of the gift should reflect that.
- The Cornerstone Program, is aimed at getting people to give every year, to boost are participation rate, which could be better than it is.

Board of Alumni Giving Policy – Jim Robertson

Jim - We on the Board of Alumni give our Time, our Talent and our Treasure to the Institution that we love and that has given us so much. 100% giving participation by the board of alumni is a very important thing.

Hillary identified a need for establishing and clarifying what board members expectations are regarding giving. Jim, Hillary, and Chris O. present a proposed new BOA Giving Policy that will state giving as a requirement to being on the board.

Proposed new Board of Alumni Giving Policy (Handout)

Current Board of Alumni Giving Policy (Handout)

There are some discussions about the wording on the proposed policy.

The consensus is to change the wording, "...giving to the annual fund" to read, "...giving annually" instead.

Catherine Gibson - Motion to amend and accept the proposed Policy.
Aukeem Ballard - Seconds the motion.
Motion approved unanimously.

Fundraising Update - Stephen LeBoutillier, *Director of Annual Giving* (report in packet)

Career Support Committee Report - Hanako Imber

Our committee needs new members so if anyone is interested to join us please do.

Current members are Hanako, Aron, Cathy K., and Chris S.

Careers for Pioneers (70-100 students will sign up to attend) is the next big event during lunchtime at the next board meeting in March. We rely on board members to reach out to the local Portland community to get industry alum to participate.

Career Center Updates - Rocky Campbell, *Director of Career Center*

- Career Center has 6 professional staff, and also an incredible group of student staff.
- We have a holistic approach to teaching career skills that relate to the core vision of the liberal arts mission.
- Our vision is to integrate Alumni better than we have in the past.(Panels, informational Interviews)
- What we do:
 - Major and Career exploration. (Helping students figure out *where can I go with a particular Major?* or the opposite, *what should I study if I know what I want to do career wise?*)
 - Internship assistance.
 - Job search planning.
 - Grad school search assistance.
 - Gap year guidance. (Fulbright, Peace Corps, FoodCorps, AmeriCorps, VISTA, and fellowships).
 - Campus Career Fair.
 - Outreach to Employers in the Portland Community and beyond. (13000 jobs/Internships posted last year on *Handshake*)

We begin directly engaging first year students before they arrive on campus (Clifton Strengths). In their first 6 weeks, students are required to participate in a workshop program called the Pioneer Success Institute. All new students must make a physical visit to the career center to meet one of our staff. We do a lot of marketing to students out of our office. We have a weekly newsletter and you can follow us on Facebook, Twitter, and Instagram.

Upcoming Fall initiatives:

- First destination survey (measuring the outcomes of careers after graduation).

- 3 Industry Meet and Greets (STEM; Design, Communication and Writing; Public Policy and Sustainability)
- Student Advisory Board (designed to give impute on the programs we offer)

Next year we plan to launch an Employer Advisory Board and connect the two boards together. If you know of job/internship opportunities that you want Lewis and Clark students and graduates to know about, email hire@lclark.edu.

Q & A –with Rocky

● **How is the outreach to the employer community progressing since a new staff person was hired in this position?**

Amanda Wheaton, *Employer Relations Coordinator* has had tremendous success. Our new outreach strategies have improved results with jobs and engagement by 600% to 1000%.

● **Is the Tech community recruiting beyond the Ivy league schools?**

Recruiting is changing very dramatically even at those Tech organizations (Microsoft, Expedia, Google...). We do have the likes of Google posting jobs directly with L & C but they do not come out and visit our campus. We engage those employers in other ways by reaching out to Alumni who work at those tech companies and have them visit or come to panels.

● **How do you identify those individuals to come to meet with students?**

We use *LinkedIn* and *handshake* to both identify student's interests and match them up with Alumni. We also partner with the Student Alumni Association.

Student Alumni Relations Committee Report – Chris Scheffler (report in packet)

Aria Wiedmann, *SAA President* speaks about the exceptional groups of Ambassadors we have this year. Highlighting the upcoming events including a Theatre & Art Talk Back after Sweeney Todd on 11/9/18.

Shishei Tsang, Graduate Assistant Alumni and Parent Programs (SAA Rooster in packet)

Shishei- Welcomes the current SAA Ambassadors, who then introduce themselves and say a few words.

BOA members pair up with the Ambassadors and move to Bruch in Fields.

Business Meeting Session II

Introduction of Alumni and Parent Program Staff and Albany Society Board of Directors Chair:

Tara McIrvine, *Associate Director of Alumni, Parent, and Student Engagement*

Ginger Moshofsky, *Associate Director of Alumni, Parent, and Student Engagement*

Caroline Mead, *Associate Director of Alumni, Parent, and Student Engagement*

Shishei Tsang, *Graduate Assistant*

Todd Davis, *Administrative Specialist*

Andrew McPheeters, *Interim Vice President of Student Life and Dean of Students*

Emily Decker, *Interim Director of Alumni, Parent, and Student Engagement*

Margi Brown, *Chair, Albany Society Board of Directors*

President's Report –Hillary

Lewis & Clark's board of trustees adopts Art Therapy master's degree program from Marylhurst University, which announced its impending closure last spring. The program is the only one of its kind in Oregon, and one of only 34 approved programs in the country.

Had the great pleasure of going to participate at the Albany Society Board of Directors meeting in May. They are thinking about the same things we as a board are thinking about: how do you engage your fellow alums, and how do you get them to continue to be excited about the college?

Board member Chris Scheffler's '10 partner, Rebecca Langer '12 passed away unexpectedly on September 28th. A request for voluntary donations in Rebecca's memory to one of the suggested organizations by the Board of Alumni in her honor is collected.

List of committee chairs:

Diversity and Inclusion Committee – Chair, Aukeem Ballard

Career Support Committee – Chair, Hanako Imber

Donor Development Committee – Chair, Chris Ohman

Alumni Recognition and Outreach Committee – Chair, Catherine Gibson

Student Alumni Relation Committee – Chair, Chris Scheffler

Administration Committee – Chair, Stacey Caldwell-Roberts

First reading of purposed By-Laws changes-Jim Robertson (By-Laws redlined proposed - handout)

- *Administration Committee* has weighted the pros and cons of extending the presidential term to 3 years to align with the Board of Trustee terms and that of the Board of Alumni for the Law school. Ultimately, the committee has agreed to put forth this proposed change.
- Along with this, the office of *Past-President* would be eliminated and replaced with a *President-Elect*, who would serve for 2 years.
- Additionally the *Administration Chair* would be an elected position and a full member of the *Executive Committee*.

Executive Committee is currently comprised of the *President* (voting member), the *President-Elect* (voting member), the *Past-President* (voting member), an employee of the College to be designated by the College (non-voting member), and any members deemed necessary by the *President* (collectively, the "*Executive Committee*"). *Executive Committee's* primary function is to assist with appointing new board members to fill vacated terms.

Members discuss the By-Laws proposal and make amendments.

There is a consensus for extending the *President's* term to 3 years and eliminating the *Past-President* position. There is a desire to think more about length of term for both the *President-Elect* and the other member of the *Executive Committee (Administration Chair)*, with consideration for maintaining a consistent number of *Executive Committee* members, while limiting position terms to 2 years or less for *President-Elect* and *Administration Chair*.

A new amended proposal will be presented to the board 15 day prior to the March 2019 meeting.

Alumni Recognition and Outreach Committee Report - Catherine Gibson (report in packet)

The primary duty of this committee is electing the nominations for the Alumni Honors awards.

Nominations for 2018 awards are due April 1, 2018. Award winners will be announced in early fall and ***honored at the Alumni Honors Banquet on March 9, 2019.***

Our busy season is the same time as the *Administration Committee* so for those new members wishing to join *Alumni Recognition and Outreach Committee* keep this in mind and perhaps only join one or the other.

Distinguished Alumni Award Recipients

This award honors an alumnus/a for superior performance in his or her chosen field and superior service to his or her chosen community.

Outstanding Young Alumni Award Recipients

This award honors an alumnus/a for superior performance in his or her chosen field and superior service to his or her chosen community within 15 years of graduation.

Donald G. Balmer Citation Recipients

This award honors an alumnus/a, faculty or staff member, or friend of Lewis & Clark for outstanding voluntary service to the college. Originally called the "Alumni Citation", this award was renamed in 1991 to recognize Don Balmer's selfless support of the college and to encourage others to follow his example.

Pioneer Alumni Leadership Award Recipients

This award honors an alumnus/a for demonstrating extraordinary leadership in his or her service to Lewis & Clark alumni.

Diversity and Inclusion Committee Update - Aukeem Ballard

Thanks to Shishei, Hanako, and Josh for support and involvement.

Our main task has been to look at how the board is supporting a framework and lenses of diversity and inclusion and equity on the work we are doing as a board, and a how to support that with the Alumni we are trying to reach out too. In addition how to support the college in continuing to think about those issues. We are currently focusing on reaching out to Alumni of Color as a way of understanding that inclusion and diversity is more than just race and ethnicity. We are also looking at how to make sure the board is structurally is set up to support this work proactively.

Some of our upcoming projects:

- Bylaws change proposal to create a permanent (voting) seat on the board for the Alumni of Color committee.
- Continue reaching out to alumni of color to attend Black and Orange parties.
- Have committee members be strategic liaisons to specific departments in the institution to collaborate efforts. (Mentorship program development)

Administration Committee Report Stacey Caldwell-Roberts (not present) (report in packet)

The committee does most of their work between March and June.

Selecting from the pool of new Board of Alumni nominations, conducting candidate interviews, preparing the ballot, which is brought to a vote at the June Meeting.

Also handling any By-Law changes, and the nomination of officers.

Albany Society Report - Margi Brown, Albany Society Board of Directors

We try to find ways to engage the older alumni with the College.

- Albany Society Holiday Reception
- Homecoming, Alumni Weekend (Golden Medallion Lunch), and Honor Banquet.
- Summer Picnic

We are working on ways to have small gatherings/events in the community thereby making accessibility better for alumni who want to participate but who have difficulty getting to campus for events.

The Albany Society Board of Directors meets once per month and have a different speaker (students, faculty, staff...) as part of their meeting. We have 5 new member joining the board this year.

5-minute break

Athletics Liaison Update - Aron Phillips

Football coach, Jay Locey is great and the team has won two games this year. Both the Men's (Tim McCrory) and Women's (Kristina Williams) Basketball teams have new coaches. Our Swim team has a great junior talent who now holds 5 L&C all-time records in the pool: Samantha Duran. Women's Volleyball has a new coach Emily Hayes, the team is currently has a 8W and 4L record. Student Athletes have an average GPA of 3.184. This fall there are 109 incoming athletic recruits. Some of the L&C Sports doing well are Swimming, Rowing Women's Basketball, Women's Golf, and Women's Volleyball.

Academics Liaison Report— Chris Scheffler (not present) (report in packet)

Alumni Chapters Project- Barbara Whitaker and Hilary Dixon (handout)

Alumni Chapters Project presented, the purpose, points to consider, process and next steps.

Beginning discussions and ideas shared about chapters and other new ways to engage alumni.

Both Barbara and Hillary will meet and talk about this project with Josh Walter, *Vice President for Institutional Advancement*.

Alumni and Parents Programs Update – Emily Decker, Interim Director of Alumni, Parent, and Student Engagement

This summer was a big transition year with Andrew McPheeters temporarily moving to Dean of Students and our office moving back to the Institutional Advancement division. Despite short staffed, everything has been going great. Pioneer Travel program trips have been successful (Iceland, San Juan Islands) and if you have the chance, spread the good word to our alumni so they can take advantage of this fantastic opportunity.

Homecoming and Family Weekend debrief – (handout)

Please give us feedback on the Homecoming and Family Weekend event.

Black and Orange Parties – Caroline Mead

Thursday, November 8th, 27 cities Worldwide.

Boston, Chicago, Dallas, Denver, Eugene, Honolulu, London, Los Angeles, Minneapolis/St. Paul, Mountain View, New York City, Oakland, Orange County, Philadelphia, Phoenix, Portland, Reno, Sacramento, San Diego, San Francisco, Seattle, Seoul, Singapore, Switzerland, Tokyo, Vancouver BC, Washington DC.

Upcoming Dates:

Holiday Reception December 1st.

AW 2019 Planning Day is on January 26th.

Honors Banquet on March 9th

BOA Meeting March 10th.

Alumni Weekend June 20st- 23rd

BOA meeting June 23rd.

Alumni Weekend 2019 Planning – Ginger Moshofsky – (handout and survey)

Recap of AW 2018:

1534 people registered for Alumni Weekend and just less than 1500 attended. 30% bigger turnout than previous years.

Please fill out the survey to give input and help with planning for Alumni Weekend 2019.

AW 2019 Planning Day is on January, 26th.

Meeting adjourns.