

Lewis & Clark College  
**Board of Alumni Meeting**  
**Sunday, March 10, 2019**  
**Gregg Pavilion**

Members in Attendance:

Aukeem Ballard  
Mary Bodine-Watts  
Margi Brown, *Chair, Albany Society Board of Directors*  
Jonathan Burton  
Stacey Caldwell-Roberts  
Peter Dempsey  
Mary Devlin  
Hillary Dixon, *Board of Alumni President*  
Edgard Garcia  
Catherine Gibson  
Hanako Imber  
Cathy Kirkland  
Chris Ohman  
Aron Phillips  
Jim Robertson  
Anthony J. Ruiz  
Chris Scheffler  
Stacy Thompson  
Barbara Whitaker  
Aria Wiedmann, *SAA President*

Members Absent:

Rudy Crew  
Josh Heim  
Chris Wood

Staff:

Todd Davis, *Administrative Specialist*  
Emily Decker, *Senior Director of Alumni, Parent, and Student Engagement*  
Andrew McPheeters, *Associate Vice President of Alumni, Parent, and Student Engagement*  
Caroline Mead, *Associate Director of Alumni, Parent, and Student Engagement*

Guests:

Stephen LeBoutillier, *Director of Annual Giving*  
Lisa Meyer, *Vice President and Dean for Enrollment Management*  
Bruce Suttmeier, *Dean of the College of Arts and Sciences*  
Josh Walter, *Vice President for Institutional Advancement*  
Wim Wiewel, *President*

## Meeting overview

### Remarks - President Wim Wiewel

Wim states it is wonderful to be here with you all, following up such a lovely evening last night at the Honor Banquet. The spirit was great; the levels of conversation, the videos recognizing the award recipients, the honorees themselves and their speeches all were fantastic. He wants to increase attendance for this event so more are able to see what our alumni have and are achieving. This theme came up at the last board of trustees retreat: how can we do better at getting our story out.

Wim mentions another item of interest from the Board of Trustees retreat: The Board wants us to be more active in the area of our reputation on environmental and sustainability issues. This is an area where the all three schools have a shared strength. The Law School is ranked #1 in the country in Environmental Law, again (US News 2020). The CAS is fantastic and the graduate school has a little bit less strength in this area so we will continue to look at ways we can build that up further.

It is true that liberal arts colleges are going through some tough times, but we are strong. The new *Strategic Plan* is going to help address how we can position ourselves to compete and succeed in the future. The key thing about our plan is that it will focus on our strengths at being a liberal arts and sciences college.

One of the challenges that we face and the Board of Alumni can have a big impact with is how can we build a group of alumni that truly believes in the college and supports the college. The percentage of alumni that give to Lewis & Clark is 17%, which is in line with the national average. We can do better and should be between 25%-40% and we get there by starting with the current student body. Last year the student senior class had 70% giving participation. Over a 1-5 year period after graduation, about 35% of our alumni give to the college. This is a good base to work from but we can go beyond that.

Wim expands on the implementation of the 6 goals of the *Strategic Plan*, thus far. [https://www.lclark.edu/strategic\\_plan/](https://www.lclark.edu/strategic_plan/)

Goal 1. and goal 2. are about distinctive programs and about getting the right students. We work on that through the Strategic Enrollment Management process (SEM). We are currently figuring out which ideas are the most promising, and best return on investment. Potential new ideas coming out of the SEM Committee effort:

- Lewis & Clark 4 5 6 Guarantee (Undergraduate in 4 years, Masters in 5 years, and Law in 6 years)
- Adding degrees or certificates in the Health area.
- New curriculum relating to Computer Science (Big Data)
- Adding some sports (Men's Soccer, and Women's Lacrosse)

As you know, the *Strategic Plan* is called: *Exploring for the Global Good*. For now, that is also the working title of the Comprehensive Campaign. The Board of Alumni are an absolute critical part of moving forward to draw in philanthropy and other sources of revenue to make us successful. Some of the Campaign Highlights are:

- In the first year, we set a goal of 15 million and we raised 22 million.
- This year we set a goal of 22 million and we just surpassed that with 3 months to go.

## Q & A –with Wim

### ● **How is it going building more connections in the Portland community?**

Wim-The faculty of the college have just agreed to have a new curricular designation. Every course that has a big Portland content (approx. 70 courses so far) will be designated in the course catalog as such. In addition, we are forming a Portland connections council on campus, similar to our sustainability council, which will work on building more connections to the Portland community.

Josh Walter- We have a new Associate Vice President for Corporate and Foundation Relations, David Johnson who is currently working on submitting three proposals for internship funds; sustainability/environmental, interacting with Portland, and entrepreneurial. These would be endowment funds for summer student research. In addition, the Bates Center for Entrepreneurship and Leadership has a \$10,000 a year donation from Adidas for student internships.

### ● **Do we know why over the 1-5 year period those 35% of Alumni are giving and why the other percentages are not?**

Wim-and Josh-We are about to launch an Alumni Survey to find out more about these answers and also get census information updates from all our constituents.

### ● **I hope that the survey will go deeply into the question, why an alumni would elect not to engage with the college. Then those answers will help the Board of Alumni's work motivating more engagement besides just giving.**

Wim-Yes, that is the challenge to have alumni gatherings with substance and value to attract engagement.

### ● **When will the computer science become its own department?**

Wim-There is a group that has wanted a degree in Big Data, and the SEM process is in place for proposals to be presented. IT is a matter of how many students it draws so you can justify hiring more faculty.

Hillary thanks, move into break

## **Business Meeting Session I**

### **Hillary Dixon-Call to Order**

Hillary welcomes new board members:

They introduce themselves with a few words:

Peter Dempsey '01 Blacksburg, VA

Stacy Thompson '79 Oakland, CA

Andrew McPheeters acknowledges the new board members and shares some stories of both Peter and Stacy.

Hillary recognizes those members unable to attend this meeting: Rudy Crew, Josh Heim and Chris Wood.

**Are there any corrections of Minutes requested? (Hillary Dixon)**

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

**Jim Robertson – Motion to approve minutes.**

**Mary Devlin – Seconds the motion.**

**Minutes approved unanimously.**

President's Report (Hillary)

Since our last meeting, there has been two Board of Trustees meetings. My sense is that there is a lot of unity and purpose on the current board, and the meetings have been very positive. Topics of discussion: SEM process, the budget, and also the importance of the Alumni body in moving the college forward. SEM is going to address some of the ways we can increase our enrollment but it will be 2-4 years before we would see results. In the next few years, the budget will continue to be lean. In addition, the Trustees have asked for a comprehensive Alumni Survey and that is now in the works.

Aron- Will we have access to the data from the alumni survey ?

Andrew- Yes, I am sure the Board of Alumni can be utilized as a resource, maybe by the June meeting. Please anyone with ideas for questions on the Survey forward those to me.

Hillary- If anyone has topics you want me to bring to the Trustees, the next meeting will be in May, so share with me.

Jim- **In some years we have scheduled the Honor Banquet to coincide with the Trustees meetings so that the Trustees will attend?**

Andrew and Hillary- Yes, next year the Honors Banquet and Homecoming will align with the Trustees schedule so they will have the opportunity to attend.

Admissions/Enrollment Management - Update on Strategic Enrollment Management efforts at L&C - Bruce Suttmeier, *Dean of the College* and Lisa Meyer, *Vice President and Dean for Enrollment Management*

Lisa- 85% of our Budget is made up of tuition dollars, just like the almost all other schools out there. Across the country there are fewer and fewer students graduating high school, the last recession slowed the population and this trend will continue likely through 2026. At the same time, the cost of Higher Education is going up to the point that families are having a hard time affording college. The old model of raising revenue was to either bring in more students or raise

tuition. If we are hitting a point where that model is not working anymore because there are not enough people and we cannot charge any more than we already are, that is why our revenue has been flat. This is where we are now with our current budget situation. We have to be good stewards of every dollar, especially when the budget is flat, and we have to be proactive to make sure Lewis & Clark stays healthy. In the short term, this means we have to cut some things but also investing in things that will help in the long term.

SEM is designed to think about what are the things we can do to strengthen our enrollment. Not just admissions, but retention, and especially we have to attract new students that would not have come otherwise.

Bruce, gives Presentation on Strategic Enrollment Management (SEM):

SEM is an excellent way to bring ideas to the fore, discuss them, and use data to analyses and prioritize them. SEM is a culture change in how we do planning at the college.

- Ideas can be submitted to an informational portal on the college's website.  
<https://college.lclark.edu/live/forms/1174-1>
- Steering Committee (Evaluates and assess viability of proposals)
- 6 Working Groups: Data, Marketing/Recruitment, Mental Health, Academic, Student Affairs, and Fiscal.
- Action Planning (What, when, who, how much does it cost, and how will we know it has accomplished results)

A lot of the SEM work up until now has been about data gathering and data analysis and the working groups have been busy with that. We have a new student survey going out in about a week to gather more data. One thing we know is that we have a too high attrition rate, we want to understand why, and what we can do to better support students. Many of the action plans have been focused around academics, because we think that in the first year we need to get students better stuck to the college academically. Once you get a Major, once you feel a part of an academic home on campus, you stay at Lewis & Clark.

Viability of additional revenue streams are also being investigated:

- opening up our overseas programs to no L & C students.
- Expand High School Summer Programs.
- Pre-Med Summer programs.

Bruce- Come this May or June the 40-50 action plans we have so far, will be thinned down to the 5-10 that we can do and are the best to do. Ongoing each year the pool of existing plans along with new ones will get evaluated and then implemented.

Board members give comments, suggestions, ideas, and ask questions.

Bruce and Lisa, answer questions and discuss SEM topics with BOA.

Andrew- We will have more SEM discussions and updates at future BOA meetings.

Discussion: The Strategic Plan - now approved by the Board of Trustees.

How does the BOA fit into this? Brainstorm action items for BOA support of the strategic plan.

Hanako- a link to the Lewis & Clark [Strategic Plan](#) was sent to Board members prior to today's meeting, also two articles were shared, about challenges that liberal arts institutions are facing.  
["Linfield College Plans to Cut Tenured Faculty"](#)  
["Boston's Colleges are Going Broke - and We May All Have to Pay"](#)

Lively discussion from Board members on **topic question 1).**

- 1) **Are the current activities/committees of the BOA well aligned with this strategic plan?** As a group, we might have to make some tough decisions around what we will continue to do the same, what we would like to change, and what we will stop doing to make way for items more in line with the strategic plan.

~*Topic question 2) discussion to follow later in the afternoon.*

Break and walk over together to Stamm for Careers for Pioneers

## **Business Meeting Session II**

Discussion Continued: Strategic Plan

Lively discussion from Board members on **topic question 2).**

- 2) **How can we re-engage Alumni with the college?** Growing the base of Alumni that feel connected to the college will be key to achieving many of these goals (most notably strategic plan goals 6A and 6b, but also 1C, 2B, 4D). What should the BOA be doing to support alumni re-engagement? A gift to the college starts with a relationship with the college. How can we help build these relationships?

Hanako- Recommends BOA committee chairs have a meeting in the next 3 weeks to self-evaluate and make any changes to the scope or the purpose of their committee.

Hillary- Will have individual consultations with each committee chair in the next month.

Donor Development Committee Report: (Chair, Chris Ohman)— 2 pages of handouts in packet.

Current members: Aron, Barbara, Catherine, Jim, and Peter.

We are looking for new members with these skills:

1. 100% giving (this involves all Board of Alumni members)
2. Recruit folks for Philanthropy Council
3. Committee members to be skilled in making "an ask", and able to ask for money in front of a group.

Aukeem- Wants to join committee!

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

Hillary- Please communicate your gift plans with Stephen, and please talk to people about the Day of Giving (3.13.19) and share on social media to get the word out.

Career Support Committee Report (Chair, Hanako Imber)

Current members: Rudy, Aron, Cathy, Chris S., ChrisW., and Jim.

Our committee members will be connecting on a call in about three weeks to self-evaluate in relation to scope and purpose of our committee going forward.

SAA Committee Report (Chair, Chris Scheffler and Aria Weidmann '19)

Current members: Aukeem, Josh, Cathy, Chris O., Edgard, Jim, Jonathan, Mary D., and Aria.

Chris- We just got through our busy part of the year (Feb-Mar) we are looking for new committee members so let me know if you are interested.

We didn't get as many SAA applicants as we would like so we need to work on this for next year. 16 new applicants this year and we were able to give 12 new scholarships, with two returning members.

Aria- Introduces Ryan Crim '20, incoming SAA President.

We have had a successful year with 5 career panels in the fall and 3 this spring. We are working hard to welcome and inform the new Ambassadors early so they are ready even before they go on retreat to plan their year.

We still are interested in the idea of SAA members having dinner at BOA homes, hopefully this can happen next year. We are focusing on getting the SAA calendar of events shared with BOA members earlier in hopes more will be able to attend panels.

Alumni Recognition and Outreach Committee Report (Chair, Catherine Gibson)

Current members: Aukeem, Jonathan, Kathy, Chris O., Aron, Barbara, Cathy, and Chris W.

Our committee's busy time is April-June. Nominations are closed April 1<sup>st</sup>.

Barbara- Please make nominations!

Mary- Can nominations be made without personally knowing or researching the alumni?

Hillary- A great future conversation for the committee to have is how we are accepting nominations and if research could be done by the committee, or not.

Diversity and Inclusion Committee Report (Chair, Aukeem Ballard)

Current members: Hanako, Hillary, Mary B., Josh, Anthony, Rudy, and Edgard wants to join.

We are currently evaluating what the scope of our committee will be. We are working through a Status, Target, and Proposal process. Three main targets have come out of this:

1. Have the BOA development for Diversity, Inclusion and Equity work. (Mary B., Hillary)
2. College support work in supporting a diverse population of students. (Hanako, Anthony, and Josh)

3. Accountability for ourselves as a board, how well are we doing at advancing more Diversity, Inclusion and Equity. (Aukeem and Hanako)

#### Administration Committee Report (Chair, Stacey Caldwell-Roberts)

Current members: Mary B., Jonathan, Mary D., Stacy T., Barbara, and Anthony.

Our committee has two primary functions:

1. Bylaws
2. Getting new board members

This is the start of the busy time of the year for us. We are reviewing Applications, and conducting interviews in April and May. Last BOA meeting there was a discussion about some changes to the Bylaws in regards to the President's term, the President Elects term, and the elimination of the Past Presidents position. Those changes are going forward and we will bring final language to the next meeting in June. In between now and June BOA members will receive communication about this Bylaws change, please read so you come to the June meeting prepared to vote.

#### Albany Society Report (Chair, Margi Brown)

One of the things we have been talking about are ways to communicate more with the older alumni in the broader community. We are hoping by going out into the community to Assisted Living groups for gatherings we can connect to those who have accessibility challenges to getting up to campus. For this Summers Reunion Weekend we are planning the Golden Medallion Luncheon and the Greek Life social on 6.21, and the Golden Pioneers Reunion Brunch on 6.22 honoring the classes of 1954, 1959 and 1964.

#### Academics Liaison Report (Chris Scheffler)

Last fall, I started going to department chair faculty meetings. The faculty were working on a large data survey for both faculty and students. They were trying to determine their diversity numbers and the student acceptance levels. Also there is a really big push on website development for all the academic department. I also have been speaking with Bruce Suttmeier, Dean of CAS, on how to integrate Alumni into the classroom. The goal is to increase Alumni involvement, improve the real world education experience for students, and getting students more comfortable with Alumni interactions early on. We also talked about having alumni guest speakers for overseas trips before students travel abroad.

#### Alumni and Parents Programs Report – Andrew McPheeters, Associate Vice President of Alumni, Parent, and Student Engagement

Thanks Emily and the APP team.

One thing I noticed while I was acting as Interim Dean of Students is that our students are amazing and are leading challenging, and complicated lives. They are exciting, dynamic and they are dedicated. We tend to think that only a certain group of them needs support but I

think that that is actually wrong. All are accessing support services to keep them healthy, balanced and well. We must remember and understand that each and every student needs our support.

- Budget Challenges

This year we are projecting a deficit. Therefore, budget managers are actively making decisions about cuts campus wide. Our office will probably make a 10% cut. We have already made some choices about what that looks like. We are going to cut about \$30,000, and raise about \$30,000 revenue. We have found a great deal of success with the Pio Travel program, which has generated new revenue. We are going to reduce some of our other tasks and responsibilities so we can use more of our time for the Pio Travel trips. We had some great outcomes from last year's trips (2-3) and this year it looks, like there will be from 4 to 8 trips.

Not finalized yet but we are super close to announcing Pio trips to:

Greece w/student group

Cuba

Tanzania

Morocco

Iceland

Oregon wine country-*tbd*

Palestine/Israel-*tbd*

Alumni Weekend 2019 Update– Ginger Moshofsky – (Video recap of AW 2018)

- Recap of AW 2018:

Big thanks you to everyone for their part in making last year's celebration so wonderful.

- Exciting events this June's Alumni Weekend 2019:

**Alumni Choir, Fri/Sat, 6.22/23**

**Greek Gathering, Fri, 6.22**

**Retirement Celebration for Sandi Bottemiller, Sat, 6.22**

**Voluntary Service Organizations Gathering, Sat, 6.22**

**Comm/Rhetoric and Media Studies Reunion: Alumni Storytelling & Reception, Sat, 6.22**

**15th Anniversary Celebration of the Ray Warren Symposium, Sat, 6.22**

**Current and Past BOA Brunch Sun, 6.23**

- AW19 Pio Pub is Saturday night, 6.22

**Pio Colleges:**

- Professor Emerita Jean Ward "Albany to Fir Acres: The 'Cinderella College' Arrives"
- Hannah Crumme "Shakespeare on Record: Writing an Early Modern Life"
- Professor Gordon Kelly "Ancient Roan Villas: Agriculture as Spectacle"
- Lee Weinstein "Intentional Life Planning"
- Donna Lawrence "Manor House Tour"

Donna Lawrence '52 resided in the Manor House during her time at LC. At the time, the Manor House served as the Women's Dorm on campus!

- Stephen Beckham "Many Faces: The Ethnic Origins of Oregon's Population"  
Professor Stephen Dow Beckham was L&C's 2017 Don Balmer Citation Recipient.
- Pulitzer Prize-winning political cartoonist Matt Wuerker '79 "Keeping Our Wits: An Hour of Art/Cartoon Therapy"

Ginger hands out an Outreach signup sheet.

For those interested in a particularly affinity or gathering and would like to help us with outreach.

Ginger hands out an Alumni Weekend Volunteer signup sheet.

For those who wish to volunteer time during Alumni Weekend, we will host you to the **All Decades Brunch, Sat, 6.22**

- We will not be using the **Guide book smartphone App** this year.

Honors Banquet 2019 Debrief– Emily Decker, Senior Director of Alumni, Parent, and Student Engagement

Emily- Was the Pre-Reception a good idea? We would love your feedback.

**It was great!**

**It's was nice!**

**Yes! Yes!**

**Edgard had a great Time!**

**The Videos were amazing everyone agrees!!!!**

Upcoming Dates:

April 29<sup>th</sup> Eugene, Oregon Event with President Wim Wiewel

April 30<sup>th</sup> Bend, Oregon Event with President Wim Wiewel

June 20<sup>th</sup> – June 24<sup>th</sup> Alumni Weekend 2019

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**Meeting adjourns.**