

Lewis & Clark College

Board of Alumni Meeting

Stamm Hall, Templeton Campus Center

October 27, 2019

Members in Attendance:

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

Jonathan Burton

Katie Byrnes

Stacey Caldwell-Roberts

Ryan Crim, *SAA President*

Peter Dempsey

Hillary Dixon, *Board of Alumni President*

Edgard Garcia

Catherine Gibson

Hanako Imber

Erik Jensen

Hongda Jiang

Chris Ohman

Richard Sames

Stacy Thompson

Marnie Troska

Barbara Whitaker

Members Absent:

Mary Bodine-Watts

Ryan Lockard

Aron Phillips

Anthony J. Ruiz

Chris Scheffler

Staff:

Todd Davis, *Administrative Specialist*

Emily Decker, *Senior Associate Director of Alumni, Parent, and Student Engagement*

David Huang, *Graduate Assistant*

Tara McIrvine, *Associate 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*

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

Guests:

Robin Holmes-Sullivan, *Vice President of Student Life and Dean of Students*

Stephen LeBoutillier, *Director of Annual Giving*

Business Meeting Session I

Meeting packets distributed:

Bylaws (updated from last June meeting Action)
Minutes (June, 2019 meeting)
BOA Roster (2019-2020 updated from last June elections)
SAA Roster (2019-2020 SAA Ambassadors)
Fundraising Update (Giving Report for FY20)

Hilary Dixon-Call to Order

Hilary welcomes new board members:

Introduces and welcomes new BOA members with a few words.

Katie Byrnes '79, Portland, OR
Erik Jensen '81, Portland, OR
Hongda Jiang '08, Beaverton, OR
Ryan Lockard '07, West Linn, OR (not attending)
Richard Sames '12, Laredo, TX
Marnie Troska '98, Boise, ID

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

Catherine Gibson – Motion to approve minutes.

Margi Brown – Seconds the motion.

Minutes approved unanimously.

Hilary introduces Robin Holmes-Sullivan, (new since Feb. 2019) Vice President of Student Life and Dean of Students.

Presentation and Q & A - Robin Holmes-Sullivan:

Robin speaks about the vision, direction and plan for Student Life at Lewis & Clark.

The four big ideas we are working on all center around: **student engagement/experience.**

1. Re-imaging the student experience and engagement for the current generation.

Research shows us that when students are engaged in their academic and co-curricular experiences they do better, they graduate sooner and they retain better. Reimagining the experience taking into account the generation of students we have right now. We are working with a consulting firm on issues that students have told us are important to them and that we feel will play a role in better retention.

- Spaces where students can gather.
- Dining/Campus activities.
- Transportation.
- Communication

We are seriously analyzing and making recommendations and changes for the spaces on campus, in particular Templeton. We could make Templeton more of an intentional student center. We are also looking at Pamplin, JR Howard, and other spaces on campus with an eye toward retention and community building. In addition, we are focusing on the Dining experience and Campus activities. Our dining has some operational concerns that are causing some dissatisfaction for our students. We are looking to make changes to address this. Our overall campus activities are also hampered by the fact that students do not have a space to engage those activities. Transportation options to other areas of Portland besides downtown are going to be studied and recommendations will be made. The final focus is going to be Communication: how we communicate to students and how they want to be communicated with. We are being intentional about making the students voice be the driving force on the priorities and recommendations.

2. Creating a yearlong 1st year student experience.

We are going to take our New Student Orientation (3-4 days), the Academic Core E&D course (Full Semester) and Pioneer Success Institute (6 weeks with academic credit given) and combine it into one cohort. One cohort though this first year of programing will boost retention. 15% of 1st year students leave. For a small liberal arts college this should be 3-10%.

Also, we can do better with our 2nd, 3rd, and 4th year students, to set them up for whatever they are going to do after they graduate. We are developing a *co-curricular learning experience* that has expectations or pathways to help student gain certain competencies. Competencies that will set them up well for what they will do next in life as well as give Lewis & Clark a competitive advantage. Some of the skills we would like to address are, Leadership, Civic Engagement, Understanding of self (health and wellbeing), and abilities to work with difference or people who are different from you.

3. Healthy Campus Initiative.

We want to beef up our prevention, and making it a campus wide engagement. Both students and staff/faculty could use more healthy spaces. For example, we do not have a fitness center.

4. Student Life Staff

Budget struggles are negatively affecting staff (long hours). There is a lack of innovation and creativity, because of budgetary constraints. We want to develop formal professional development with an acknowledgment program, and opportunity pathways

Q&A discussion was held with Robin.

Short Break (5 mins)

President's Report –Hillary

- Topics from the last Board of Trustees meeting:
 - Refinancing debt:

One of the things the trustees did in this last meeting was to approve refinancing some of the college's debt and borrowing an additional 35 million. This action was able to take advantage of a better interest rate and will help cover some of the costs of the capital improvements that are needed to be done on campus. The tentative plan right now is to use the money to renovate Templeton, Pamplin, Olin, and the Corbett House and to do some reconfiguration work at Huston Sports Complex. In addition, a new Dormitory will likely be built.

o Divesting from fossil fuels update:

The Trustees are continuing with the Process of divesting from fossil fuels. The Board committed to full divestment from the colleges publicly traded investment strategies before December 31, 2022.

o SEM initiatives were discussed:

<https://college.lclark.edu/administration/strategic-enrollment-management/sem-phase-i/>

o Institutional Advancement:

The importance of giving participation as we move out of the quiet phase of the Campaign and into the public phase next fall, 2020. Historically the BOA got to 100% giving participation before the Board of Trustees.

o Strategic plan update: 1st year of reporting on plan goals progress is underway. More details shared soon.

Q&A discussion was held with Hillary.

President's Report –Hillary cont.

● Code of Conduct for BOA:

o Hillary wishes to form an Ad hoc committee of 2-3 members. The goal being to work on creating a Code of Conduct document to be presented to the Board next meeting in February.

Barbara Whitaker and Erik Jensen volunteer to be on the Committee.

Upcoming Dates:

Honors Banquet on February 21st

Awardees--

Pioneer Alumni Leadership Award (for service to L&C alumni): Amal Mansour '83

Donald G. Balmer Citation (for service to the college): Jean Ward

Outstanding Young Alumnus Award: Nate Jones '05

Distinguished Alumnus Award: David Sack '65

BOA Meeting February 22nd. (no retreat in 2020, but all day meeting on campus)

Alumni Weekend June 25th- 28th

BOA meeting June 28th

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

Philanthropy Council Report- Edgard Garcia

BOA members who are on the Philanthropy Council are:

Edgard, Hillary, Katie, Johnathan, Marnie and Catherine.

- The Council has begun using a new system to manage volunteers, and it is robust and highly effective.
- 623 Alumni were contacted for the *1848 Challenge* in September and the council raised about \$15000. The *Challenge* was successful in unlocking an additional \$40,000 gift toward student Financial Aid.

Hillary-

- Pios for Pios Scholarship fund.

A student-led effort that seeks to complement existing financial assistance for students. Since its conception in 2014, more than \$15,000, has been awarded to help make a continued college education possible. It was created by the Associated Students of Lewis & Clark (ASLC) 5 years ago and has persisted. If anyone is interested in giving to the fund, please see Hillary who has donation forms. The Fund has a goal of \$5000, for this year.

There is no report from Alumni Connections & Development Committee or Academics because Chris Scheffler is not able to attend this meeting.

Student Alumni Association update - Ryan Crim, *SAA President* (SAA roster in packet)

There are 12 SAA Ambassadors in 2019-2020.

- Events this fall:
Pumpkin Carving at Homecoming and Family weekend
Young Alumni brunch
Digital Media and the Arts mixer
Alumni Story telling event in the manor house
- Events this spring:
Dinners with nine pioneers
STEM Meet and Greet

New Alumni Leadership Scholarship applications are accepted over winter break due 1.29.20 with interviews on 2.23.20.

Andrew introduces David Huang, *Graduate Assistant Alumni and Parent Programs*

David started working in the APP office this past August. He is currently in the Student Affairs Administration master's program at the L&C Graduate School of Education and Counseling.

David says hello and says a few words of introduction.

Break for annual BOA photo

BOA members take a boxed lunch go together with SAA Ambassadors to walk to the Women's Soccer Game for Lunch.

BOA Committees meet individually in groups:

New BOA members join-in with the committee groups they are interested in learning more about.

Alumni Connections & Development Committee - Hillary Dixon (*Chair*, Chris Scheffler not in attendance)

Recognition and Outreach Committee - *Chair*, Catherine Gibson

Equity and Inclusion Committee - *Chair*, Hanako Imber; APP staff support, Tara McIrwine

Administration Committee - *Chair*, Stacey Caldwell-Roberts; APP staff support, Todd Davis

Business Meeting Session II

Albany Society Report - Margi Brown

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

- Summer celebration in August

There are two new members of the Albany Board. Paula Janz '69 and Mike Shiffer '69

The latest fall issue of *The Gatehouse* is out. It publishes twice a year (Fall and Spring).

- Albany Society Holiday Reception is Saturday 12.7.19.

This last meeting we shared remembrances of the big Columbus Day storm of 1962.

-Emily is the APP staff member who supports the Albany Society's work.

Alumni Recognition and Outreach Committee Report - Catherine Gibson

The Honors awards will be presented to the honorees at the Alumni Honors Banquet on Friday, February 21, 2020.

For next year, we need your help nominating those alumni who are out there and have done amazing things. Please nominate people between now through April 1st

Equity and Inclusion Committee Report – Hanako Imber

We are currently focusing on how we can make an impact with attracting and retaining students of Color.

- Next meeting if there is time on the agenda we will look to do an *Ally Skills Training*.

Administration Committee Report - Stacey Caldwell-Roberts

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.

The deadline for nominating Board of Alumni members, who will start their service in fall 2020, if selected, is **February 20, 2020**.

Hillary passes out a Committee Sign-up sheet so new BOA members can join the committees that interest them, and current members can confirm as well. (Note: the Donor Development Committee has been dropped because the Philanthropy Council serves that role, and all BOA are encouraged to join the Philanthropy Council)

Hall of Fame Dinner update – Chris O./Hillary/Andrew

- New director search is underway
- 20% of students participate in Athletics at Lewis & Clark
- Plans are in development to add a practice field to accommodate a new Men's Soccer team and a Woman's Lacrosse team.

Alumni and Parents Programs update – Andrew McPheeters

- Thank you to BOA for the significant role you played volunteering and participating at 2019 Alumni Weekend.
- The Public phase of the Campaign will be next fall, with many events around that.
- Enrollment was 42 students short this fall. Retention was up about 4%, which helped to neutralize the lower enrollment.
- The APP budget has been reduced about 15% and we are constantly evaluating what things we do are making the most impact and where we can make adjustments.
- 20% of Andrew's time is now also devoted to fundraising.

New APP project – Webpage re-design – Caroline Mead

Caroline shows some of the new changes to the Alumni Website:

<https://college.lclark.edu/offices/alumni/>

More Large pictures, new tabs (Attend Events, Pioneer Travel, Give, Perks and Benefits, Reunions, Update Us, Chapters and Groups, Get Involved, and Staff) and descriptions with a lot less text. Our *Instagram* feed displayed at the bottom and *Our Mission* with upcoming events. Please give us feedback as you have time to browse the website.

Black and Orange Parties debrief – Caroline Mead

Thursday, September 26th, 39 cities (9 international).

Anchorage, Austin, Bend, Berlin, Bogota, Boise, Boston, Chicago, Denver, Grants Pass, Honolulu, Houston, Los Angeles, Minneapolis/St. Paul, Montpelier, Mountain View, Munich, New Orleans, New York, Oakland, Orange County, Paris, Phoenix, Philadelphia, Portland (SE), Portland (SW), Reno, Salt Lake City, San Francisco, San Antonio, San Diego, Seattle, Seoul, Singapore, Spokane, Switzerland, Utrecht, Vancouver, B.C., and Washington, D.C.

Our attendance has been slowly dropping over the last few years. This year we had 972 registered and 550 attended. We tried a new format in Portland and had one party in SE and one in SW. There was good feedback, and people liked that we had a party in the SE but the attendance was low and split between the two parties. About 7 years ago, our attendance rates were similar to today at 50-60%, but we could get about 1600 people to register.

Discussion was held with the BOA: about whether to make changes to Black and Orange parties or to take a pause and focus on events relating to the kick off to the campaign next fall.

Alumni Chapters signup – Andrew

Soon you all will be getting an email explaining how you can help us make calls to other colleges to find out what other schools are doing with their Alumni Chapters. We are looking at schools that are like us and are doing a better job with alumni giving and how do they run their chapters. Our Alumni participation is at 16% and we want to get that up to 18% or better.

- The goal is to have 5 active Chapters by the end of the year, and 5 more next year.
- Bay Area, CA; Denver, CO; Minneapolis/St. Paul, MN; New York, NY; and San Diego, CA

Homecoming and Family Weekend debrief – Tara McIrvin (handout)

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

We had 1111 people pre-register, which is good. Next year's dates are October 16th-18th.

Alumni Weekend 2020 update and discussion– Ginger/Andrew

AW19: Attendance numbers are staying steady. We added many things for non-reunion alumni in the hopes that the reunion year numbers would also grow but they have not. The non-reunion numbers are growing, but building the reunion numbers is our focus. With this in mind some of the changes for AW20 are:

AW20: Reunion Dinners and Receptions will be on Saturday, and the big welcome on Friday. Instead of the Salmon Bake, we are doing a community dinner that is more affordable. Overseas reunions will continue to be a part of AW20.

Alumni Weekend June 25th- 28th 2020.

Pioneer Travel upcoming trips– Andrew

Tanzania Safari - Preparing for Departure! -----January 30 - February 10, 2020

Cuba: Architecture, Art, Music, and Culture - Registration Now Open! -----May 11 - 19, 2020

Israel and West Bank - Registration Now Open! -----May 27 - June 5, 2020

Schooner Race in the Canadian Gulf Islands - Registration Now Open! -----July 24 - 31, 2020

Meeting adjourns.