

Lewis & Clark College  
**Board of Alumni Meeting**  
Pavilion  
February 22, 2020

Members in Attendance:

Margi Brown, *Chair, Albany Society Board of Directors*  
Jonathan Burton  
Katie Byrnes  
Ryan Crim, *SAA President*  
Peter Dempsey  
Hillary Dixon, *Board of Alumni President*  
Edgard Garcia  
Catherine Gibson  
Hanako Imber  
Erik Jensen  
Hongda Jiang  
Ryan Lockard  
Chris Ohman  
Richard Sames  
Chris Scheffler  
Anthony J. Ruiz  
Stacy Thompson  
Marnie Troska  
Barbara Whitaker

Members Absent:

Mary Bodine-Watts  
Aron Phillips

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:

Ariella Frishberg, *Gender-Based Violence Prevention Coordinator*  
Joshua Goldstein, *Associate Director of Gift Planning*  
Stephen LeBoutillier, *Director of Annual Giving*  
Bruce Suttmeier, *Dean of the College of Art and Sciences*  
Eric Staab, *Vice President of Admissions and Financial Aid*  
Josh Walter, *Vice president for Institutional Advancement*

**Business Meeting Session I**

Meeting packets distributed:

Minutes (Oct, 2019 meeting)  
CAS Fundraising Update (Spring 2020)

### **Hilary Dixon-Call to Order**

Hilary welcomes new board member:

Welcomes Ryan Lockard '07, West Linn, OR to his first meeting.

### **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 Eric Staab, *Vice President of Admissions and Financial Aid*

### Enrollment/Financial Aid Presentation - Eric Staab:

Eric speaks about his background (30 years in Higher Education) and what brought him to Lewis & Clark. Eric was attracted to Lewis & Clark because of its academic excellence, commitment to International education, and dedication to sustainability.

For the first four months, here Eric has been evaluating and assessing the enrollment division and looking for what we can do better. First focusing on improving yields in this immediate admissions cycle. Our Applications this year are down about 8.5% (about 500 applications). It would be good to maintain or slightly improve our yield from 12% to 13% or 14% but also important is to increase our headcount and revenue.

Market trends and shrinking demographic shifts are creating strong pressures for of all higher education. Enrollment is on a decline and pricing is more competitive than ever. The more name recognition an institution has regionally and internationally the less of an impact these market pressures will have. Lewis & Clark has a phenomenally reputation both nationally and internationally. The average student travels 900 miles to come to Lewis & Clark, the national average is 100 miles. Financial Aid is more and more a factor. Students are deciding what is the best institution I can go to that I can afford to go to. In addition, families are thinking more about what is the return their investment, i.e. will my child have a job when they finish their education?

Q&A discussion was held with Eric.

Hilary introduces Bruce Suttmeier, *Dean of the College of Arts and Sciences.*

### Academic Update – Bruce Suttmeier

#### • SEM planning

We have been doing Strategic Enrollment Management for two years. Phase one ended in June, with 12 initiatives coming out of that planning. Phase two ongoing right now.

#### SEM Phase I - INITIATIVES

Dual Credit Policy Changes

Gap-year Partnership with Verto

College of Arts and Sciences Health Studies Initiative

Entrepreneurship Minor

CAS Internship Course

Speech and Debate Team Expansion

Music Department Alumni Mentorship Pilot Program

Enhanced Pre-law Programming, Including 3+3 BA/JD Program with the Law School

BA/MSL Program in Environmental Law with the Law School

The LC 4-5-6 Commitment

International Student Recruiter [currently on hold]

SEM Communications Plan

SEM Phase II Working Groups

First-Year Experience

Data & Technology Programming

Fine Arts Programming

Environmental Studies and Sustainability Programming

Local and Regional Recruitment and Engagement

Internships and Practica (on hold until Phase III)

Women's Lacrosse and Men's Soccer (on hold pending fundraising)

- A new joint Academic/Campus life committee formed

Addressing topics: exam schedule, programming, new student orientation, student living communities, athletics, and better communication to name a few.

- General Education (Words & Numbers)

The new general education program Words & numbers is taking the place of Exploration and Discovery. A two to three year process began from a thorough investigation into values of a Lewis & Clark degree.. Faculty unanimously approved an Identity statement, which a document articulating what we want a Lewis and Clark education to be.

Q&A discussion was held with Bruce.

Fundraising Spring 2020 update – Stephen LeBoutillier, *Director of Annual Giving* and Edgard Garcia, *Liaison* (handout)

■ BOA giving:

FY20 total gifts and pledges to date: \$22,033.

6 members have monthly recurring donations.

Participation: 19 out of the 21 have given (90%). Goal: 100% Participation.

■ March 4<sup>th</sup> DAY OF GIVING

Generous donors have pledged \$100,000 to Lewis & Clark If we can secure 2,019 gifts from alumni, parents, students, faculty, staff, and friends from all three schools.

■ *Philanthropy Council* is now two years old and is going strong. We are using a new software to enhance our reach out abilities and it is working well.

■ FY20 Goal: Institution wide our goal this year is to raise 15 million. We are at 9.2 million now. CAS goal for the annual fund is 2.6 this year. Last year was 2.3.

Q&A discussion was held with Stephen.

Alumni Survey 2020 – Josh Walter, *Vice President of Institutional Advancement*.

Josh presents Alumni Survey questions and gets feedback from BOA on content and user interface.

## Meeting break to go to Careers for Pioneers and Lunch

### Business Meeting Session II

#### President's Report –Hillary

- Refinancing debt is complete

The tentative plan right now is to use the net gain of 35 million to replace Stewart and Akins with new dormitories; renovate Templeton, Pamplin, Olin, and the Corbett House and to do some reconfiguration work at Huston Sports Complex. In addition, some small projects will begin:

- A new roofs for Fir Acres roof and the Chapel.
- Templeton accessibility issue is being addressed by installing a new elevator.
- The Grad. Campus parking lot is being paved and lights installed.
- Topics from the last Board of Trustees meeting:
  - Trustees participated in an Equity Training session, led by Janet Steverson and Mark Figueroa. (Former and current Dean of Equity and Inclusion)
  - Giving focus on the Annual Fund.

Last year the President contributed to a fundraising challenge for the Pios for Pios. A student-led effort that seeks to complement existing financial assistance for students. <https://aslclark.org/pios4pios/>  
Our hope is that the BOA can do a matching challenge this year if members are interested email Hillary.

- Everyone is invited to attend the Festival of Scholars April 17<sup>th</sup>: <https://college.lclark.edu/festival-of-scholars/>

#### Alumni Recognition and Outreach Committee Update - Catherine Gibson

(Jonathan, Erik, Ryan L., Chris O., Aron, Marnie, Barbara and Catherine: *Chair*)

The Alumni Honors Awards Banquet on Friday, February 21, 2020 was a very fun evening. Now starts our busy season and we will come up with the new slate of awards candidates to be presented on the Ballot during the June 2020 BAO Meeting. Please nominate people between now through April 1, by using the online form:

<https://college.lclark.edu/offices/alumni/board/honors/nomination/form.php>

#### Equity and Inclusion Committee Update – Hanako Imber

(Mary, Katie, Hillary, Stacy, Anthony, and Hanako: *Chair*)

We meet with Mark Figueroa, Dean of Equity & Inclusion to develop a focus group for the fall with IME (Inclusion and Multicultural Engagement) so we can make an impact with attracting and retaining students of Color.

- If you are interested in joining the committee you are very welcome to contact me.

#### Alumni Connections & Development Committee Update-Chris Scheffler

(Katie, Edgard, Hongda, Ryan L., Aron, Marnie, and Chris S.: *Chair*)

We are in the middle of picking the new group of SAA Ambassadors for 2020-2021. There are 9 applicants to be interviewed for 5-6 spots. There will be 6 returning members and Alexa Cid Carrera '21 will be the next SAA President.

#### Student Alumni Association update - Ryan Crim '20, SAA President

Recent event:

- Feb. 20th the SAA Ambassadors and 13 invited students met with Nate Jones '05, 2019 Outstanding Young Alumnus Award recipient at the Manor house.

Upcoming events:

- Feb. 27<sup>th</sup> STEM Meet and Greet in partnership with the Career Center.

This year's Ambassadors have been very impressive and have had many new ideas even though they are primarily a new group.

#### Administration Committee Update – Peter Dempsey

(Chris O., Mary, Jonathan, Erik, Richard, Hongda, Stacy, Anthony, and Peter, *Chair*)

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.

- Brief discussion about the current Demographic of the Board.

#### Albany Society Update - Margi Brown

We currently are planning for the Golden Medallion Lunch at Alumni Weekend in June.

At our last meeting we enjoyed hearing from Professor Liz Safran, *Associate Professor of Geological Science*. She offered a presentation about how rivers have impacted the geology of Oregon. For our next meeting we plan to hear from Roger Nelson, Professor Emeritus of Mathematics our new faculty representative. He will speak about "Democracy in action, why the elections aren't fair"

#### No Athletics Update from Aron Phillips (not attending)

#### Planned Giving – Joshua Goldstein, Associate Director of Gift Planning

Joshua gives a self-introduction and bio and talks about three main areas of donor gifts where gift planning makes sense. Planned Giving is basically thinking about any gift that you plan today that benefits for tomorrow.

1. Tax advantaged giving – considering ways to structure a gift to minimize taxes
2. Legacy giving – thinking about what causes are important to you and what kind of impact can be made by your giving.
3. Providing income to loved ones now or for an inheritance later - Charitable gift annuities and Charitable Trusts.

360 members of the Heritage Society (CAS)

55 members of the Elliot Circle of Friends (Law School)

#### Q&A held with Joshua.

#### **Short Break**

Board members participate in: Lead the Change: Bystander Intervention Training Session – Ariella Frishberg, Gender-Based Violence Prevention Coordinator

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

- Accessibility is always a concern that our office takes seriously when event planning. This is why over the years we have abandoned some of the more beautiful areas of lower campus because they are just not accessible enough.

Andrew solicits feedback both positive and negative from the Board on some of the APP events.

- *Careers for Pioneers*: 70 Students registered, 35 showed up and we had 12 walk-ins. This event has been running 13 years, is it time to reinvented it or give it a fresh approach?  
-Board gives ideas and discusses ways to improve or reimagine the event.

- *Honors Banquet*: should we continue offering the pre-reception and is the music in the middle worthwhile?  
-Board gives feedback and likes the pre-reception and musical break mid-stream.

- *Homecoming and Family Weekend*: should split these two events and have homecoming in the October and Family weekend in the February?  
-Board discusses gives pros and cons or the change.

- Is anyone interested in attending classes just prior to the fall and spring meetings next year?  
-Board 11 of 17 say yes.

- Campaign Kickoff is potentially Sept 12<sup>th</sup> \*  
\* DELAYED - date to be determined

- Pioneer Travel Update:  
A great trip just concluded to Greece and Emily just returned from Tanzania safely.

Upcoming trips:

Cuba: Architecture, Art, Music, and Culture -----May 11 - 19, 2020\*

\*POSTPONED: New anticipated travel dates: April 26 - May 4, 2021

Israel and West Bank -----May 27 - June 5, 2020\*

\*POSTPONED. New anticipated travel dates: May 11 - May 22, 2021

Schooner Race Zodiac trip for July 2020\*

\*CANCELLED

Iceland: Land of Fire and Ice\*

POSTPONED. New anticipated travel dates: July 24 - August 3, 2021\*

Exploring Interest for Pioneer Travel to Chile - April 2021

Exploring Interest for Pioneer Travel to Morocco - May 2021

Exploring Interest for Racial Justice Then & Now Atlanta, GA - May 2021

Exploring Interest for Pioneer Travel to Ecuador: The Amazon and Galapagos Islands - October 2021

Exploring Interest for Pioneer Travel to Russia - Fall 2021

Exploring Interest for Pioneer Travel to Antarctica - January 2022

Exploring Interest for Pioneer Travel to India - January 2022

Exploring Interest for Pioneer Travel to Tanzania - January 2022

Exploring Interest for Pioneer Travel to Japan - May 2022

- Chapters update:

17 or so schools similar to us who are doing Chapters already will be contacted with your help.

Please sign up to the online sheet to volunteer to ask questions about best practices. Details are in an email that Andrew sent to Board members. Part of our goal is to utilize chapters to grow our alumni giving participation.

- Advertising and promotions – Caroline

Caroline updates some of the strategies we are using to advertise and promote events.

- Facebook adds for pioneer travel trips
- Evaluating whether print promotion pieces or social media outreach will be the most effective.
- Emails redirecting people to the website, with less text.

Any suggestions or examples of media you really like please email: cmead@lclark.edu.

- Alumni Weekend 2020 update – Ginger

Ginger gives a big thank you to everyone for being a very important part of Alumni Weekend, with an extra shout out to:

Stacy who will be doing a Pioneer College *“Parenting Adult Children”*

Chris is on his class committee

Catherine is on her class committee

A couple new things that are different for Alumni Weekend 2020:\*

\* DELAYED to summer 2021

- Instead of the Salmon Bake, we are doing a community dinner that is more affordable.  
It will be a block party with food carts from the Portland Mercado on Friday night in Griswald.
- We have identified most people are here on Saturdays and we want to emphasize reunions events so all the dinners and receptions will be on Saturday.
- Pio Pub is happening Friday night.
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Ginger passes around a volunteer sign-up sheet for alumni weekend.

Upcoming Dates:

**Alumni Weekend June 25<sup>th</sup> - 28<sup>th</sup> 2020\***

\* DELAYED to summer 2021

**BOA meeting June 28<sup>th</sup> \***

\*VIRTUAL

Andrew passes around a selection of cold weather L&C swag from the Bookstore as gifts.

**Hillary asks for a vote to reinstate (according to the bylaws) board members who have missed two consecutive meetings: Mary Bodine-Watts and Aron Phillips.**

**Motion to reinstate Mary:** Chris O.

**Second:** Catherine.

**17 voting members present**

**All members vote in favor, unanimously.**

**Motion to reinstate Aron:** Johnathan

**Second:** Edgard.

**17 voting members present**

**All members vote in favor, unanimously.**

**Meeting adjourns.**