

Lewis & Clark College
Fall Board of Alumni Meeting (In person)
Oct 22, 2022

Board Members Present:

Chris Ohman, '77, *President*
Stacy Thompson '79, *President-Elect*
Mary Bodine-Watts '09 L'13
Katie Byrnes '79
Jennifer Cox Cyphers '98
Peter Dempsey '01
Aaron Forbort '02
Edgard Garcia '92
Catherine Gibson '85 P'20
Marisol Jenkins '15
Erik Jensen '81
Hongda Jiang '08
Celeste Jongeneelen '23, *SAA president*
Jennifer Kerns '90
Jenny MacNichol '78
Jessica Mullins '10
Anthony J. Ruiz '13
Jackson Shea '89
Mike Shiffer '69, *Chair Albany Society Board of Directors*
David Todd '68
Marnie Troska '98

Board Members Absent:

Aron Phillips '07 has resigned from the board as of 10.22.2022.
Richard Sames '12
Simran Singh '08

Staff Present Fall BOA meeting:

Todd Davis, *Administrative Specialist for Alumni and Parent Engagement*
Emily Decker '85, *Director of Alumni & Parent Engagement*
Stephen LeBoutillier '00, *Assistant Vice President for Engagement*
Ginger Moshofsky '83 PG'18, *Senior Associate Director of Alumni and Parent Engagement*
Chelsea Nordby, *Associate Director of Alumni and Parent Engagement*
Amanda Valley, *Associate Director of Alumni and Parent Engagement*

Guests:

Evette Castillo Clark, *Vice President of Student Life and Dean of Students*
Julie Newsome, *Director of Donor Engagement*
Eric Staab P'23, *Vice President of Admissions and Financial Aid*

Pre-Meeting resources PDF provided to members via link:

- **Board of Alumni Minutes 6.5.22.** (Document in packet)
- **Alumni Honors Award Finalists 2022.** (Document in packet)
- **FY23 Fall BOA Fundraising Update.** (Document in packet)
- **LC Admissions Liaison Report 10-17-22** (Document in packet)
- **Administration Committee Report - October 2022.** (Document in packet)
- **Equity and Inclusion Committee Report.** (Document in packet)
- **Alumni Chapter Update for Board of Alumni.** (Document in packet)

Notes:

Chris - Call to Order

Chris – Acknowledges the lands that we are on here on palatine hill. We are on land that has a rich history, peoples, and culture and we should remember, respect, and honor that.

- New BoA member Introductions and new APE staff.

New Board of Alumni members elected last June meeting

- Jennifer Kerns '90, Board of Alumni in her first term, from Portland, OR.
- David Todd '68 formally chair of ASBD now Board of Alumni in his first term, from Fairview, OR.

New Board of Alumni Ex-Officio members:

- Mike Shiffer '69, *Chair, Albany Society Board of Directors*
- Celeste Jongeneelen '23, *SAA President*

New APE staff:

- Chelsea Nordby, *Associate Director of Alumni and Parent Engagement*
- Amanda Valley, *Associate Director of Alumni and Parent Engagement*

Chris Ohman '77 –Welcome and President's Report

The Trustees had their first meeting under Robin Holmes-Sullivan's leadership earlier this week.

- **CAS** is doing really well with the highest enrollment in our history (close to 2200 undergraduate students).

- **Grad School** continues to experience expansion with both a growth in faculty, student body and improvements to the campus spaces.

- **Law school** applications are down a little bit but the quality of LSAT scores and GPA is up.

■ **Campaign Progress** is good with almost 130 million total raised and 25 million left to raise. The hope is to reach the goal and close the campaign one year earlier than expected.

■ **New Dean Equity and Inclusion.** Chris hopes to have Danielle Torres new Dean of Equity and Inclusion at a future board meeting. Dr. Danielle Torres, an accomplished member of the faculty in the Graduate School of Education and Counseling, was selected in May and began as dean in mid-August

■ **Building and renovations.** Student Center Phase 2 Construction Complete and new spaces open 10/7. Stewart and Odell will shut down for winter and reopen in fall 2023. Huston Sports complex will get new turf and restrooms.

Stacy – The Law School will receive a million dollar gift to build a courtroom on the Law campus.

Chris – It was an incredible inauguration event yesterday and to those staff and board members who ushered at yesterday's ceremony, thank you so much.

Chris - Asks for a motion to approve the June meeting minutes.

Catherine - Motion to approve minutes.

Edgard- Seconds the motion.

20 members approve minutes.

Approval of Minutes.

Alumni Recognition and Outreach Committee Update - Catherine Gibson '85 P'20

- **Alumni Honors Award Finalists 2022.** (Document in packet)

The committee's goal is to find ways to recognize and honor alumni to encourage engagement.

Today a slate of honorees will be presented so that the board can vote on our four award winners. One condition of winning an award is the honoree must be able to attend the Honors Celebration during Alumni Weekend in June 2023.

■ Presentation of nominations for awards.

Alumni Recognition and Outreach Committee members present the nominations saying a few words about each finalist in each award category.

Pioneer Alumni Leadership Award

Don Balmer Citation

Outstanding Young Alum

Distinguished Alum

- Members speak about the individuals on the ballot for each award category.

Paper ballots of the honors award finalists are handed out to the voting members.

Members Vote for honors recipients.

Votes are collected and counted.

Voting results will not be announced at this meeting but after those chosen are contacted and they have accepted.

~ Break for a Photo of the Board members present

Eric Staab P'23, *Vice President of Admissions and Financial Aid*

- Admissions and Enrollment updates and Communications presentation with Q&A

- The last three years has been really strong for our CAS enrollment. The last class that just matriculated, has 623 fulltime and 3 part time students just two shy of or goal.

Eric shares a slide deck illustrating with photos the great partnership between the communications and admissions departments.

For the past four years, our collaboration has been focused on letting our students tell our story. All our communications. (Print, web, email and on social media) are grounded in words and images of and from our students. Data has shown us that *Gen Z* want to hear straight from their peers. The main webpage and the major minor landing pages are the most important places that prospective applicants look, even more important than emails or counselor interactions.

- During the last application cycle we saw a 22% increase in applications over the previous year. So far this cycle numbers are trending up again.

Eric shares a new video that is on the main L&C webpage on the ***about*** button:

<https://www.lclark.edu/about/>

<https://www.youtube.com/watch?v=FBTO9geKqgE&t=20s>

Q&A with Eric Staab

Discussions and questions from board members for Eric.

Evette Castillo Clark, *Vice President of Student Life and Dean of Students*

- Updates and Priorities. 2022 and Q&A

Members of the board share their names and year of graduation

Evette shares her perspective, experience and values with close to 3 decades of Student Affairs experience across 8 colleges/universities.

Evette - Presents an **Updates in Student life** slide deck on screen and board members ask questions during the presentation

Topics of the Slide deck presentation listed below:

■ Fall Opening and Covid-19 Updates

- New Student Orientation welcomed 632 first years and 54 transfer students.
- Campus Living is at 100.9% residential occupancy.
- COVID-19 Reports August 27-October 14:
 - CAS On-Campus = 81
 - CAS Off-Campus = 47
 - Law = 12
 - Graduate = 12

■ Student Life Goals / Priorities AY 2022-23

- Realignment of Services; Operational Effectiveness
- New Traditions and Increased Student Engagement
- Neighborhood Relations
- Renovations that Enhance the Student Experience
- Retention Focus – Key Areas and Student Services
- Get to know the Campus community/Onboard
- Career Center
- Center for Social Change and Community Involvement
- College Outdoors
- Counseling Service
- First Year Experience
- Inclusion & Multicultural Engagement
- International Students & Scholars
- PE/Athletics
- Spiritual Life
- Student Rights and Responsibilities

■ Partnering with Advancement and Alumni

—Ways to Get Involved /Areas of Opportunity:

- Buildings, Facilities, Reno's
- Career Center (network; internships)
- Student Organizations
- Concerts
- LC Peer Collective Summit
- New Student Trips
- Mental Health / Wellness
- International Students

- Your Time!
- Build Discretionary Student Life Fund

—To Do:

- Follow: lc_vpsl on Instagram and Twitter.

Q&A with Evette Castillo Clark

Discussions and questions from board members for Evette

Julie Newsome, *Director of Donor Engagement and Edgard Garcia '92* - Giving/Campaign update

- **FY23 Fall BOA Fundraising Update.** (Document in packet)

Edgard – Encourages the Board of Alumni to give so as to improve our current giving participation which is at 50% and our goal is 100% participation.

- Annual Giving is now Donor Engagement, with Julie leading the team as the first Director.

Julie – Celebrating eight years at Lewis & Clark. All those years have been in annual giving.

- Campaign Update (as of October 1, 2022)

- \$130 million dollars in total gifts (commitments and gifts)
- 83.1% toward goal (commitments and gifts)
- \$25 Million left to raise (commitments and gifts)

We are trying to conclude the campaign one year early sometime this summer.

- CAS Annual Fund and Alumni giving Participation

- Alumni giving numbers are a bit down and may be due to economic stress, but it is still too early to determine.
- Annual Fund revenue fluctuates at the start of the year but will likely even out as the year progresses.

- FY23 Fall Campaigns highlights

- September - **Alumni Fall Match:** 438 alumni gave over \$62,000. Philanthropy Council volunteers sent almost 800 emails.
- October - **Day of ChampIONS:** 406 donors gave over \$197,000 – a record setting year. for dollars
- November – **Thanksgiving Appeal (Alumni and Parents):** Thank you card solicitation.
- November 29 – **Giving Tuesday:** Email campaign.
- November 29 – **Thank-A-Donor-day (on campus event):** Students sign thank you cards.
- December – **Calendar Year End (Alumni and Parents):** Student-centered piece with

global tie-in, featuring international students and a student studying abroad.

- September thru November – **Phonathon:** Calls to all three schools and to CAS Parents to Connect, engage, and solicit.
- September thru October– **Philanthropy Council Fall Session:** Volunteers sent over 1,050 emails in PioConnect.

Q&A with Julie

Discussions and questions from board members for Julie

Chris – Announces Aron Phillips '07 (not present) has resigned from the board as of 10.22.2022. So we don't have his usual Athletics Liaison report this time. We hope to have a future opportunity on campus to thank Aron for his 5 ½ years of service.

Admissions Liaison Update – Eric Jensen '81

- **LC Admissions Liaison Report 10-17-22** (Document in packet)

We are continuing the push to gather and create more Alumni profiles, expanding to former BoA members and alumni chapter leaders. Thank you again for the seven Alumni from this board who have completed their profiles and the five who have started the process. If you have not yet volunteered and would like to participate, please email erik@jensenstrategies.com.

Albany Society Board of Directors Liaison Update – Mike Shiffer '69

The ASBD is now meeting 5 times a year, and returning to in person meetings. The ASBD is actively seeking out new members especially from the class of '70, '71, and '72.

Funding has been reestablished for a full publication of *The Gatehouse*, so we are returning to a 6-page edition. We have had some great speakers come to our meetings and at this last meeting, we had Andrew McPheeters, *Associate Vice President for Community Education and Travel Programs* who talked about the exciting Alumni Travel opportunities.

Administration Committee Update - Peter Dempsey '01

- **Administration Committee Report - October 2022.** (Document in packet)

The primary task of the Administration committee is to oversee the new board member nominations and selection process; board leadership selection; maintains fair elections; and maintains and proposes revisions to bylaws as needed.

- Recap of Committee work since the last meeting.

Eight new Board of Alumni positions filled during the June Election.

- 1 appointee elected to 1st term: Jenny MacNichol

- 5 incumbents elected to 2nd term: Mary Bodine-Watts, Katie Byrnes, Erik Jensen, Hongda Jiang, and Richard Sames
- **2 new board members:**
 - David Todd '68, Fairview OR
 - Jennifer Kerns '90, Portland OR

Jennifer Kerns '90 gives a brief self-introduction and biography to the board.

David Todd '68 is welcomed back onto the board in his new capacity as an elected member. Previously David was an Ex-Officio member as the liaison for ASBD.

■ Board of Alumni President-Elect Election is complete with Stacy Thompson '79 selected to serve as the next President beginning in June when Chris Ohman '77 will complete his three years serving as President.

Congratulations to Stacy!

Stacy- Appreciates greatly the honor in being nominated

■ Bylaws revisions are in process and may be presented for discussion and consideration to the board prior to the next meeting. Also up for consideration, is whether to formalize a review of the bylaws consistently every three years.

■ The deadline for nominating Board of Alumni members, who will start their service in fall 2023, if selected, is **February 28, 2023**. There are at least 2 open slots to be filled. Catherine Gibson '85 P'20 will complete her second term in June and there is an additional spot open because of Aron's resignation. In addition, the four members completing their first terms will have an opportunity to be placed on the June ballot.

Peter – Asks the board to think of possible new board nominations so that we continue to have a strong pool of potential candidates that may apply to the board.

Members challenge themselves to nominate at least one alumni they know between now and the deadline at the end of February.

Update: Alumni Connections and Development Committee and SAA – Jackson Shea '89 and Celeste Jongeneelen '23, SAA President

Jackson gives a brief report on the committee's work as Richard Sames is not able to attend this meeting.

■ The *Board Buddies* program continues to be successful and we might have an opportunity to refine and improve it for next year.

In January and February, our committee will begin the process of reviewing the new applicants for the Alumni Leadership Scholarship (SAA Ambassadors). Top applicants will be invited (over

zoom) for a brief interview with the committee in the spring to determine the recipients for next year.

Celeste – Update on the SAA programing for this fall semester.

- **Flower Bouquet Making with Alumni** (Hispanic Heritage Month collab with IME) - Oct 12th
An intentionally small event on campus with 25 students and 4 alumni.
- **Outdoor Careers - A Conversation with Alumni** - Nov 2nd
Alumni, who work in careers involved in the outdoors, are invited to speak at the event.
- **Experiencing Grad and Law School: The LC Angle** - Nov 17th
Panel of recently graduated Alumni form either Grad school and/or Law school.
- **LGBTQ+ Brunch** - Nov 20th
A successful event for the past two years. It is exciting that this year it will be an in person event.

Equity & Inclusion Committee Update –Mary Bodine-Watts '09 L'13

- **Equity and Inclusion Committee Report.** (Document in packet)

■ **Highlights**

Some of our committee work so far has been to establish the Black Alumni Association with the help of the Black Student Union. The success of this model is being mimicked to help develop a Native Alumni Association (name to be determined). The Native Student Union is in collaboration with members of this committee on this new venture.

■ **E&I Charter**

Likely by the next meeting in March we will bring to the board for review an E & I Committee charter.

Peter- This charter has potential to be used as a model for other committees to help solidify consistent structure and annual benchmarks.

■ **E & I Training**

An E & I Training session will be planned for one of the BoA 2023 meetings.

■ **Alumni Survey**

Marisol - About 1000 alumni responded to the survey, with a low response rate from young alumni, (2008 and later). Over 50% of the respondents when asked said they are not actively engaged with the college. Top reasons that were given were: living too far away from the campus; not interested in the activities being offered; and time constraints. Another question that was asked on the survey was: *What would be programs of interest?* Some of the common answers given were that alums wanted events in their local area; alumni travel programs; and opportunities to mentor students.

Homecoming Tailgate brief recap – Jackson Shea '89 and Todd Davis

The Lewis & Clark football team were victorious at the homecoming game vs Willamette and we retained the Wheel for the fifth-straight year. (Lewis & Clark 39, Willamette 17)

- 1013 registrations and 734 people attended Homecoming and Family weekend Oct 14-16.
- 401 registered for the Tailgate and 343 attended.

Alumni and Parent Engagement update – Stephen LeBoutillier '00, Assistant Vice President for Engagement

- **Alumni Chapter Update for Board of Alumni.** (Document in packet)

Stephen passes around a volunteer sign-up sheet from Alumni Weekend 2023. Board members who are interested in being on their reunion planning committee or being involved in another way sign up.

Stephen thanks the board members who were ushers at the Inauguration. It was an important role for the board to be seen and represent the alumni body welcoming everyone at the event.

- Alumni Chapter update: (See document in packet).

- Advancement Realignment

Stephen describes the big reorganization that began this summer and is now complete. His new role is *Assistant Vice President for Engagement*.

Through shared missions and reporting structures, the **Offices of Donor Engagement, Alumni and Parent Engagement**, and **Advancement Services** will better develop and execute strategies that create a fulfilling and fruitful overall community engagement program. Increased alumni and parent engagement fosters more philanthropy, volunteerism, career mentorship, and expands networks for our community.

Stephen's focus will be to set and achieve goals in the four major measurements we use to assess alumni engagement: volunteering, giving, event attendance, and communications.

- Alumni and Parent Engagement staff recognition

Stephen recognizes two recent promotions and new hires at APE.

Emily has been promoted to Director and Ginger promoted to Senior Associate Director.

New hires: Chelsea and Amanda are both Associate Directors.

Emily Decker '85, *Director of Alumni and Parent Engagement*

Ginger Moshofsky '83 PG'18, *Senior Associate Director of Alumni and Parent Engagement*

Chelsea Nordby, *Associate Director of Alumni and Parent Engagement*

Amanda Valley, *Associate Director of Alumni and Parent Engagement*

■ Lewis & Clark Young Alumni Council

The Lewis & Clark Young Alumni Council (LCYAC) focuses on providing support, connection, and resources to the young alumni community, defined as those who have graduated in the past 15 years. LCYAC plans and provides a series of events and initiatives designed to connect the young alumni community with the college and with each other. Including opportunities to grow professionally, expand your network, socialize, learn, advance the college, and support students.

Chris - gives closing remarks

Future Meeting dates:

Sunday March 5, 2023: business meeting coincides with careers for pioneers

Sunday June 4, 2023: business meeting ½ day on Zoom.

Meeting adjourned