

**Board of Alumni Meeting
October 5, 2008**

Members Present:

Serena Cruz Walsh
Jennifer Cyphers
Frank Dillow, Jr.
Terry Faw
Carrie Goux
Brian Gurski
Paula Hayes
Patrick Hibbard
Michael Holtzclaw
Alan Humphrey Jr.
Melvia Kawashima
George Kline
Dana Plautz
Meredith Price
Susana Sharp
Carol Timm
Amelia Wilcox

Absent:

Chris Abbruzzese
Bob Godel

Via Teleconference:

Myah Moore

Staff Present:

Greg Volk
Clark Yeager
Diane Dickey
Andrew McPheeters
Bea Freilich

Guests

Bill Akers (PAC)
Jim Cole (chair-elect Albany
Society)

8:00 AM: Meeting called to order followed by introductions

Meeting Documents

Packets of material were distributed to the Board.

Alan Humphrey, President - Introductions and Adoption of the Minutes

- Humphrey reviewed the agenda and welcomed new Board members, Jennifer Cyphers, Carol Timm and Michael Holtzclaw; and guests, Greg Volk, Vice President of Institutional Advancement; Diane Hickey, Director of Annual Giving; Bill Akers, PAC Board Representative, Jim Cole, Incoming Chair, Albany Society Board of Directors, and Clark Yeager, Athletics Director.

Breakfast Presentation from Greg Volk, Vice President of Institutional Advancement

- Greg Volk reviewed the report that he delivered to the Board of Trustees in the spring on the comprehensive capital campaign planning. He presented a slideshow to the Board of Alumni.
- He reviewed the amount of gifts received to date and his expectations to increase alumni giving. He reviewed plans for building the infrastructure of development, setting policy

and operating procedures, and the pressure points for the Board of Trustees.

- He reported the Annual Fund as the top fundraising priority. He reviewed alumni leadership giving, volunteer faces and roles, Annual Fund and Alumni Relations as one team, creating synergies and supporting each other, and using Freshman week to introduce students to philanthropy.
- He reported that a Leadership Society has been launched and will be lead by Trustee Mark Dorman.
- He reported that an annual fund message is being crafted along with a new database. He further reported that the new Razor's Edge database is phasing out Datatel/Benefactor. It is due to be up and running by July, 2009, prior to launching the campaign.
- He reported the approval to add 6 new positions in Development and Alumni Relations boosting staff to 38 with Major Planned Giving team growing from 4 to 6. He reported that due to small donor base and lack of volunteers that Major Planned Giving officers have been asked to make 1,000 visits per year. One new staff member has been added to Research for a strong research system.
- The Alumni & Parent Programs office was toasted for their successful Alumni Weekend 2008 tripled attendance.
- He reported that Donor Relations received a new position. Julie Bond has stepped into this position. In addition, Alumni & Parent Programs added a new position - Murray Cizon was hired.
- Volk reported that the Trustees embrace the Annual Fund and the guiding of an approval process.
- He briefly reported on the all-day retreat in Institutional Advancement.
- He reported on the Phase 1 of the Science initiative as a focal point. He announced a donation of \$5M for a new Science building.
- A question and answer period followed.
 - Volk indicated the comprehensive campaign will include the Undergraduate, Law and Graduate schools.
 - Concerns were expressed on the planning for fundraising and keeping lines of communication open. Concerns were also expressed about losing the energy of young alumni if not addressed. Volk referred to Diane Dickey as an avenue of communication and clarity and structured conversations when Board on campus.
 - Diane Dickey followed up on her role in Annual Fund and the silent phase of campaign. She asked the Board to help build the annual fund, stressing participation and the value of it and explaining what the annual fund does and what it supports.

- Concern was expressed about signing letters about Annual Fund, about knowing the strong professors, marketing and messaging about what will work with some people and not all people to help volunteers get involved and about historical low participation and asked for analysis as to why.
- A brief discussion followed.

(Myah Moore joined the meeting via teleconference).

Price and Cruz left the meeting to attend Alumni Weekend reunions.

Adoption of the Minutes

- The minutes from the May 10, 2008 meeting were adopted.

Humphrey moved to adopt the May 2008 minutes. All in favor. None opposed. Motion carried.

PAC Report - Clark Yeager, Athletics Director

- Yeager reported on changes in the department with Jenny Simon leaving and some coaching changes being made and the coordination with Athletics and the Development office, Monica Baker, with increased PAC membership. He also reported on the remarkable transformation of Pamplin.
- He reported on the issues in the football department and the College concerns about the future of that department.
- Yeager fielded questions from Board members.
 - Yeager reported that they have 19 varsity sports, with men's soccer being absent for past 10-12 years. The department intends to have men's soccer when facilities are ready. He spoke about club sports with the most active being women's lacrosse, ultimate Frisbee, rugby, men's soccer, and sailing. There is no field hockey. There is currently only one field but is extremely limited due to conditional permits for LC being in neighborhood.
 - Yeager received positive feedback for the new dog "Buddy aka Pio" that won over the little kids on Alumni Weekend.
 - Proportional percentage of parents, alumni and friends will be researched by Yeager. He stated that Monica Baker attends the meetings and coordinates cultivation of different groups with the goal to reach out to everybody. They had 1.2 million hits on the LC Pioneers website.
 - Athletics facilities use – Alumni pages shows use as a benefit. Athletics does not advertise that specifically but does provide a schedule for all alumni to use.

- Yeager received positive feedback about Chris' updates and requests that other sports be included as well as football. He reported that other teams are encouraged to provide updates and are using blogs for a more personal view and a closer look into the group.
- He reported that the Women's Basketball team performed a community service project along with 6 alumni basketball players during Alumni Weekend.
- Yeager expressed his enthusiasm about Athletics collaborating with Alumni Relations; they had over 100 people at Claremont football game and hope to continue these events with alumni and prospective students and families.

Andrew McPheeters – Alumni Office Report

- McPheeters reviewed the Board summary provided in the board packet.
 - McPheeters reported that Alumni Weekend 2008 received 960 registered guests by Friday, October 3rd compared to 380 last year.
 - He reported that this year's strategy was to focus on Affinity Groups. There were over 20 reunions with the Class of 1983 having over 100 people. He reported that Affinity groups help get alumni back to their reunions.
 - He reported on the new model without five year reunions. The reunions will be 10, 20 and 25, 30, 40, 50 and 2 years from now, 60.
 - Plautz commented on the Careers for Pioneers and the eagerness of alumni to attend and to connect with the students.
 - McPheeters commended Alumni & Parent Programs staff for their efforts during all the events as well as over 28 staff members from the Development Office and Board volunteers.
 - Shift to new reunion model for 2010.
 - Wilcox recommended staying on campus during reunions for the June 2010 reunion and to provide kid-friendly events, hiring students to do kid camps.
 - McPheeters suggested Board members review reunion template for discussion at the February 2009 meeting for options.
 - He fielded questions about intended shift from era reunions and the focus on affinity reunions.
 - McPheeters reviewed the Operations Plan that was used for Trustee discussion and internal staff review.
 - Question and answer period followed.
 - It was suggested that an Advisory Committee be appointed to review the

issues of the Bookstore during Alumni Weekend.

Reports

- **Liaisons**

- Women's League

- Susana Sharp referred the Board to her proposal in the projects binder.
 - Susana proposed creating a Women's League consisting of a circle of women who share stories on campus, like the former Albany Women's organization that was used for fundraising, the Sacajaweans. More information is coming at the February 2009 meeting.
 - She suggested identifying 50 women from all the college and invite them to a gathering in January 2009. She asked the Board for volunteers who would be interested in the project.
 - She noted that one of her proposals is renovating the Corbett House to be used as focus of fundraising.
 - Plautz recommended adding this group under the umbrella of the Portland Chapter and setting down with Hibbard and Price and eventually Jean Ward.
 - Timm reminded Board of a guaranteed place in Manor House for women's group that had not been received.
 - Sharp suggested awarding outstanding senior women, looking back 25-50 years.
 - She recommended a tie in with Development for fundraising aspect. McPheeters reminded the Board that any action of fundraising goes to Fundraising Committee and coordinated with Diane Dickey.

- Albany Society

Jim Cole was no longer present at the meeting.

- Andrew McPheeters provided a brief report on the Albany Society.
 - Successful picnic in August, 2008.
 - The Albany Week has moved to February, 2009. He reported that it had been limited to Albany Society members only in the past but it will be opened to all alumni.
 - Valentine's Day party in February, 2009 had been limited to 50 years or more marriages but has now been lowered to 25 years or

longer.

- International
 - No committee report.
- **Chapters**
 - Portland
 - Meredith Price had left to attend a reunion so the Board was asked to review her report.
 - Humphrey noted the importance of getting more involved with students transitioning to alumni and expressed concerns about time spent by Price and Hibbard and looking for new leadership. He requested Board identify folks in Portland area to take on the Portland Chapter as Hibbard will be leaving the Board in May, 2009. Tanya Sloan is charged with student programs and interacts with Board. McPheeters asked for volunteers from the Board.
 - New York
 - Brian Gurski reported on the New York Chapter.
 - Receiving more interest in leadership and more events.
 - October 19th event in New York numbers have reached 60 plus at present time.
 - Reviewed plans for website.
 - DC
 - Frank Dillow reported on the DC Chapter.
 - He reported that Dmitrijs Gurkins and Dawson Law have taken leadership roles.
 - He attended reception for DC Study Group Program consisting of 14 students including 3 foreign students. Paul Jorgensen is active in the program.
 - Annual Oregon State Society Banquet gathering of alumni from Oregon who live and work in DC, hosting table of Lewis & Clark.
 - He considers the DC group a very young group consisting of 2003-2007 alumni.
 - Challenges were discussed.

President's Report – Alan Humphrey

- Humphrey conveyed thanks from the Board to Andrew McPheeters and the Alumni

& Parent Programs staff for a successful Alumni Weekend. A letter will be sent to the Board of Trustees and the President's Office from the Board. Thanks were conveyed to the volunteers of the Board as well.

- He reported on the Alumni House Dedication that was well attended. A plaque has been placed on the Gatehouse and he encourages it to be used as touchstone for alumni who visit the Alumni House.
 - Hibbard reminded the Board it was the efforts of the Albany Society, chaired by Bob Godel, who acquired the Alumni House.
 - McPheeters reported that a large percentage of funding was received by Albany Society members for the remodeling project. Humphrey thanked the Board for their donations to the project, as well.
- Fundraising Committee needs a Chair. A new liaison is needed to work with Diane Dickey and her office.
- Communication Committee needs a Chair.
- Humphrey announced that the Board of Trustees meeting will be held on 16th and 17th of this month and will be followed by a report from him.
- He reported that the process of having the President and President Elect working side-by-side has made for a smooth transition in May 2009 when Wilcox takes over as President of the Board.
- Cornerstone Project of the Albany Society – looking for alumni in Portland area to work on this project. It was recommended to use ten year anniversaries to add to memory box and then open at 50 year reunion.
 - Senior Soiree was recommended for time capsule.

Break for Committee Breakouts and Careers for Pioneers Lunch

Committee Reports

- Administration –

Faw reminded everyone to nominate board members and at the next meeting we would take up elections and the composition of the Board.
- Fundraising –

Kline clarified that BOA Giving was mandatory as covered in the nomination process but that the Giving levels were recommended. These were reviewed as:

Recommended minimum dollar goals per person based on # years out of school:

5 years	\$120
6-10	\$240
11-14	\$360
15-19	\$480
20+	\$600

He highlighted the BoA had reached goal for the year and 100% participation by board, and encouraged the BOA to increase giving as a total by 10%. It was noted that Gifts in kind should be included in the goal amount.

Kline announced that the BOA \$1 challenge to the Senior Class had resulted in a total of 221 gifts from the Senior Class (a 60% participation rate).

Kline proposed on behalf of the committee that the BOA send a letter to faculty and staff regarding annual giving. There were no objections. Alan agreed to be the signature on the letter on behalf of the BOA. Fundraising Committee and Annual Giving staff will draft the letter.

○ Events and Volunteers –

Wilcox highlighted the major events in the year that BOA participates in affirming including Senior Soiree, Convocation, Commencement, Legacy reception, Careers for Pioneers, scholarships, and Honors Banquet. Wilcox facilitated a discussion about Honors Banquet moving to a stand-alone event. It was determined that the Honors Banquet will be held in coordination with the February BOA meeting in 2010. in February and

Plautz thanked people for participating in the Careers for Pioneers and explained these would continue in similar format in conjunction with the October and February meetings. Plautz gave an update about the Alumni Leadership Scholarship giving staff feedback that interviewing candidates for 12 scholarships seemed a large group to interview but balancing that with her own opinion it was worth it. Board members agreed that a larger number was better. There were a number of suggestions to tie the scholarship more directly with service to connecting alumni and student. Dana suggested members host scholarship winners to events especially the Honors

Banquet.

- Communications -

Goux reported she had been asked to join this committee and as a group look at how the BOA communicates with alumni and also evaluate alumni/BOA web-pages.

Meeting adjourned.