

**Board of Alumni Meeting
February 22, 2009**

Members Present:

Chris Abbruzzese
Jim Cole
Serena Cruz Walsh
Frank Dillow, Jr.
Terry Faw*
Carrie Goux
Brian Gurski
Paula Hayes
Patrick Hibbard
Michael Holtzclaw
Alan Humphrey Jr.
Melvia Kawashima
Dana Plautz
Carol Timm
Amelia Wilcox

**Via Teleconference:*

Absent:

Jennifer Cyphers
George Kline
Meredith Price
Susana Sharp

Staff Present:

Murray Cizon
Diane Dickey
Bea Freilich
Stephen LeBoutillier
Andrew McPheeters
Tanya Sloan

9:00 AM: Meeting called to order

Terry Faw joined the meeting via teleconference.

Minutes from the October 5, 2008 meeting were adopted.

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

Alumni & Parent Programs Report

Andrew McPheeters referenced his report already submitted, highlighting:

- The success of Amelia Wilcox's dinner in Philadelphia with alumni. Wilcox recommended this type of activity for connecting with alumni by BOA members in the future.
- APP is on track to meet the goals to increase the number of events and attendance by 25%.
- The upcoming events for Commencement Countdown with a Board of Alumni reception for Seniors at the Corbett House on March 5th. He reported that the Senior Soiree date has changed to Friday with Seniors only. There will be a parents' brunch the following day and the Board of Alumni are invited.
- Portland Happy Hours success and welcomed Board members to attend these events.

- The proposed summer training for volunteers, encouraging BOA members to go through the training as reunion volunteers or chapter volunteers, or help recruit other alumni. He suggested it could be a good opportunity for any BOA member but especially new members to become oriented about the college. Dana Plautz commented about her participation last time and the benefits of BOA involvement.
- Golden Reunion will be held June 12 – 14, 2009.
- Dates in the BOA packet for future BOA meetings.
- Humphrey facilitated a discussion about the May meeting schedule proposed in the BOA packet. He emphasized the importance at the next meeting of having time to elect new members and select award winners.

BOA agreed to proposed May meeting dates and schedule. Saturday, May 9th will include a Parents brunch, BOA meeting, and Legacy reception. BOA members are encouraged to participate in commencement on Sunday, May 10th.

Liaison Reports

PAC- Bill Akers was not present. In his absence, Humphrey reported:

- A report on Athletics will be posted on the Board of Alumni website.
- Their goal for membership is 600 this year; they currently have 432 members.

Albany Society -Jim Cole, Chair of Albany Society, reported about:

- The successful remodel of Gatehouse and encouraged having small meetings in the Alumni lounge.
- Upcoming Albany Week starting Feb. 23rd and invited the Board to attend the classes.
- Proposed adoption of guidelines for the Albany Society Board of Directors.
- Paula Hayes reported on the Cornerstone mentioning that the Albany Society group is looking at collecting packets for reunions – starting with the ten year. They also discussed archiving in the library and possibilities of using electronic methods.

Chapters Reports

Portland - Meredith Price was not present but provided a report for the Board's review.

- Humphrey held a question and answer period about sustainability of the Portland Chapter.
- Murray Cizon reported on the success of the Young Alumni events and keeping them engaged in the college.

- Pat Hibbard reported on the Albany Society Board's success.
- Amelia Wilcox recommended kid-friendly events to capture the middle group of families.

New York - Brian Gurski reported:

- The success of the social event in New York City last week and the brief presentation by the Restaurant's owner. Thirty-four alumni attended.

DC -Frank Dillow reported:

- New Chairman of the DC Chapter is Tim Kelly. He recommended more networking events in DC.
- Dean Julia de Paula and Greg Volk are considering more events in DC, including the Annual Oregon Society Dinner.

Committee Announcements

Administration - Terry Faw requested new volunteers for his committee to review nominations for upcoming election. He reported that the Board will vote on new members at the upcoming May meeting. Amelia Wilcox and Jim Cole volunteered to participate on his committee

Events and Volunteers - Dana Plautz reported on the Careers for Pioneers and commended Murray Cizon and Minda Heyman on their efforts.

Break for Committee Breakouts and Careers for Pioneers Lunch

President's Report

Humphrey received feedback from the Careers for Pioneers lunch participants. The lunch was well attended by over 45 students and 35 alumni.

Alan Humphrey reported on the Board of Trustees meeting:

- Admissions Office is using a letter to prospective students' parents drafted by Dana Plautz. Dana Plautz explained she had been interviewed by Public Affairs & Communication staff.
- The President's Task Force on Diversity. Serena Cruz Walsh is on the task force.
- Reviewed the economical financial impact on the college.
 - Investment portfolio is down 30%.

- Shuttle from Sellwood has been dropped and that the downtown shuttle will be modified.
 - Compensation for faculty that is temporarily on hold until the October 2009 meeting.
 - There are efforts to ensure admission numbers remain the same.
- He reported on the Capital Campaign progress.
 - Campaign is continuing and that the infrastructure is in place and Razer's Edge will be ready by June, 2009.
 - Funds raised would be split between the three schools, for bricks & mortar and endowment.
- Humphrey reviewed the Board's Purpose Statement and a discussion was held.

Recommendations were made to:

 - 1) Focus on relationship building,
 - 2) Establish goals and objectives
 - 3) Incorporate a matrix to measure outcomes.

Administration Committee

Frank Dillow reported:

- There will be nine openings in the May 2009 election. Five of six incumbents have shown an interest to remain on the board, with one undecided.
- He referred the Board to the handout on Generational and Geographic Demographics.
- Terry Faw Announced that nominations must be submitted by March 7th, 2009.

Fundraising Committee

Brian Gurski reported:

- Terry Faw will work with the Alumni & Parent Programs office on the marketing of the Bank of America credit card and other fundraising initiatives.
- A proposal will be brought to the Board in May to use chapters in credit card promotions.
- That at the meeting Diane Dickey, Director of Annual Giving, detailed the strategy used on the Annual Fund.
- The committee will send a survey to BOA members about their interest in opportunities to support the college.
- Brian requested that Board Members who have not given to the College this fiscal year do so by May 9th meeting.

Gurski moved to use the credit card fund to match contributions to senior gift as ongoing practice. All in favor. None opposed. Motion carried.

Events and Volunteers

Dana reviewed the proposal for the Alumni Leadership Scholarship highlighting:

- The change to each student receiving \$1,000 avoids financial loss to financial aid package.
- Proposal provides measures to determine accountability.
- This will support energizing Student Alumni Association on campus.
- College is supporting value of student alumni interaction with greater resources.
- The scholarship would be renewed based on interest in continuing service in support of students and alumni.
- Advantages of students attending Honors Banquet, assisting in getting student participation in events, and planning keynote student/alumni events with the BOA and APP staff.

Faw proposed that a student could be ad hoc to the Board of Alumni, change bylaws as a requirement.

Humphrey moved to accept Dana Plautz' proposal and review the status of the program at the May 2010 meeting. All in favor. None opposed. Motion carried.

Amelia Wilcox reminded the Board about the Senior Reception at Corbett House, March 19th, Legacy Reception in May, and Convocation in August.

Wilcox requested all BOA members participating in Commencement complete forms for regalia.

Paula Hayes reported on the Alumni of Color reception scheduled for June 2nd at Cooley House, which has become an annual event with all three schools' alumni.

Communications Committee

Carrie Goux reported about changes in communications at the college including:

- College Website being redone
- Change to Razer's Edge database

- Possibilities for changes to Alumni website

Goux encouraged Board members to give New Media feedback via the blog to David McKelvey and participate in BETA testing on May 26th, going live on June 8th.

Goux encouraged participation in Class Facebook and requested APP staff look at facebook pages for regional and other alumni affinity groups.

Goux will send a copy of the Committee's wish list to the full Board of Alumni.

Announcement and Adjourning

Humphrey requested volunteers for Andrew McPheeters regarding reunions and SAA.

Motion was made that Alan Humphrey write a letter to President Hochstettler requesting departments that have outreach to CAS alumni coordinate their activities with the APP staff. All in favor. None opposed. Motion carried.

Meeting adjourned.