

**Board of Alumni Meeting
October 25, 2009**

Members Present:

Curt Copenhagen
Serena Cruz Walsh
Jennifer Cyphers
Frank Dillow, Jr.
Ruthe Farmer
Terry Faw
Carrie Goux
Brian Gurski
Michael Holtzclaw
Alan Humphrey Jr.
Melvia Kawashima
George Kline
Myah Moore
Dana Plautz
Meredith Price
Robert Rowe
Susana Sharp
Carol Timm
Amelia Wilcox

Absent:

Jim Cole
Paula Hayes

Staff Present:

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

Guest:

Erica Johnson, Acting Dean of
Admissions
Brad Elkins, ASLC President

8:30 AM: Meeting called to order

Amelia Wilcox reported on changes in procedures. Frank Dillow will chair the Administrative Committee, Terry Faw will remain on the committee, and chairs of all other committees will make up the remainder of the membership. Meredith Price will serve as a parliamentarian.

Minutes from the May 9, 2009 meeting were approved.

Amelia Wilcox moved to approve the May 9, 2009 minutes. All in favor. None opposed. Motion carried.

Admissions Report

Erica Johnson, Acting Dean of Admissions, reported about the:

- 5,300 applications for first year admissions, a 27% increase from four years ago.
- Acceptance rate of 498 first year students, 60 transfer students and a larger number of football players.
- Successful enrollment goals and great strides in the diversity of the college.

Question and Answer period followed.

- The amount of aid families qualified for has increased.
- The decreased numbers of local students attending LC and efforts to capture their attendance.
- The increased number of transfer students coming from public education systems from California.
- AAOT – Community College requirements to transfer – articulation agreements were discussed.
- ACE's – The number of alumni volunteers has doubled. Efforts to limit to one level instead of using different categories to engage volunteers.

Alumni Office Report

Andrew McPheeters referenced his report already submitted, highlighting:

- The Operations Plan
 - The quadrupled programming and attendance and the goal to sustain numbers and quality of relationships.
 - The 18 month reunion cycle:
 - The Volunteer Training Weekend - 35 volunteers trained on campus, working to get alumni to campus in 2010
 - Letters and surveys have been sent to reunion alumni for June 2010 Reunion with 50 -100 expected to attend each of the 11 reunion classes.
 - Goals of collecting bio information in Raiser's Edge ("RE")
 - Survey to Board of Alumni requesting more bio information
 - The local events, including Pub talk hosted by Portland Chapter, Albany Society Board BBQ, dinners with alumni in several cities
 - The Senior Experience proposal has been approved
 - January to Graduation - Student Life hosting Senior 100 day events
 - Student Alumni Association
 - Sophomore experience was recommended by Meredith Price
 - Honor volunteer's hours of service
 - 2011 Planning
 - Recommended Board to secure lead volunteers
 - Provided feedback on worldwide happy hours
 - Provided report on Affinity reunions during Homecoming Weekend 2009
 - Successful Theatre reunion
 - Reunions for next homecoming being discussed
 - Requested recommendations from the Board

President's Report

Amelia Wilcox reported on the Board of Trustees meeting:

- Update on President's Search Committee, chaired by Jay Waldron.
- Fiscal report was presented.
 - Quiet phase of capital campaign
 - Annual Giving reported 19% increase in dollars with actual number of donors decreasing with goals to increase alumni donors
 - Reported on building initiatives Master Plan
 - Initiated email letter from Board of Alumni to attendees of events

She further reported on:

- Cooley House Renovations out of the fund endowed by Mrs. Cooley's estate.
- Diane Gregg Memorial Pavilion built through gifts to the College earmarked for the pavilion by the Gregg family, and by another fund which is set aside for performing arts facilities on campus. Students upset about trees.
- Student Life
 - Retreat for freshmen in underrepresented groups--weekend before NSO
 - Increased emphasis on Sophomore advising
 - Remarkable student:staff ratio in Career Office leading to ideas about increasing use of alumni in advisory capacity
- Jon Jaqua's report on athletics, covered in depth by Alan
- Trustees quite pleased about increased alumni contact with APP, increased alumni volunteerism. Concerned about decreased giving, a trend across the country and clearly understandable in light of economy.
- Raiser's Edge Software for Development office likened to "getting running water and electricity on the same day." Greg Volk and staff giddy about manner in which this will allow them to tailor contacts with donors and those who give to the institution in other ways.

Introduction of Alumni Leadership Scholars

Dana Plautz reported on:

- The successful credit card marketing that has, in turn, increased the number of scholarships available.
- Scholar students introduced themselves to the board.
- Simone Wren, Student Life Intern for Alumni and Parent Programs, reported on the

Student Alumni Association.

- Collaborates with various offices on campus, building strong ties between students and alumni.
- Successful networking event with the Center for Career and Community Engagement office

Liaison Report

Board to Alumni – Chapter Reports

- Meredith Price reported on the Portland Alumni Chapter.
 - Successful Zoo event, the Bagdad Faculty Pub Talk with Professor Tufte and the opportunity for more volunteers to greet alumni at events.
- Brian Gurski reported on the New York Alumni Chapter.
 - Successful Happy Hour in New York that was held in September, 2009.
 - The New York City event that will be held on November 17, 2009 with Interim President, Jane Atkinson.
 - The recommendation to explore areas outside the New York City area for family-related events to increase participation at events.
- Frank Dillow reported on the DC Alumni Chapter.
 - DC event will be held on November 19, 2009 with Interim President, Jane Atkinson.
 - Discussion was held concerning collaboration of Law School and CAS events on East Coast.
- Worldwide Happy Hours held on September 15, 2009.
 - Andrew McPheeters reported on the successful Worldwide Happy Hours and the work of volunteers.
 - Recommendations were received from the board volunteers for future happy hour events.
 - Alumni Happy Hour Toolkit with downloadable guide for volunteers.
 - Continue concept for one more year.

Serena Cruz Walsh reported that she and Paula Hayes are the college alumni liaisons on the Diversity Committee with Chief Diversity Officer, Dean Celestino Limas. She reported that Dean Limas is responding to current issues and is developing a bias policy. Recommended PIO Log subscriptions for the board members.

ACTION: Update Roster that was circulated by Amelia for updating board member information.

Break for Board Photographs and Careers for Pioneers luncheon.

Campus to Board:

Brad Elkins, ASLC President, reported on

- Staying involved with college
- Role models who return to college speaking with students
- Student government and student government liaison meetings keeping connections with alumni
- Step it up to show vested interest for success of students

ACTION: Meet with Student Government. Amelia, Brad and Dana will meet with Minda Heyman of the CCC office.

Institutional Advancement

Diane Dickey, Director of Annual Giving, reported on

- The decrease in number of donors and efforts to encourage participation.
- The Leadership Society has increased to 161 members.
- The redesigning of contribution envelopes.
- The Operating Plan is now available.
- Question and Answer period followed.

ACTION: Annual Giving Plan

Athletics Task Force

Alan Humphrey reported on

- History of NCAA participation.
- Financial aid – 40% applicants gapped affects athletes
- Gender balance needs
broader discussion
- Offer more business
classes
- Presentation given to
Board of Trustees, voted and accepted Resolution (Vision Statement) (handed out to Board members)

Committee Reports and New Initiatives for Discussion and Vote

Fundraising Committee: BOA Annual Fund Challenge

George Kline reported on the BOA Annual Fund Challenge proposal that was handed out to board members. The proposal will challenge alumni non-donors to participate in giving to the College via the Annual Fund. Discussion was held. Meredith Price requested to review the draft letter being sent to non-donors.

Meredith Price moved to approve the Fundraising Committee Initiative with caveat of Board of Alumni mission and other roles to be mentioned in the letter.

Discussion was held. Chair of Communication Committee and Chair of Fundraising Committee to review letter.

Motion seconded by Melvia Kawashima. All in favor. None opposed. Motion carried.

Further discussion was held regarding procedure of giving to Annual Fund.

Clarification: Seed money donor anonymously donated \$20,000. \$5,000 is needed from the Board over and above what each board member donated last year.

Events and Volunteers: Mentorship Initiative

Dana Plautz reviewed the handout presented to board concerning mentorship. Meredith Price reviewed the formal mentoring proposal. Board members and students to be paired by December with an event by February, 2010 with evaluation at the end of each year. Training for mentors on resources or reference person available to students on campus was discussed. Meredith tasked with finding out more about resources/reference person. Carol Timm recommended that the word “mentor” be changed to “guide.”

Question was raised by Serena Cruz Walsh as to what the board was voting on.

Amelia Wilcox clarified the motion to accept the mentoring proposal of establishing formalized relationship between Board of Alumni members and scholarship recipients.

Ruthe Farmer moved to vote on “guide” proposal. Seconded by Alan Humphrey. All in favor. None opposed. Motion passed.

Communications Committee

Jennifer Cyphers reported on

- Defining role of Communication Committee
- Working on two initiatives:
 - 1st Initiative:
 - P/R and marketing for BOA, publications and communications channels
 - Creating new website for broader alumni community and BOA exchange of notes and ideas
 - 2nd Initiative:
 - Grassroots fundraising to create social sites to create more local presence for alumni
 - Jodi Heintz was recommended as a resource.

Melvia Kawashima requested assistance on researching professors from 1950s and 1960s. Board members made recommendations and Melvia will report back in February to the Board.

ACTION: Collect affinity reunion ideas.

Other Initiatives

Further discussion of spring meeting date, if necessary

Amelia opened the discussion about moving the board spring meeting to attach to June reunion instead of May graduation with on-campus housing hosted by Alumni and Parent Programs.

Melvia Kawashima moved to revise Section 4.2 Regular Meetings of the Bylaws to delete first sentence beginning with “held three times per year” through end of 3rd sentence and begin with “Regular meetings shall be held at such hour and day as may be determined by the Members at the close of the preceding regular meeting and as stated in the notice of the meeting.”

Meredith Price amended Melvia’s motion to keep 1st sentence but delete 2nd sentence through information stipulating time of year and pick up at “regular meetings shall be held at such hour and day, etc.” Seconded by Ruthe Farmer.

Melvia questioned Meredith's amendment to motion and requests the wording "three times a year" be removed from the bylaws due to finances and how it affects the board travel.

Wilcox determined this was a separate issue from motion on table whether to attach a meeting during the year to graduation or to summer reunion needs clarified.

Meredith Price clarified the amendment to Melvia Kawashima's motion to amend the bylaws, to keep the first sentence which stipulates the three times a year, remove the language surrounding what the theme would be and pick up at the sentence that reads "regular meetings shall be held at such hour and day as may be determined by the Members at the close of the preceding regular meeting and as stated in the notice of the meeting."

Ruthe Farmer called the question.

Amelia Wilcox moved to take a vote on the amendment motion. All in favor. None opposed. Amelia Wilcox moved to vote about changing this so that meeting dates are not tied to specific events on campus but rather left flexible. All in favor. None opposed.

Melvia's motion concerning number of meetings being held three times a year needs a 15 day notice and will be discussed at next meeting.

Clearing Board's Parking Lot

ACTION ITEMS:

Electronic roster to board members

Melvia oral history project

Motion by Melvia about number of meetings per year

Reunion breakfast ideas

Pio Log link

Participation email to Board regarding "guide" – Meredith Price

Deadline for pledges by November 7th or call Diane Dickey

George commented that if there is a deficit, he will make up the rest.

Andrew to email reminder to board members in one week and then another email about everything else.

Melvia will connect with Terry Faw regarding oral history.

Budget question to Andrew from Melvia regarding meeting 3 times a year. Andrew responded that board meetings are a high priority to the college.

Committee meetings followed.

Meeting was adjourned at 3:30 pm.