

**Board of Alumni Meeting  
February 20, 2010**

*Members Present:*

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

*Absent:*

Jennifer Cyphers  
Susana Sharp

*Staff Present:*

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

*Guests:*

Brad Elkins, ASLC President  
Minda Heyman, Director, Center  
for Career & Community  
Engagement  
Jamie Forman, Laura Provinzino,  
Carolyn O'Grady of the Minnesota  
Chapter

**8:45AM: Meeting called to order**

Bylaws to be updated.

**Minutes from the October 25, 2009 meeting were approved as amended.**

Add Curt Copenhagen as attending last meeting.

*Amelia Wilcox moved to accept minutes from last meeting as amended. All in favor. None opposed. Motion carried.*

**President's Report**

Amelia Wilcox reported on:

- The Bradley/Callahan book reading and dinner on campus and the Trustees dinner at the Cooley House featuring dean of the law school/professor of law, Robert Klonoff's presentation on Supreme Court nominees.
- The master plan update:
  - Renovation on the Chapel will begin immediately following undergrad graduation

and Diane Gregg Pavilion to begin after the graduate school graduation and both to be completed March, 2011. Some improvements have been added to the project from generous gifts to the college.

- New classrooms have been approved for the Graduate School on South Campus.
- Science Center funding approved but evaluation of process of funding will happen when new president is in place.
- Houston baseball field renovations but sound and light needs approved by Neighborhood Association.
- Policy issue on conditional use facility for renovations restricting housing for law students.
- Cooley House renovations completed. Funding was provided by Mrs. Cooley for maintenance.
- The budget for 2010-2011 was approved by the Board of Trustees with increased tuition for CAS and Graduate School.
  - 70% of students receive some financial aid assistance.
  - A discussion was held.
  - A financial aid individual will be asked to speak at an upcoming board meeting.
- Amelia reported on a discussion about student life on campus and the prospect of increasing the 2 year residency requirement to 3 years. A discussion was held.
- Discussion was held concerning a business program.
- Presidential search ongoing.

#### Administrative Committee: Fine Tuning the Nomination Process

- Frank Dillow reported on:
  - Four board positions open:
    - Carrie Goux (2<sup>nd</sup> term expires)
    - Melvia Choy Kawashima (1<sup>st</sup> term expires and not seeking re-election)
    - Meredith Price (1<sup>st</sup> term and not seeking re-election; leaving to attend law school).
    - One unfilled position
  - Frank discussed a proposal to change the Bylaws that will be voted on at the next meeting:
    - to solicit nominations from local alumni chapters during the fall
    - February submitted nominations to be considered
    - interview individuals with a decision to occur at the summer meeting.

- A discussion was held concerning the nomination process.
  - Ruthe Farmer suggested accessing social networks to request nominations.
  - Frank would like the Administrative Committee to parcel out the nominations as they are received.
  - Frank recommended asking a senior college student to be an advisor to the board.
- Amelia recommended reviewing Frank's proposal, revise it and voting on amending the Bylaws at next meeting.
- A ballot will be brought to the June meeting. A list of nominees was circulated to the board. Andrew reminded the board to complete and submit the nomination form online. Interviewing will begin as soon as possible.
- A revision was recommended by Serena Cruz Walsh to add "ethnicity" to the nomination form.

## Liaison Reports

### Board to Alumni: Chapter Reports

- Meredith-Portland:
  - Meredith Price announced that she is leaving to go to graduate school.
  - Meredith further reported on the successful YAA happy hour that was held in January, 2010. She noted that younger alumni are attending. She recommended a more experienced alum in a co-leadership position.
- Frank-Washington DC:
  - Frank Dillow reported on the DC Chapter's successful reception for interim president Jane Atkinson in November, 2009 with over 40 attendees.
  - Frank further reported that the DC chapter has a new chairman.
- George-San Francisco:
  - George Kline reported on the San Francisco event in January, 2010 at Ft. Mason with featured speaker, Professor Andrew Cortell. Madeline Silva '07 volunteered to chair the San Francisco chapter.
  - A discussion was held concerning fees being charged for events.

- Brian-NYC:
  - Brian Gurski reported on the New York Chapter sequence of activities, following population density of alumni to Brooklyn with Andrew upcoming trip there end of March, 2010 and reunion.
- Serena-Diversity Task Force:
  - Serena Cruz Walsh reported on the diversity committee performing interviews with alumni and mirroring research with campus climate.
  - Serena proposed that the dean of students and chief diversity officer, Celestino Limas, be invited to an upcoming board meeting to discuss the incidents on campus and the response and engagement being led by him.
- Frank Lawrence, Chair of the Albany Society Board, reported on:
  - The successful annual Valentine's Day Luncheon held on February 14, 2010 with 27 couples attending with Katherine FitzGibbon leading the choir.
  - The Albany Week that has been reduced from four days to two days to be held on Feb. 23 and 24, 2010.
  - A discussion was held concerning greater participation from the classes of the 1960s who will become inductees at the upcoming Reunion 2010 and keeping the Albany Society vibrant.
  - Frank wants closer relationship between Albany Society Board and the Board of Alumni.

#### Campus to Board: Reports from the College

- Alumni Office General Update & Reunion Planning, Summer 2010
  - Andrew McPheeters, Director of Alumni and Parent Programs, reported on:
    - Student-Alumni Association was re-launched with successful events, the International Affairs majors event with 50+ attendees, an upcoming Foreign Languages and the promoting of Career for Pioneers.
    - The Senior Experience – 100 days to graduation.
    - Recruiter in Residence – Duncan Taylor (parent) volunteered to meet with students in Alumni Office once a week to review resumes and provide encouragement that has been a success. George Kline suggested this be made available to local alumni.
    - The transition from LC Network to LinkedIn is being coordinated by Minda Heyman in the Career Center. Both students and alumni join the group. Andrew requested volunteers to help with the questions the forum will present

in LinkedIn. Ruthe Farmer volunteered to assist.

- Continuing to add programs with increased attendance by parents. The adopted policy is to charge \$10 for all events.
  - George Kline recommended a required donation to the Annual Fund instead of charging a set fee. Diane Dickey will research this and report back to the board at the June meeting.
- The reduced budget for 2010-2011 and its affect on the number of regional programs held annually.
  - Andrew discussed continuing with the strategic planning and getting more volunteers involved in the events with more faculty on the road next year
  - Working with law school and grad school planning college events with all three school alumni invited.
  - Continuing experiment with the global happy hour in September, 2010 as a kickoff to the homecoming.
  - In cities that have two events a year, one event will be replaced with a service event.
  - Suggestions were received from the board.
- Reunion 2010 Update.
  - Andrew reviewed the housing packages and encouraged board members and families to stay on campus. Hilton offering special rate with free shuttle to college.
  - Reviewed various family programming happening on campus June 24<sup>th</sup> through 27<sup>th</sup>. Culmination of reunion is Saturday the 26th with convocation in Pamplin including traditional salmon bake.
  - Board of Alumni's registration (which includes activities and food but not housing) will be hosted by APP for the weekend.
  - Board meeting will be held on Sunday, June 27<sup>th</sup>.
  - Hospitality booth will be hosted by board members. Suggestions were received from board members and are listed in the Action items.

### Careers for Pioneers Update

- In preparation for the Careers for Pioneers lunch event, Minda Heyman, Director of Center for Career & Community Engagement, spoke with the board and provided them with instructions and timing for the two rounds of mock interviews. She reported that over 100+ student are registered for the event.

### **BREAK FOR CAREERS FOR PIONEERS LUNCHEON**

#### ASLC – Brad Elkins

- Brad spoke on the state of the student body. He thanked the board for the successful Careers for Pioneers interview process and luncheon.
- Brad reported on the successful 100 days program and its success.
- New ASLC officers will be elected this year with the process beginning in the spring.
- Brad reported that the new Student-Alumni liaison position has been helpful.

#### Committee Reports

- Fundraising – George
  - Alumni Challenge – George provided an update on the challenge that has increased 25% in donations with the focus on participation.
    - George reported that he and Director of Annual Giving and Development Operations, Diane Dickey, are drafting a letter to alumni and will provide the board with a draft. George will design talking points and Diane will provide email lists.
    - A discussion was held.
    - Ruthe Farmer recommended using Facebook as a resource.
    - George will speak at the upcoming Honors Banquet tonight and ask for donations.
  - Diane Dickey reported on the Annual Fund.
    - Diane reported an increase of 13% - 2,299 donors with 85 new donors.
    - Diane reported on the timeline for mailings going out to alumni from various departments.
      - Diane will provide Melvia Kawashima with the mailers being sent to Hawaii alumni. Melvia will write personal notes on each and send.
      - Diane reported on the Senior Gift. The Senior Experience has

helped recruit 30 seniors to help with the class gift efforts.

- Diane reported on the Tuition Free Day on March 8<sup>th</sup> on campus. Students are invited to send thank you notes to donors or videotapes. Buttons were handed out to the board.
- Brian Gurski will head up a thank you note committee.
- Terry Faw reported on the credit card revenue. A report on the reserve fund will be provided at an upcoming meeting. A discussion was held. McPheeters will post a link to the contract with Bank of America on the alumni website.

*Meredith Price moved to table the credit card discussion. All in favor. None opposed. Motion carried.*

- Events and Volunteers – Dana and Meredith
  - Dana reported on the progress of Careers for Pioneers.
  - Scholarship Program
    - Local board members assisted in the scholarship interview process.
  - Mentoring Program
    - BOA hosting student and BOA guide at the Honors Banquet and requested feedback from the board to Dana and Meredith.
  - Hospitality Table Update
  - Media for Honors Banquet
    - Reported on the slideshow on honorees prepared for the event to be shown before the reception. Filmmaker who is being honored will be showing her DVD at the banquet. A Momo and the Coop CD will be given to guests.
  - Podcasts
    - Working with Minda Heyman's office to produce podcasts.
- Communications – Jennifer
  - Jennifer was not in attendance; reference was made to her reports in board binders.
  - Alan Humphrey reported on effective communication via new website.
    - Working with Stephen LeBoutillier to build up presence on LC website.
    - Procedures and processes will be developed.

- Michael Holtzclaw reported on the Facebook template that was provided to the board.
  - Stephen LeBoutillier will provide Michael with email list of Central Oregon alumni.
  - A discussion was held. Holtzclaw will discuss with committee.
  - Ruthe Farmer recommended using fan pages on Facebook. She will provide talking points handout to be used as template for designing BOA talking points handout.
- Carrie Goux reported on group aspect of Facebook.
  - Talking points template being developed
  - Identifying outlets
  - Amelia asked Communications to work on media for future events. Will be discussed at committee meetings.

## **BREAK**

### Jamie Forman and Laura Provinzino – Secrets of a Great Alumni Chapter

- Jamie and Laura were joined by Carolyn Englund O'Grady of the Minnesota Chapter. Jamie is a former board member and a current trustee.
- The Minnesota Chapter is being awarded the Pioneer Alumni Leadership Award at the Honors Banquet. They shared remarks on how the chapter worked and how its success is supported by Lewis & Clark College.
- They reported that the Minnesota Chapter holds four events every year. They discussed how making it systematized has made their events successful.

### Clearing Board's Parking Lot

## **ACTION ITEMS:**

- Nominations for Board Members:
  - Reach out to Chapters
  - Staff forward notes about super volunteers
  - Communications plan – events, etc.
  - Application – add question about diversity (Admin)



- Set deadline March 31<sup>st</sup>
- President – elect March 31<sup>st</sup>
- Minutes out within one month following meeting
  - Edit minutes from October meeting to include Curt Copenhagen attending
  - Update Bylaws
- Future Meetings
  - Financial Aid
  - Celestino
  - More info about retention
- Portland Chapter
  - Co-leader seasoned
- Invite to BOA Commencement Banquet (APP)
- Credit Card report – October meeting
- Can alumni donate to alumni leadership scholarship fund – June meeting
- Is it OK to make an event fee a donation to the annual fund? Can a donation button to the annual fund be added to events registration?
- Research Reserve Account – credit card
- BOA at Reunion 2010
  - Ribbons galore (APP)
  - BOA member at each event (Amelia)
  - Communications
    - Talking points
    - Business card (APP make)
    - Handout
    - BOA station – visual (APP make)
    - SWAG (Amelia and Dana)
      - Events (Serena, Beth Elliott, Meredith, David Zuckerman)
        - Fun/substantive
        - Food/beer (Alumni leads)
        - Pint glass
        - Raffle
        - Email collection
    - Other
      - Donation cards (Annual Giving)
      - Golf Cart (APP)

- Volunteer Signups (Happy Hours) (APP)

Video: “Partners in Discovery” was viewed by board.

Committee meetings followed.

**Meeting was adjourned at 4:00 pm.**

DRAFT