

**Board of Alumni Meeting
June 27, 2010**

Members Present:

Curt Copenhagen
Serena Cruz Walsh
Frank Dillow, Jr.
Terry Faw
Brian Gurski
Michael Holtzclaw
Alan Humphrey Jr.
Frank Lawrence
Meredith Price
Carol Timm
Amelia Wilcox, President

Teleconference:

Bob Rowe

Absent:

Ruthe Farmer
Carrie Goux
Paula Hayes
George Kline
Dana Plautz
Myah Moore Irick
Robert Rowe

Staff Present:

Diane Dickey, Director of Annual Giving
Bea Freilich, Administrative Coordinator
Andrew McPheeters, Director of Alumni
and Parent Programs

Guests:

Minda Heyman, Director, Center for
Career & Community Engagement
Greg Volk, Vice President of Institutional
Advancement

9:00AM: Meeting called to order

Minutes from the February 20, 2010 meeting were approved.

Meredith Price moved to accept minutes from last meeting. All in favor. None opposed. Motion carried.

President's Report

Amelia Wilcox reported on:

- Trustee Business
 - Student retention and financial aid was discussed.
 - Search for new Admissions Dean.
 - Presidential search discussion was held.
 - Financial aid discussion was held.

Elections

- President-elect nominees, Carol Timm and Frank Dillow, spoke briefly.
- New Board Members
 - Elections to be held:
 - Two board members up for re-election:
 - Brian Gurski and Michael Holtzclaw
 - Three board members finishing terms, seats to be filled by election:
 - Carrie Goux (2nd term expires)
 - Melvia Choy Kawashima (1st term expires and not seeking re-election)
 - Meredith Price (1st term and not seeking re-election).
 - One open seat to be filled by election
 - Other seats to be filled:
 - Two board members not finishing term, seats to be filled by President of the Board:
 - Jennifer Cyphers and Susana Sharp.
 - Brief discussion was held concerning nominees' qualifications and recommendations.
 - Terry Faw discussed the bylaws concerning resignations. A short discussion followed.
 - Voting by the board was held following instructions by Amelia Wilcox.
- Honors Banquet
 - Brief discussion was held concerning nominees' qualifications and recommendations.
 - Voting by the board was held following instructions by Amelia Wilcox.
 - Open voting was held for Balmer Citation only.

Meredith Price moved to vote for open election for Balmer Citation. Frank Lawrence seconded. All in favor. None opposed. Motion carried.

Alumni Office – Report from the Front Lines of Summer Reunion

- Andrew McPheeters reported on:
 - Regional and Portland area alumni events
 - 70 regional events were held with total attendance of 2,260 alumni and friends, showing an increase of 11%.
 - Upcoming off-campus programming was discussed.
 - Re-evaluating events based on 10% budget cuts.
 - Reunion Weekend 2010 attended by over 1,000 alumni and friends.
 - Reunion Weekend 2011 will be held June 23rd – 26th, 2011 for the 50th, 40th, 30th, 25th, 20th and 10th reunions.

Break for Brunch with current faculty and staff

Frank Lawrence announced the upcoming Greek-themed Albany Society BBQ to be held on August 4, 2010.

- Andrew McPheeters concluded his report.
 - McPheeters announced that the volunteer planning meeting will be held in October, 2010
 - McPheeters received feedback on the Reunion Weekend 2010 and the board's participation:
 - Recommendations were received regarding package marketing and online registrations and web links; scheduling of class photos, communications board, timing for receptions and arrivals, Convocation and housing.
 - A brief discussion was held on recommendations for board of alumni's participation at Reunion Weekend 2011.
 - Recommendations were received regarding registration packets, collection of information, driver certifications, and design strategy
 - McPheeters requested the board provide text for handouts/posters to his office by October meeting/completed by February meeting
 - Concerns regarding the bookstore were discussed

Minda Heyman – Careers Office

- Minda Heyman reported on:
 - Synopsis of 3CE Year-in-Review
 - Total student appointments for the year was 1,076 showing an increase of 54% from last year; alumni appointments increased 23%
 - Significant events:
 - Careers for Pioneers with students was a success
 - Spring Into Action was first service event and was attended by 240 volunteers (90% students)
 - Duncan Taylor, professional employment expert and parent of student, volunteered to meet with students. Duncan met with 46 students in the Alumni and Parent Programs office for six weeks. This will be used as model for moving forward using core experts. Recommendations were received for a credit-based career planning class
 - Senior Survival Seminar
 - Attended by 23 recent grads with post-graduate planning
 - Recommendation was received for a refresher course for unemployed alumni
 - Strategic visioning of 3CE
 - Funding to support additional person in APP, alum advising alumni
 - LinkedIn resource to be used
 - McPheeters requested volunteers to assist with LinkedIn
- **Committee Reports**
 - **Events & Volunteers** – no report
 - **Communications**
 - McPheeters reported on the packets and posters used at the Reunion Weekend 2010 that were prepared by the Communications committee.
 - Curt Copenhagen proposed keeping the “Creating Connections” as a logo.
 - Wilcox requested Communications committee to discuss recommendations, draft letters and fundraising challenge.

○ **Fundraising**

- Greg Volk, Vice President of Institutional Advancement, complimented the Alumni and Parent Programs office and the Board of Alumni on a successful reunion weekend that has moved the institution forward. He further reported on class gift totals increase of 23% over preceding year with 756 increased participation.
- Brief discussion was held.
 - Greg Volk will provide narrative form for thank you letters by early July to the board.
 - Diane Dickey, Director of Annual Giving, will email list of names individually to board for personal thank you notes with final totals to board early July.
- Discussion was held concerning Board of Alumni's direction in fundraising and participation.
 - Brian Gurski reported on goal of 430-450 of new donors for fiscal year 2011 with an 11% increase – campaign proposed 11 for 2011.
 - Gurski reported a 100% participation rate to the challenge that amounted to \$31,000 from board. Goal would be \$25,000 next year.
 - Gurski proposed to make a motion to go forward again for 2011.
 - Alan Humphrey amended proposal to continue challenge fund one more year with future contributions focus to scholarship fund. Humphrey suggested including board of alumni "alumni" in process to contribute to challenge fund, then contribute following year to scholarship fund to keep engaged. Wilcox offered to co-author letters to past presidents.
 - A brief discussion on the proposal followed.
- Diane Dickey will track the pledges from the board. She reported the total contributions collected were \$35,200.

Serena Cruz Walsh moved to accept proposal and work through details as go forward.

Seconded by Meredith Price. All in favor. None opposed. Motion carried.

Amelia Wilcox moved that by August 1st the board members let Diane Dickey know their pledge amount. Seconded by Brian Gurski. All in favor. None opposed. Motion carried.

BREAK

Farewell to retiring board members, clear parking lot, announce election results and assign board buddies to new members

- Amelia Wilcox announced election results:
 - Frank Dillow was elected President-elect
 - Honors Banquet:
 - Balmer Citation – Greg Caldwell
 - Distinguished Alumni: Leslie Baxter
 - Outstanding Young Alumni: Naomi Pomeroy
 - Pioneer Leadership Award: Jack Venables and Bill Akers
- Frank Dillow announced the election results for the Board of Alumni new members:
 - Incumbents Brian Gurski and Michael Holtzclaw were re-elected for a 2nd term.
 - Rocky Campbell '03, San Diego, California (1st term)
 - Annette Klinefelter '97, Brookings, Oregon (1st term)
 - Landon Mascarenaz '05, Gallup, New Mexico (1st term)
 - Carolyn O'Grady '93, Minneapolis, Minnesota (1st term)
- Two open spots available to be appointed by president of board.
- Wilcox announced Meredith Price is leaving the Board to attend law school.
- Board buddies were announced by Frank Dillow:
 - Rocky Campbell – Mike Holtzclaw
 - Annette Klinefelter – Amelia Wilcox
 - Landon Mascarenaz – Frank Dillow
 - Carolyn O'Grady – Brian Gurski

- **Clearing Board's Parking Lot**
- **ACTION ITEMS:**
 - Alumni and Parent Programs to send draft/links re: RW11.
 - Feedback sheets to McPheeters/send email.
 - Next board meeting: October 3rd (Sunday).
 - Michael Holtzclaw and Carol Timm will work with McPheeters on Career Corps by July 15th. Dana Plautz will be asked to participate.
 - Final challenge info from Annual Giving to BOA and list for thank you notes via email by July 20th.
 - BOA members will relay to Dickey pledge amounts for challenge by August 1st. Dickey will send email pledge card reminder by July 15th.
 - Communications Committee will prepare letter to alumni who attended.
 - Board buddies contact by August 15th after July 9th. Will need two more board buddies when 2 additional board members appointed.
 - Contact those not elected by July 7th.
 - Wait until Wilcox contacts nominators by July 9th.
 - Appointments will be made by July 9th.

Committee Breakout sessions

Committee meetings followed.

Meeting was adjourned at 3:40 pm.