

**Board of Alumni Meeting
October 3, 2010**

Members Present:

Rocky Campbell
Curt Copenhagen
Serena Cruz Walsh
Frank Dillow, Jr.
Ruthe Farmer
Terry Faw
Carolyn Harley
Paula Hayes
Michael Holtzclaw
Alan Humphrey Jr.
George Kline
Annette Klinefelter
Frank Lawrence
Landon Mascareñaz
Carolyn O'Grady
Dana Plautz
Robert Rowe
Jason Stanford
Carol Timm
Amelia Wilcox, President

Teleconference:

Myah Moore Irick

Absent:

Brian Gurski

Staff Present:

Bea Freilich, Administrative Coordinator
Stephen LeBoutillier, Senior Associate
Director of Alumni and Parent Programs
Andrew McPheeters, Director of Alumni
and Parent Programs

Madeline Pruett, Senior Associate Director
of Annual Giving
Aaron Whiteford, Director of Annual
Giving

Guests:

Mervyn Brockett, Associate Provost
Dith Pamp, ASLC President

8:00AM: Meeting called to order

New Member Orientation Breakfast

Amelia Wilcox welcomed new board members: Rocky Campbell, Carolyn Harley, Carolyn O'Grady, Annette Klinefelter, Landon Mascareñaz, and Jason Stanford.

- Reviewed board structure
- Reviewed process for travel expense reimbursements
- Permanent board binders at next meeting
- Requested a parliamentarian
- Reviewed parking lot procedures
- Reviewed Careers for Pioneers process
- Reviewed summer reunion 2011
- Next meetings: Feb. 19 or 20, 2011, June 26, 2011, Oct. 23, 2011

- Reviewed election of Frank Dillow as president for 2 year term starting in July, 2011; Amelia will move to past president for a year in July, 2011.
- Committee chairs joined meeting:
 - George Kline- Chair of the Fundraising Committee gave a brief overview:
 - Formerly finance committee
 - Flagship project to be discussed later
 - Dana Plautz – Co-Chair of Events and Volunteers Committee
 - Dana gave a brief overview of connections with students and alumni
 - Alan Humphrey and Mike Holtzclaw- Co-chairs Communications Committee
 - Alan gave a brief overview and provided goals to increase communications between board and alumni
 - Raise visibility of board at reunions
 - Nuts and bolts issues:
 - 2 initiatives
 - Site map on board website to be redesigned
 - Page listing former honorees to be redesigned with videos
 - Committee selections were held:
 - Carolyn Harley – Events and Volunteers
 - Jason Stanford – Communications
 - Landon Mascareñaz – Events and Volunteers
 - Annette Klinefelter – Fundraising
 - Carolyn O’Grady – Communications
 - Rocky Campbell – Communications
 - Committee meeting was held.

Minutes from the June 27, 2010 meeting were approved.

Frank Dillow moved to accept minutes from last meeting. All in favor. None opposed. Motion carried.

President’s Report

Amelia Wilcox reported on:

- Barry Glassner
 - Our new president of the college is Barry Glassner. Amelia handed out copies of his publications as well as copies of editorials on him that were published in *The Wall Street Journal* and *USA Today*.
- Board Support New President
 - Amelia recommended the board members attend Glassner’s visits in their cities. A short discussion was held.
- A brief discussion was held concerning changing the meeting from Saturday, Feb 19, 2011 to Sunday, February 20, 2011.

Frank Dillow moved to change the board meeting to Sunday to accommodate the Board of Trustees change of schedule with a commitment to attend the Honors Banquet on Saturday night. Seconded by Alan Humphrey. Opposed: 1. Motion carried.

- Strategic Planning/WASC Accreditation Process
 - Amelia has been asked by the college to participate but since they have not had a meeting yet, she will discuss it at the February 2011 meeting.

Alumni and Parent Program Office Report

Andrew McPheeters handed out and reported on:

- Calendar of Events for 2010-2011
 - 18 month planning calendar with proposed president's schedule with first event to be held on January 25, 2011 in Seattle. Andrew will email exact dates to the board.
- Operations Plan of basic goals and strategies.
 - Staff assignments to certain academic areas of the college.
 - Measures of success were reviewed.
- CAS Board of Alumni Bank of America Card Summary.
- Overview of Alumni and Parent Programs
- Future Board of Alumni Meetings
- CAS Alumni Career Corp
- Black and Orange Parties that were held on September 28, 2010 around the world: 61 parties in 24 hours
 - First party in Guam began at 2am on Tuesday finished with last happy hour at midnight the next night with handholding by APP staff.
 - The Board provided positive feedback and recommendations for the global parties next year. Office was commended for twitters, posts and photos.
 - Mike Holtzclaw reported on Bend black and orange party and requested a list of emails of registrants who registered but did not attend. Bob Rowe requested addresses for sending out personal notecards. Andrew asked the board to send him a specific request and will provide the list to them within two weeks. Stephen LeBoutillier clarified that the lists will be sent to the coordinator of the party.
 - Frank Dillow reported on the Washington DC black and orange party that was attended by trustees, students, parents and alumni.
 - Carolyn O'Grady commented on the ease of packets and some board members requested a food component for next year's parties. Scaling was recommended by Ruthe Farmer on funding expenses for the parties. Bea Freilich was recognized for her timely handling of 55 federal express packages that were sent to all black and orange parties worldwide.
- Report on LC Visa Card
 - Andrew provided the board with a handout with a brief history starting from 1997. The committee standardized \$1,000 scholarships in 2009. Terry Faw has been the board liaison working with Andrew on credit card program. He briefly explained the process to the board.
 - He reported on the Student Alumni Association that was developed with specific responsibilities to help students and alumni connect.
 - He also reported on renewable scholarships for those who completed their expectations. APP made a commitment out of their operating budget to cover renewable part of it as a priority. He reported that the Student Financial office

provided him with the history of the endowment part of this for first 10 years with end result. The Student Financial office is willing to cover renewable part out of endowment monies. He reported the total of \$250,000 was put into endowment from credit card monies through the years and alumni donated monies into that cause. The fund now has over \$700,000 that produces about \$13,000 that can be spent on in the endowment. The college relies on credit card company to do marketing.

- Mike Holtzclaw recommended the giving page on website could include breakdown of scholarships.
- Terry Faw requested clarification on alumni fund jurisdiction of the board. Andrew briefly explained the mechanics of the “label” called alumni fund as an accounting label. Amelia further explained that it is a pool of money for us to endow our scholarships. Andrew further explained that money was spent as need-based and will report by February that it will be LC alumni.

Initiative: Involving former board members in the life of the College: Helping our friends stay engaged

- Amelia reviewed the initiative of keeping former board members as life board members in an advisory role.
 - Cost in time and commitment from alumni office.
 - Consider to be life trustees if provided exemplary service to board of alumni.
- Brief discussion was held.
 - Terry Faw asked procedural questions:
 - Which of the actions have costs associated and who is responsible for cost and is there a commitment from them to accept responsibility?
 - Actual procedural actions as board need to take to initiate proposals?
 - Amelia responded to finances that Andrew has made provisions in the APP budget if decide to undertake. Andrew provided board with example of what would be covered. Terry confirmed that the commitment on cost would be handled by APP office.
 - Actions needed from board was opened for discussion by Amelia for vote to be held:
 - A brief discussion was held specifically as to what the former board member would do and which former board members to invite to re-engage.
 - Formalize advisory committee of past members in Bylaws; ad hoc was suggested by Amelia.
 - Terry recommended to formally create a life board member with benefits and responsibilities. Description of that position could be incorporated into bylaws but may not be required to be put in the bylaws.
 - Amelia suggested a committee to review.

Jason Stanford moved to discuss the proposal. Serena seconded. All in favor.

- A brief discussion followed.
- Amelia summarized the charge for the Administration Committee to

formalize proposal and Events and Volunteers Committee to come up with key events a year for former board members to be involved with and a newsletter from Amelia to include an invitation for former board members to tell her what would be meaningful to them.

- Terry Faw recommended Administration and Events come up with the formalized proposal.

Jason Stanford proposed the initiative for former board members be acted upon by the Events Committee who will look at volunteer's opportunities and Administration Committee will write final proposal for February meeting and Amelia will include information about a survey of what past members want. All in favor. Motion carried.

Initiative Career Corps: Local alumni helping current students

- Mike Holtzclaw reviewed the initiative to establish a three to five member Career Corp advisory board group with at least one member from the Board of Alumni, or a former Board of Alumni member willing to report back to the BOA once a year.
 - Mike and Carolyn worked with Minda Heyman in Career Services to formulate the proposal.
 - How to keep contacted:
 - Careers for Pioneers geared for current students and connect alumni back
 - How to connect alumni beyond five years out:
 - Training and volunteers of alumni for mock interviews, resumes, cover letters, strategies and networking opportunities.
 - Starting local in Portland with Minda on board. Create Alumni Career Corp with liaison in Alumni office. Consult but not provide counseling.
 - A brief discussion was held.
 - LC Net being phased out and LinkedIn will be used as a mentoring group.

Mike Holtzclaw moved to accept the initiative. All in favor. Motion carried.

Break to attend Careers for Pioneers and Board Portrait

Fundraising Initiative for 2010-2011 Fiscal Year

- George Kline, Chair of the Fundraising Committee, reviewed the Fundraising Initiative for 2010 – 2011 Fiscal Year:
 - Board of Alumni Challenge goal is to increase donor participation by 11% for 2011.
 - He asked all board members to make commitments or pledges to formalize challenge. \$25,000 if increase donor participation by 11%.
 - Aaron Whiteford reported \$6,000 has been donated to date.
 - Each board member to secure 10 people to participate x 22 board members = 220 gifts.

- Brief discussion followed.
 - Aaron reported that Annual Giving will support the 11 for 11 challenge in direct mail solicitations on Board of Alumni letterhead (16,000 have been sent countersigned by George and Amelia) were sent out last week. The Board Challenge is also in the phonathon script and email component. He reported that direct mail is largest component of program with incredible increase of number of online gifts.
 - Kline reported on the increasing number of gifts over \$1,000: 2009-4; 2010-7; this year 10 pledges.
 - Aaron will provide the board with lists, overseas programs, choir, etc. Annual Giving will provide board with ghost writing and mailings. If interested in making calls, they will provide scripts and guidance on how to do it and how to do effective emails.
 - Yearbook project for students was recommended by Ruthe Farmer.
 - Follow up piece – unexpected thank you.

George Kline moved that each board member seeks to secure 10 pledges to college. Amelia Wilcox seconded. All in favor. Motion carried.

- If verbal pledge received less than \$1,000, email to be sent to Aaron with amount, designation and due date. Annual Giving will follow up on pledges and make sure they are recorded with an immediate thank you sent out.
- Kline will reach out to Board within two weeks to see how proceeding.

Reports:

Campus to Board:

ASLC President, Dith Pamp

- Dith Pamp reported on the student government:
 - Second year working with senate system.
 - New constitution that was passed 2 years ago.
 - Second year working with senate system. Cabinet consists of president, vice president, treasurer, student organization chair, community relations chair, chair student academic board, chief justice, 16 senators (4 from each class), representatives from international students, athletes, SAA, multicultural chair, student media board chair, activities chair and neighborhood association chair.
 - Passed last year: Senate group went from 3-4 due to student outcry; green fee from \$20 to \$85 for alternative energy covers 100% of the energy use by our college for going to green energy; got multicultural background in readings, students going on Morocco trip getting Arabic 101 on campus, careers for pioneers project; voter turnout more than 50% of students with 987 voting.
 - Athletic interest increasing; more calendars are posting events.
 - Student grants for research from ASLC- 3 branches for funding, Student Academic Affairs Board, Community Relations Board and Finance

Committee. Finance Committee gives out grants for on-campus projects for clubs who want to put on an event; CRC gives out grants for students wanting to work on something like global engagement, student volunteer projects overseas and in this country outside of a study abroad trip; Student Academic Affairs Board has 4 different kinds of grants – arts and expression grants, conference grants, research grants and visiting scholar grants funded through student fee. Networking opportunities would be fantastic for the students from the board of alumni.

Financial Aid: Mervyn Brockett, Associate Provost

- Mervyn handed out Enrollment and Financial Aid charts used with Board of Trustees:
 - He reviewed the charts showing the rise in applications and admitted applicants as well as the rise in average SAT who come to LC. He reviewed the amount of financial aid administered to CAS students.
 - He reported that by October, 2011, a net price calculator is required to be added to LC website to determine net cost to parents. Gapping needs to be addressed prior to that date.
 - He reviewed strategies to meet revenue goals.
 - Brief discussion followed.

Board to Alumni: Chapter Reports:

Minnesota Chapter

- Carolyn O'Grady reported on:
 - Lower attendance at Minnesota events; brainstorming ideas to increase attendance.
 - Chapter Starter Kit was discussed. Carolyn Harley will help organize it.
 - Andrew gave a brief overview of the process of choosing events and professors.

Albany Society

- Frank Lawrence reported on:
 - Greek-themed barbecue in August, 2010 with approximately 140 in attendance
 - Good quality programs – India, Japan or China for next theme
 - Cancer group – sends out flowers, calls
 - Maintains engagement of senior alumni
 - Frank and Terry Faw proposed a joint meeting to carry on ideas for transition with new generation of class of the 60's to maintain vibrancy over next 50 years.

Terry Faw moved to direct president of the board to work with Executive committee of the Albany Society to initiate discussion with anticipation that they come back to this board with plan of moving the Albany Society into the '60s. Accept charge – Wilcox. Seconded by Mike Holtzclaw. Open for discussion.

- Discussion was held.
 - Proposed a discussion lunch with two boards on February 19, 2011 prior to

Honors Banquet

- '60s – '70s gap in Board of Alumni
- Classes '49 – '09 with heavy concentration in '51 & '52
- Convene task force
- Curt Copenhagen recommended the Alumni Gatehouse be used more and noted the use of it this summer by KAPPA and SIGMA fraternities.

Purpose of task force is to initiate discussion with leadership of Albany Society to create a plan for encouraging increased participation by members of the 60's generation as those people become eligible for the Albany Society and to report back to Board of Alumni what that plan is.

All in favor. None opposed. Motion carried.

Board to Campus

Diversity Committee

- Paula Hayes reported on:
 - Meetings have begun for this academic year with all three colleges
 - Main goal to work with Celestino to make improvements for students, faculty, staff. Surveys are being taken.
 - By next year, releasing a white paper to the LC community with plan of action.
 - Majority students being surveyed as well.

Formal part of meeting concluded. Wilcox asked members to leave binders on table unless new to the board.

Committee Breakout Sessions

Meeting adjourned at 4:00 pm.

Clearing Board's Parking Lot

- **ACTION ITEMS:**
 - Board members email about Barry: APP lists: alumni/parents
 - Board meeting Sunday 2/20 – 12/19 APP lists
 - Careers for Pioneers – Sunday 2/20/11
 - Honors Banquet – Saturday 2/19/11
 - To board coordinators – address and email contacts for thank you
 - 10/8 – send BOD endowment links
 - 10/8 – send BOA link for cc application
 - 1(a) – Events committee list/info vols.
 - 2 – Administration committee – final proposal
 - 1(b) – Newsletter – survey past members
 - Accept initiative
 - Member affinity preference – George/Amelia by 10/4
 - Guide contact info to BOA/students
 - BOA members will ____ 10 people by ____
 - George will reconnect in couple weeks
 - BOA Exec Committee meet w/ASBD about 60's