

Lewis and Clark College
Board of Alumni
October 23, 2011

Board Members Present:

Rocky Campbell
Carla Cavenago-Salazar
Chuck Charnquist
Curt Copenhagen
Frank Dillow, J.
Terry Faw
Brian Federico
Brian Gurski
Beth Halvorsen
Carolyn Hurley
Michael Holtzclaw
Alan Humphrey, Jr.
George Kline
Annette Klinefelter
Vicki Kreimeyer
Landon Mascarenaz
Carolyn O'Grady
Jason Stanford
Jessica Stern
Carol Timm
Amelia Wilcox

Board Members Absent:

Ruthe Farmer

Staff Present

Andrew McPheeters
Bea Freilich

Call to order: President Frank Dillow called the meeting to order at 10:10 AM.

Welcome: To all present, with special acknowledgement to Past President Amelia Wilcox, Alumni and Parents Program staff and Vicki Kreimeyer, newly elected board member and recorder.

Board Member Logistics: Reviewed by Andrew McPheeters, highlighting new binders and nametags containing all materials for today's meeting.

Minutes: June 26, 2011 meeting were approved unanimously. (Motion to approve: Terry Faw).

President's Report: Frank Dillow

He attended the Board of Trustees meeting the previous week. He noted much energy and excitement in the meeting, the largest freshman class ever (exceeding 600 students) with SAT scores remaining high; successful world-wide Black and Orange parties included law school alumni this year; focused effort on the part of President Glassner to eliminate silos of undergraduate/graduate /law school student bodies and alumni groups; noted a new law degree, Masters in Animal Law; strategic planning focus to position the whole college in order to move it to the next level of excellence.

Strategic Planning Update: Amelia Wilcox

She is member of the strategic planning pre-planning group, ably chaired by Rob Kugler (chair of the Religious Studies Dept). Major strategies focus on strengths of the institution, including unparalleled international focus of the curriculum and college experience, benefits of three closely aligned campuses, and strong connections between students and faculty at all levels. Primary emphasis placed on making the plan operational and collaborative with all key stakeholders of the institution.

Admissions Update: Dean Lisa Meyer and Director of Admissions Erica Johnson

Dean Meyer, having just arrived on campus three weeks ago, provided an overview of the entering freshmen class. She highlighted some statistics, including:

- Class includes 606 freshmen as of September 30
- 43% men, up from 38% for previous class
- 23% domestic students of color, up from 16% for previous class
- 3.7 average GPA
- SAT Verbal average 654, Math average 626, and Writing average 636
- 5% of the class are international students

Admissions staff now includes a full time representative on the East Coast who visits over 100 schools and college fairs this fall.

Director of Admissions Erica Johnson reported on increased efforts to improve recruitment and training of Alumni Area Coordinators and Special Events Assistants. These individuals have opportunities to serve at special events in communities where Lewis and Clark needs to be represented, represent the College to potential students and parents when staff is unable to attend, and serve as a contact person in local communities for the college. She is developing strengthened training so that these individuals are knowledgeable about the admissions process, happenings on campus etc. There will be training for interested alumni at the June reunion weekend.

Alumni board members asked Meyers and Johnson several questions primarily about retention rates.

Alumni and Parent Programs: Andrew McPheeters

McPheeters reviewed new board member orientation conducted prior to the beginning of the full board meeting this morning. Major emphasis for the year is restarting the Parent's Council consisting of 50 households of current students who actively support the college through donations and paying full tuition. The groups will provide advice to the college, and will provide an opportunity to acknowledge and recognize contributions made by parents of current students.

Staff changes:

Due to budget adjustments, the Alumni and Parent Programs staff cut 6 positions and added 2 positions back. Stephen LeBoutillier hired as Sr. Associate Director. Tanya Sloan promoted to Sr. Associate Director. Simone Wren begins her new position tomorrow, transferring from Annual Giving Program.

Events: 71 Black & Orange parties were held at 70 locations world wide. Considerable coordination required; rescheduling these a bit further away from Homecoming is necessary in order for adequate staff support.

Alumni Awards banquet February 25 (after considerable consultation of multiple calendars!). Looking forward to next year's awards requires more input from Alumni and faculty. The Nominations process will be fully developed by the February meeting.

Annual Giving, Board of Alumni Stewardship Initiative: George Kline and Aaron Whiteford

Efforts to ensure BOA giving resulted in 100% giving by Alumni Board members. Our credibility with the Board of Trustees and College officers is greatly enhanced by this fact. The strategic goal to increase participation rate among alumni and retention of donors are critical to successful giving program. Kline initiated personal thank you phone calls. Over 340 calls are completed; 700 total donors are to be reached. Calls from Alumni Board members have the most impact; we are all encouraged to participate. All current board members will be approached and asked to support the college at the recommended giving levels. BOA member Jason Stanford is now part of the Fund Raising Committee.

Board of Alumni Work Plan Review – Frank Dillow

Board member Terry Faw moved to adopt the BOA Work Plan 2011-2013. Landon seconded the motion.

Discussion of the motion followed with these elements outlined:

- What is "Brand Ambassador" program, how does this link to AC program; Communications Committee will develop a plan by February meeting to address these questions.
- Names of individual Board members Federico, Halvorsen and Humphrey were corrected

- Mission, #4 language revised to read: “Provide mentoring, career counseling, networking and other outreach programs to current students and alumni, including groups such as young alumni, international student alumni, diversity outreach alumni, and senior alumni”

The motion, including spelling corrections and language revisions, was adopted unanimously.

Committee working sessions conducted during lunch.

Introduction of Alumni and Parent Program (APP) staff – Andrew McPheeters

- Stephen Le Boutillier – Parents Council program development
- Tanya Sloan – Reunion Weekend/office operations
- Simone Wren– first official day 10/24 Student Alumni Association
- Angela Turetta – new to the college from Whitman, - shared events between Alumni/other campus organizations
- Bea Freilich –manages work study students

Black & Orange Parties – Andrew McPheeters & several BOA members

- 71 events held at 70 locations in multiple time zones
- Boise – first time 16 guests, wouldn’t go home; opportunity for college visibility
- Austin – could RSVP list be shared?
- Seattle – venue was loud and dark – location up to host and hey, its free!
- Brookings – what about a regional event, since Brookings is a small city
- Portland – held two events; people stayed until 11 PM
- Did Masters graduates receive notifications? – Yes, as did Law School Alumni.

McPheeters noted that the capacity of the APP staff stretched with Black & Orange parties held so close to homecoming weekend; sought feed back on a separate event to be scheduled in mid September; BOA members agreed; requested date to be set early, make it annual so that folks expect it, and to continue to encourage participation of all three schools: undergraduate, graduate and law.

Student Alumni Association greetings - President Jessica Clarke

- Connects students/alumni through series of events that may be academic/career/extracurricular in focus
- Sponsor and organize events such as career panels in various disciplines on campus; “Spring Into Action Day” is an example.
- Active involvement of students with alumni also provides a rich source for future BOA members

Albany Society Report – Chuck Charnquist

- Society members are graduates of the college 50+ years
- 2000 current members
- Board members live within driving distance of the college
- Goal to develop programs that bring these Alumni back; currently three events planned: June breakfast at reunion, August barbecue at the pool on Lower Campus, and Christmas luncheon gathering on December 17.

Alumni of Color Corps Report – Carla Cavenago-Salazar

- Carla serves as liaison between college and Corps
- Eight member advisory board met
- Draft mission statement of organization is under review
- Building task list to achieve by “x” date –

State Chapters – Carolyn O’Grady

- O’Grady’s efforts have led to a vibrant state “chapter” – questions remain about this program
- What is the college’s perspective on this?
- There is no formal structure for this program
- More information is needed – follow up at February meeting needed.

Wrap-up – Frank Dillow

Committees need to work on their plans and come prepared for February 25/26 meeting. President Dillow requested that committees draft plans and circulate to the Executive Committee, and bring to the February meeting. Alumni awards banquet is Saturday evening; encourage all to attend.

2:35 PM – Adjourned to Templeton Hall for BOA official photograph.