

Lewis and Clark College
Board of Alumni
February 26, 2012

Board Members Present:

Rocky Campbell
Carla Cavenago-Salazar
Chuck Charnquist
Curt Copenhagen
Frank Dillow
Brian Frederico
Brian Gurski
Beth Halvorsen
Michael Holtzclaw
Alan Humphrey, Jr.
George Kline
Vicki Kreimeyer
Landon Mascarenaz
Jason Stanford
Jessica Stern
Carol Timm
Amelia Wilcox

Board Members Absent:

Terry Faw
Carolyn O'Grady
Carolyn Harley
Annette Klinefelter

Staff Present:

Andrew McPheeters
Tanya Sloan

Call to Order: President Frank Dillow called the meeting to order at 9:00 AM.

Welcome: To all present, especially to all past Alumni Board members including

Ray Hoen '54	Sharon Castlen '75
Dana Plautz '82	David Avison '68
Barbara Whitaker '74	Kim Johnson '86
Dick Padgett '73	Sheila Roos-Carpenter '50
Jan Friesen Pearce '74	
Marlene Haldors '58	

Frank Lawrence '52

Following self introductions of all Board members present, past Alumni Board members shared their experiences as Board members, focusing on those significant opportunities and activities to enrich the alumni experience, including:

- Mentoring students, maintaining connection with the college, recruiting other graduates to mentor, sharing current concerns of parents regarding job connections and networking for students;
- Service on the College's Architecture Committee, the opportunity to contribute ideas to raise money;
- Serve as adjunct faculty
- Planning a pig roast annually from 1975 -1984 at Camp Adams; event attracted up to 250 alumni and friends; starting the event up again in 2010; over 150 attended last Memorial Day; seeing friends and getting reacquainted ;
- Overseas reunions are great; single class year events more limited in scope; likes mixed classes and the "era" reunions;
- Holiday Party was enjoyable, but is no longer part of the annual calendar;
- Alumni groups by activities/ interests or "affinity"(such as students who worked at the radio station, outdoor groups etc; college's records are limited but effort is being made to improve that;
- Adding a response card to the Chronicle would give alumni another way to connect;
- Encourage joint meetings with the Albany Board and the Alumni Board to strengthen both groups;
- Create a "Lewis and Clark Directory" that would profile interesting graduates; serve as a business directory of resources for current students and alumni seeking services, business opportunities for Lewis and Clark Alumni to network and support their fellow alumni;
- Increase awareness of the Alumni Board with photos displayed on campus, sponsor a map that names all campus streets, promote the Alumni /Gatehouse, could there be some reception or living room type space there for Alumni to interact informally.

Business Meeting called to order: President Frank Dillow called the business meeting to order at 10:05 AM.

President's Report: Frank Dillow

- Board of Trustees meeting focused on the "State of the College"; overall positive; the college is attracting outstanding students and retaining them at good rates through graduation.
- President Barry Glassner emphasized his priorities for the college, with a goal that Lewis and Clark become the premier private college in the Pacific Northwest.
- Bequest of \$10 million from long-time friend of the college and trustee Fred Fields, who recently died; earnings from this gift earmarked for scholarships;

- Retired faculty member (and Don Balmer Award recipient) John Bates gave the law School \$200,000 for student scholarships;
- Applications are up this year with a high acceptance level and percentage of students electing to make early decisions to attend the college increased over previous years;
- New residence hall is under construction, scheduled to be finished by summer; half of Platt Howard will be renovated; and stadium benches will be replaced with seating; there are concerns regarding deferred maintenance projects on campus that need to be undertaken;
- The college is using benchmarks to measure itself, both regional and national institutions selected for these; among areas that need to be strengthened are the endowment and number of endowed faculty positions;
- The decision by the college to add staff on the east coast has been successful, and east coast applications are up; and
- Newly appointed Academic Dean Tuajuanda Jordan reported on plans to develop a study area in entrepreneurship, which is anticipated to develop into a minor with an interdisciplinary curriculum offering courses in law, business, education, counseling disciplines, reducing barriers between graduate and undergraduate programs.

President Dillow continued with his own comments:

- He will invite Dean Jordan to attend a future meeting to brief us further on this new curriculum offering. He also shared with the Board that Rocky Campbell, new Communications Committee Chair will seek to engage former business graduate alumni as a major assignment for the Committee. He also announced that Beth Halvorsen will work towards engaging Alumni Board members in admission recruitment, the “Careers for Pioneers” initiative and “Linked In” networking.

Strategic Planning Update: Amelia Wilcox

- Now called “Journey Forward” the strategic plan will be on the website as a resource; with assistance from Rob Kugler, the focus is to develop five goals with measurable objectives that are achievable.
- Data will be distilled and “mapped” together by early May; data will be compiled which will provide support for development of strategies;
- Interviews of key stakeholders has begun;
- Question: how do previous strategic plans get linked to current effort?

Minutes: October 23, 2011 minutes were approved unanimously. (Stanford moved, Holtzclaw second).

Fundraising: George Kline

- College of Arts and Sciences: 14% increase
- Leadership level (\$1000 +): 26% increase
- Board of Alumni stewardship campaign calls are well received, encourage other Alumni Board members to participate;
- Micro challenges are effective use of Board of Alumni funds; class of '92 has already met its goal, encouraged by Jason's creative email (will be forwarded to all Alumni Board members);
- At June meeting, a formal recommendation will be made to increase Alumni Board giving levels.

Motion: Recommendation that the Alumni Board challenge be continued in FY 13, to incorporate Micro Challenge program as an effective use of Board of Alumni Board Funds. (Kline moved, Stanford second). Motion passed.

Administration: Vicki Kreimeyer (reporting in Terry Faw's absence)

- Administration Committee responsible for nominations of new board member's process. There will be five vacancies on the board for the June 2012 election and six vacancies in 2013; three are eligible to serve a second term in June 2012 and all three have indicated their willingness to do so.
- Nominations for new board members will be due February 29th. There are about 30 names on the nominations list from past years; the names remain on the list for five years; applications go out to nominees in early March. Many nominees do not complete the application process, so there is a significant degree of individuals self selecting.

Motion: Determine at this meeting the maximum number of new membership positions to be filled at the June election. (Kreimeyer moved, Halvorsen second) Motion failed.

Motion: Fill all positions vacant on the Board of Alumni at the June 2012 election. (Holtzclaw moved, Rowe second). Motion passed.

- Administration Committee is also responsible for the Awards nominations process. We recommend that nominees be recognized at the summer reunions as a way to increase visibility of the awards and those nominees be solicited from the classes being recognized at the summer reunions.
- The Awards Nomination form is on the website and the deadline for the 2013 Award nominations is the last day of March. The nomination asks for a short statement of why the individual is nominated, class year, and relationship with the nominee, nominee contact information, anecdotes etc.
- Andrew noted that there is a gallery of Awardees on the web site.

Motion: To identify and recognize Alumni for their outstanding professional and community contributions, the Board of Alumni will solicit from reunion class participants the names and credentials of classmates deemed to have made outstanding contributions to their professions and/or communities. Those Alumni so identified will be publicly acknowledged for their contributions by the Board during their Class year reunion weekend, and in any other venue deemed appropriate by the Director of Alumni Relations and the President of the Board.

(Stanford moved, Farmer second)

- Discussion of the motion emphasized that this action would make the Awards process more visible, and make it part of the anticipated events of each year. Board members recommended that the Awards be highlighted in The Chronicle.
- Motion passed.

ASLC Student Body President: Annalisa Peterson

- New position has been added to Student Senate: Sustainability Staff to coordinate sustainability/recycling efforts across campus
- Student fees were raised to increase support for student organizations
- Student organizations using the increase to fund student organization dinners, provide support for web pages etc
- The Thermals will be presented in concert on March 10th; concert is co-sponsored by KLC, plus general student body and President's Office
- Developing a "Mind the Gap Day" to acknowledge the gap between cost of attendance at the College and actual total cost; highlighting the gap that is funded through Alumni giving; notes are being written expressing appreciation for the support; of the total fee, only 70% is paid by full tuition/fee paying students; donors make up the 30% "gap."
- Students are most concerned about a new printing policy recently implemented on campus that dramatically reduces the amount of free copying that students can access on their accounts. ASLC is currently working with newly appointed Chief Information Officer to be sure that future changes are only made after input from students on the impact made upon them.

Board adjourned for lunch and committee meetings: 12 noon.

Board called back to order for business meetings: 12:35 PM

Announcements: Frank Dillow

President Dillow announced that Jason Stanford will serve as Board Parliamentarian. Three board members who are eligible to run as incumbents have agreed to do so.

Administration Committee: Best Practices Subcommittee: Brian Gurski

- Members include Rocky Campbell, Landon Mascarenaz, Robert Rowe, and Michael Holtzclaw;
- Interviews are in process with peer institutions alumni board members;
- Questions include how boards are organized and operate; what relationships are between boards and host institutions, levels of alumni chapter activity, and how relationships between alumni boards and institutions are developed, engaged and bound;
- Full report and best practice recommendations will be made at the June 2012 meeting.

Communication Committee: Rocky Campbell

- LC Class notes will be on Twitter in addition to The Chronicle; social media impact is increased with presence and skills of new staff member;
- Website improvements are underway;
- Current efforts to create a Career and Networking event for Summer Reunion, keeping in mind the recreational focus of the Summer Reunions, using an informal format
- More emphasis will be given to using Linked In for Alumni to Alumni networking, and potentially exploring more ways Alumni can network with students and vice versa.
- Board members noted that the Orange and Black Newsletter that goes to athletics program alumni is an excellent example of ways to keep in touch.

Alumni of Color Corps Liaison: Carla Cavegno-Salazar

- Advisory Committee has 10 members; meeting every two months.
- Conducting interviews with alumni regarding their Lewis and Clark experience and challenges;
- Developing a family experience, using Alumni of Color as hosts;
- Surveys will be conducted in the future.

Albany Society Outreach Liaison: Chuck Charnquist

- Albany Society includes all graduates of 50 years or more, now has 2000 members; including graduates from classes in the 1960's;
- Most graduates need and value being connected to each other and the college;
- These alumni may use more traditional forms of communication, like regular mail and telephone, value the personal experience and connection;
- Golden Reunion breakfasts are planned for Friday AM at the Summer Reunion;
- Class of 1942 will be honored on Friday night at the Summer Reunion;
- Albany Society sponsored a Christmas luncheon in December, attended by 45 alumni; greatly value the opportunity to be together and visit;
- December 21st, 2012 the Albany Society will sponsor a "Hanging of the Greens Luncheon", remembering an annual event the college had for many years, when the college was decorated with greens for the holiday season.

Events and Volunteers Committee: Carol Timm

- Thanks to the Alumni Office for planning the Awards Banquet
- Challenges for last night's event: lots of people to seat, so many reserved that having the event off site was considered; decision made to keep it close to the college important so location kept in Stamm Dining Room;
- Consider commissioning an art piece as a gift to Awardees rather than a plaque;
- Could the event be streamed on the Internet to reach our global alumni and students better?
- Envelopes need to be at each table for potential donations ;
- Future events include Summer Reunion weekend, social event hosted by Alumni Board, Career Counseling/Planning workshop for Reunion weekend.

Alumni and Parent Program Office: Andrew McPheeters

- Feedback on Summer Reunions and other events listened to in order to fine tune the next events;
- Saturday events this year will include the class photo, reception and possibly a "class parade",
- More opportunities for getting together will be scheduled;
- 50th year anniversary of the first overseas trips will be highlighted ;
- Check in will be moved to the Manor House;
- 24 Overseas Groups are coming; five groups from the class of 1962;
- Web site registration and Exploring Portland link will be available;
- 50+ alumni have registered already and much effort will be made to encourage early registration;
- Early registration deadline is March 25th, good discounts will be provided as incentive.
- Homecoming 2011: over 1000 attended.

2:45 PM: Adjourned to Templeton Hall for Careers for Pioneers.