

Lewis and Clark College
Board of Alumni
June 24, 2012

Board Members Present:

Rocky Campbell
Carla Cavenago-Salazar
Chuck Charnquist
Cathy Coburn
Curt Copenhagen
Ruthe Farmer
Brian Frederico
Brian Gurski
Beth Halvorsen
Carolyn Harley
Michael Holtzclaw
Alan Humphrey, Jr.
George Kline
Annette Klinefelter
Bob Rowe
Jason Stanford
Jessica Stern
Carol Timm

Board Members Absent:

Frank Dillow
Terry Faw
Vicki Kreimeyer
Landon Mascarenaz

Board Member Resigned:

Carolyn O'Grady

Staff Present:

Andrew McPheeters
Tanya Sloan
Bea Freilich
Angela Torretta
Stephen LeBoutillier
Simone Wren

Committees Meet over Breakfast

Business Meeting called to order: Alan Humphrey called the business meeting to order at 9:00 AM.

Welcome:

- To newly appointed member Cathy Coburn
- Election of President-Elect (candidate Carol Timm)

- **Motion:** To accept Carol Timm as President-Elect. (Rowe moved, Gurski seconded). All in favor. Motion passed.

President-Elect Carol Timm proceeded over the meeting.

Minutes: February 26, 2012 minutes were approved unanimously. (Humphrey moved, Copenhagen seconded).

Communications Committee – Rocky Campbell

- Presentation on use of Social Media – Lise Harwin, Director of PR
 - College's use of social media – Twitter, Facebook, Flickr, Hashtags
 - Man on street videos recommended for campus reflections
 - Angela requested board to send ideas for features to her
- Update – Rocky Campbell
 - Reported on the progress of using social media.
- Alumni Awards pages and other web page news – Alan Humphrey
 - Alan reported on the project that he and Angela Torretta worked on to improve Board of Alumni website, working with New Media for news feeds, and providing more information on Honors Award winners.

Administration Committee – Brian Gurski and Carol Timm for Terry Faw

- Discussion of Nominations for New Members – Brian Gurski
 - Brian explained to the board about the two different orders of business, the alumni awards banquet in February and the election of board members. Bios of candidates for new members and awards are in packets.
- Election of New Members
 - Brian reported there are 8 openings, 5 new candidates. Applications and backgrounds were reviewed briefly. Incumbents up for re-election and spaces of retiring members. Ranking was outlined.
 - Dillow on ballot for re-election. His status as president was explained by Andrew. Ballots were distributed to the board.
- Discussion of Nominations for Alumni Awards – Carol Timm
 - Moved from Events Committee to Administration and will move back to Events Committee. Carol reviewed list of nominees. Discussion was held concerning recognizing former board members, Amelia Wilcox and Dana Plautz. The process was further discussed.
- Motion to Select two Distinguished Alumni Awards

Motion: *Recognizing the quality of the candidates for the Distinguished Alumni Award, the Nomination Review Committee recommends to the Board membership that it select two (2) recipients for this award to be presented at the 2013 Honors Banquet. (Humphrey moved, Rowe seconded). All in favor. Motion passed.*

- Election of Alumni Awards
 - Andrew explained the ranking process and ballots were distributed, collected and counted.

Fundraising Committee – George Kline

- Participation in Annual Fund is down 3% from last year due to controversy on campus on tenure position dispute that affected senior gift. Renewal rate 71%. Revenue 1.4% increase. Membership of Leadership Society up 14%; 11% increase of parents.
- Stewardship – Thank you calls of 2,150 were made with 320 made by board members and rest by students and staff. Micro-challenges were very successful. Total contributions were \$36,756. Recommended continuing stewardship and asked for volunteers. Volunteers need to contact Beth.
- Alan recommended writing thank you notes to classmates instead of calling. He offered this as a different way to reach out to donors as part of the stewardship program.
- George recommended continuing micro-challenges but needs funded by the board. George asked the Board to communicate with Aaron what they want to contribute this year to increase giving. Aaron will know how to budget appropriately. Micro-challenges: 2 to 1 matches for increases in renewals, for every dollar somebody increases board will give two dollars.
- Beth will follow up on pledges.

Presentation by Tuajuanda Jordan, Dean of the College of Arts & Sciences

- Welcome & Introduction
 - Frank Dillow welcomed Dean Jordan via teleconference and congratulated Carol Timm as President-Elect and Cathy Coburn as new board member. He reported that the College received \$1million Howard Hughes Medical Institute thanks to Dean Jordan for putting together the combined proposal from all three schools, thus transforming three separate schools resources into particular programs, the most exciting of which is the business program at Lewis & Clark.
- Entrepreneurship projects at Lewis & Clark
 - Dean Jordan spoke to the board about the entrepreneurship program that was offered during the winter term as a workshop. The faculty is not focused on business so an entrepreneurship was a compromise. Many students are interested in business. Group of faculty designing a program and will develop a Certificate of Entrepreneurship to launch within year or so to offer four classes. They are working towards a “minor” in entrepreneurship as well.
 - Question and answer period followed.
 - Annette recommended vans for students to go out into community to do internships. Dean Jordan is working on the transportation issue. A suggestion was received that a good micro-challenge would be to have recent grads contribute money to bring van to college.

- Letter writing was encouraged; creating short list to engage alumni.
- Faculty Committee looking at peers, various programming, surveying alumni and talking to potential partners to shape this program.
- Mercy Corps expressed interest.
- Short timeline to present to board in October.
- Ruthe Farmer has a group to connect Dean Jordan to for consideration.
- IT Director at Oregon Entrepreneur Center was recommended.
- Brian Federico made recommendations.
- Frank Dillow thanked Dean Jordan via teleconference. He requested list of awardees and new board members from Andrew.

Ballots were collected and counted by Tanya Sloan.

Board adjourned for lunch at 12 Noon at the Reunion International Lunch
Board called back to order for business meetings: 12:50 PM

Election Results were announced:

Honors:

Distinguished Alumni:

Lisa Grill Dodson '81
 Roger Ferland '68
 Alternate: Mark Olsen '77

Outstanding Young Alumnus:

Nicolle Rager Fuler '99
 Alternate: Amber Case '08

Donald G. Balmer Citation:

Dana Plautz '82

Pioneer Alumni Leadership Award:

Amelia Wilcox '81

Board of Alumni Members:

Carla Cavenago-Salazar '89 (completed term as appointed member, 1st term as elected member)
 Curt Copenhagen '55 (2nd term)
 Frank Dillow '68 (2nd term)
 Ruthe Farmer '92 (2nd term)
 Grant Frey '83 (1st term)
 Dan Metcalf '01 (1st term)
 Bob Rowe '77 (2nd term)
 Anthony Van Nice '97 (1st term)

Carol Timm clarified that she is Acting President today only. Her term as president begins October 2013.

Events Committee – Carol Timm

- Alumni Scholars Interviews – Carol
 - Jessica Stern reported on applicants and committee interviews. Fourteen were interviewed and 7 were chosen as Ambassadors:
 - Kayla Nachtsheim '15
 - Erica Andal-James '14
 - Spencer Byrne-Seres '13
 - Wade Higgins '13
 - Isabella Fabens '15
 - Tyler Janzen '13
 - Micah Leinbach '14
 - 7 returning Ambassadors (12 total)
 - Creating short list to engage i.e., create and manage programs, job shadowing, evening at dorm with alumni, directory of alumni who live around the world.
 - Introduce to board in the fall and set up mentor/mentee relations.
 - Carol Timm recommended the SAA to attend February board meeting in 2013.
- Other Items
- Reunion Debrief – Carol & Tanya
 - Communications
 - Provide phone numbers at registration for text alerts
 - Donors signs were positive along with orange banners on light poles
 - Discussion was held about whether or not board should be recognized at President's Welcome individually or as group
 - Andrew needs suggestions on how to get alumni to the President's Welcome.
 - "cocktail" reception, networking to cocktail hour lead into President's Welcome
 - Increase registration fees and get t-shirt upon arrival
 - Liked the parade and sign for class photo
 - Process – move class photo to class dinner, one photo, and more folks at dinners.
 - Photo booth using iPad and printer – take photo, return quickly.
 - APP will post on Facebook, email and wireless printer
 - Campus Living:
 - Thumbs up
 - Towels not good

- Salmon Bake:
 - need more salmon
 - Coals – Smores great idea!
- Ice cream bar – yes!
- Music – yes!
- Ignite – feedback very positive on presentations
 - Drumming too loud in Fields, outside would work
- More substantive presentation at Alumni College sessions instead of “looking back at my years.”
- Organ recital was awesome
- Outstanding job! Roll with weather was great!
- Andrew thanked Tanya for heading up reunion planning and rest of the staff.
- Action Item: Andrew asked board to send ideas to him via emails to him or Tanya.
 - Kids programs – kids loved it. Next year? Sustainable? Simplify next year. Keep drumming. Add drop ins – need activities during dinner. Marketing fun kids have at reunion. Recommended students as sitters.
- Signs in dorms – great!
- Check in - Manor House – great!
- Staggered events – positive feedback
- Older alumni – provide golf cart shuttle (less stairs!) – make clear that assistance is available by using a concierge or someone to provide the information to elderly or handicapped alumni
- Campus Tours - More than one tour a day
- Bookstore needs to be open and sufficiently stocked – small section t-shirts for kids, hats; adults and teen kids items are stocked but not smaller kids items.
 - Add a tent to sell postcards/photos of school, LC umbrellas, and notecards (from bookstore).
 - Bookstore – glassware with LC logo
 - Reminders of years gone by – sell in Bookstore
 - Frame pictures of college campus
 - Invite Janet to board meeting
- Food carts Lunch Friday
 - No vegetarian option
 - Students and staff should not be invited
 - Long lines
 - Ran out of food early
- Start Thursday – keep?
 - Staggered model makes good sense
 - All receptions/all dinners at same time – harder on our resources
 - Working people – later on Fri-Sunday
 - Retired – Thursday works for them
 - Starts momentum Thursday with happy hour

Alumni & Parent Programs Report – Andrew McPheeters

- End of Year Report – Andrew
 - Met goals - alumni attendance dropped but growing in parent programs to regional programs; number of programs less is more; 300 volunteers.
 - Tracking on campus events this year SAA.
 - 1050 Reunion Weekend plus walk-ins, staff and faculty; 1000 alumni
 - Challenges and opportunities: budget remains same, quadrupled events, some cuts, prioritize spending, communications cycle
 - Mailings changing – mail to promote events to those without emails asking for their email address
 - Use of postcard policy change – difference in total cost compared to other mailings
 - Asked board for input on what's important and what do you care about as to charging fees for events, who pays for venues.
 - Requested feedback on donated wine for lowering costs. Acknowledgements to wineries on welcome books.
 - Recommended acknowledgements needs to be larger in book
 - Alumni business sponsored events.
 - Requested board to complete survey that will be sent out
 - Black & Orange parties – hosting food but not drinks
 - Increase giving linked as discount event fees – complication how worded
 - Free drinks at reunion weekend to attract more attendees
 - Corporate sponsorship
- Black & Orange Party Notes – Simone
 - Sept 25, 2012
 - Volunteer emails being sent this week
 - Only printed materials to non-email alumni then to all later
 - Asked board for volunteers to host in their areas
 - Free food but not free drinks
 - Not tiny parties only 10+ range
 - Rocky requested to tag database record with multiple locations in order to receive invitations to other cities/events
 - Athletic partnership – more information about outstanding teams
 - Andrew will share with Monica Baker and invite her to next meeting about PAC
- Homecoming Notes – Angela
 - October 26-28th
 - Save the date cards being sent
 - Print cards to those without emails
 - Math and computer affinity reunion
 - Partnering with Athletics for some new events

- Famous poet will be on campus, choir program all going on during weekend but not through APP office
- Newsletters – Angela & Stephen
 - Updated Enews presentation by Angela
 - Special newsletters being sent by Stephen for parents
 - Feedback: move “make a gift” button higher on list
 - Parent - Joint edition June-July and then moving to monthly editions
- myLC – Stephen
 - myLC is new alumni directory software to build and send out newsletters, link database to webpages, ease in completing donor forms, no need of third party email vendors.
 - Process of getting alumni set up, class-specific audiences were first.
 - Requested feedback from board
 - No class-specific information, underwhelmed (Alan)
 - Empty blank fields needs to be bolded out that information omitted/not provided
 - Hosts of Black & Orange using iPad signing them up on myLC at registrations

Alumni of Color Advisory Group – Carla Cavenago-Salazar

- Latest meeting of committee total 60 people; incoming 600 students, 60% minority students. 35-85% has financial aid. All students of color who applied, 11% committed. Letter to Executive Committee being sent out to make them aware. Planned events for homecoming wants President to speak to the group. Friendship families for alumni of color as well, identify alumni who want to participate in process to have an organic match. Increased participation on the board of alumni.

Albany Society Announcements – Chuck Charnquist

- Golden Reunion Breakfast at Reunion Weekend was the best ever. 34 from class of 1962 to receive medallions from class of 1951. Great spirit of class of 1962, represented 11 different states. Medallion is symbolic recognition that graduated 50 years ago. Four people who weren't class of 1962 received a medallion, along with Pete Vlahos. Dick Metzler from class of 1952 received a medallion, had travelled here to receive his medallion and remembered Chuck. Dick reconnected with his friends and had greatest experience ever. Board had not been invited because it was held on Friday morning. Board would like invited next year. Volunteers from class of 62 made the calls and got the people to attend. Next event is Friday, August 3rd BBQ started honoring international programs two years ago with a picnic, recognizing global character of college. This year will honor India. Dell Smith just led three student groups in India. Mike Sterling from Music Dept. who is authority on Hindu music will be leading music department. Senior alumni, staff, administration, faculty past and present and

Board of Alumni always invited. Starts at 11am, beverages 11:30 wine, beer, cold drinks and eat at 12pm.

- One year term has ended for Chuck representing Albany Society on board. On July 1, Don Floren will be chairman of the Albany Society Board and will serve a year on the Board of Alumni.
- Class of '52 lunch had 23 attendees from 60 years out.
- Senior alumni represents 20% of alumni. Recommended keeping senior alumni connected. 60% use internet and that drops to 40% who use email as daily communication. 1200 alumni don't communicate on a regular basis, don't text, use Facebook. Albany Society needs to work with Alumni office to communicate with those who cannot be communicating via social media.

Other Business:

Going away presents were given to Alan Humphrey, George Kline, and Chuck Charnquist.

Michael Holtzclaw moving to Bay Area next month and will provide board with new contact information.

3:00 pm Meeting adjourned

3:00 PM: Adjourned