

Lewis and Clark College
Board of Alumni
October 28, 2012

Board Members Present:

Aukeem Ballard
Rocky Campbell
Carla Cavenago-Salazar
Curt Copenhagen
Frank Dillow
Hillary Dixon
Ruthe Farmer
Brian Frederico
Don Floren
Grant Frey
Brian Gurski
Beth Halvorsen
Cathy Kirkland
Vicki Kreimeyer
Dan Metcalf
Bob Rowe
Jason Stanford
Jessica Stern
Carol Timm
Anthony Van Nice

Board Members Absent:

Michael Holtzclaw
Annette Klinefelter

Board Members Resigned:

Landon Mascarenaz
Carolyn Harley
Jessica Stern (effective at end of meeting)

Staff Present:

Andrew McPheeters, Director APP
Tanya Sloan, Senior Associate Director APP
Simone Wren, Associate Director APP
Angela Torretta, Associate Director APP
Aaron Whiteford, Director Annual Giving
Anthony Ruiz, SAA President

Business Meeting called to order:

- Frank Dillow called the business meeting to order at 9:10 AM.

Welcome New Members and Introductions:

- Carolyn Harley, Jessica Stern and Landon Mascarenaz resigned.
- Newly appointed members: Frank submitted recommendations to the Executive Committee and appointed Hillary Dixon to fill Carolyn Harley's term; Aukeem Ballard to fill Landon's term; Jessica's term will be filled prior to the February meeting. Remaining candidates are being reviewed and recommendations will be made to Executive Committee.

Approval of Minutes:

- June 24, 2012 minutes were approved unanimously.

Board Questions Exercise (Frank Dillow)

- Board members split into four groups and worked through a series of questions together. Groups reported back:
 - Group 1 consisted of Dan Metcalf, Grant Frey, Rocky Campbell, Bob Rowe and Beth Halvorsen (Dan Metcalf reporting)
 - Dan reported on communications and how the board can be used (Dan – cold calling; Rocky – organization) by focusing on members' strengths and building affinity around volunteerism.
 - Recommended more focused time for meetings, concrete goals and to-do lists, tasks to do between meetings.
 - Staying connected to students to keep them inspired.
 - Beth suggested trainings by Admissions on how to do the presentation that their admission counselors do when they travel to recruit students. She suggested bridging the work of Admissions with the Board. She suggested having representatives from Admissions on the Board.
 - Andrew suggested scheduling a training session on Saturday. At present there are no alumni Admissions volunteers. APP and the Board will be helping once Admissions system is reinstated.
 - Dan suggested cheat sheets and points about what is happening at LC now.
 - Aukeem and Beth would like to work "offline" on Admissions.
 - Frank let Board know that there is a Regional Admissions Officer on the East Coast.
 - Group 2 consisted of Carol Timm, Vicki Kreimeyer, Aukeem Ballard, Anthony Van Nice, Jessica Stern. (Carol Timm reporting)
 - Carol reported on communications to keep alumni engaged, i.e., email, checklists and goals, keeping people engaged between

meetings. Involving alumni in more activities at different levels of involvement. Setting up alumni mentors for students, fostering involvement.

- Recommended crossover with board and Athletics alumni; regional involvement with the Board.
- Group 3 consisted of Brian Federico, Jason Stanford, Cathy Kirkland, Ruthe Farmer, Don Floren (Brian Federico reporting)
 - Brian reported on best practices by having specific to-do lists, a social component, regular flow of communication between board meetings; clear advisory questions. Greater diversity in activities to participate – master calendar of events, including regional.
- Group 4 consisted of Carla Salazar, Hillary Dixon, Curt Copenhagen, Brian Gurski (Brian Gurski reporting) provided feedback and recommendations on whiteboard.

Board Overview

Committee Challenges: Administration – bylaw review; recommendations for changes in February; best practices report incorporation.

- Review committees (Beth, Carla, Rocky, Vicki)
 - Vicki Kreimeyer - Chair, Administration Committee
 - Administration Committee reviews and vets candidates and applications; makes the final slate of nominations to present to Board for final vote.
 - Responsible for bylaws revision and review. Jason Stanford wrote bylaws and would be asset to committee.
 - Current membership is Brian Gurski (leads the Best Practices Subcommittee), who has a special project and Curt Copenhagen.
 - Jessica Stern encouraged the Administration Committee to increase diversity of the committee, including alumni of color, regional diversity, diversity in graduation years.
 - Beth Halvorsen – Chair, Fundraising Committee
 - Challenge from Frank: how to integrate board with Institutional Advancement as ambassadors; Trustees adopted strategic plan with outreach opportunities. Frank wants board viewed as part of strategic plan – Communications/Fundraising project.
 - Fundraising Committee current members: Brian Federico, Robert Rowe, Jason Stanford, Anthony Van Nice
 - Supports Aaron Whiteford's team. Aaron reviewed staff on his Annual Fund team
 - Stewardship campaign – thank you phone calls supporting Aaron's office
 - Minimum giving levels – establishing criteria

- Microchallenges – matching giving
- Building bridge between current board, active and former board members – re-engage

Andrew McPheeters introduced his staff to Board

- Andrew leaving next week for Asia trip with President Glassner and Betsy Amster meeting with alumni and parents
 - Carla Cavenago-Salazar – Chair, Events and Volunteers Committee
 - Fun committee involved with events such as Reunions, Homecoming, Black and Orange parties and Honors recognition.
 - Need expertise from different backgrounds. Need ideas for engagement, traditions. Engagement through events is very important.
 - Subcommittee – Alumni of Color Advisory Board
 - Rocky Campbell – Chair, Communications Committee
 - Challenge from Frank: How do we improve the interactive communications with alumni (LinkedIn, participation)
 - Work on website, infrastructure, social media tools. Clean slate, lots of good information and communications happening
 - Careers for Pioneers great – alumni-alumni networking is the next step
 - Communications will work with each committee to facilitate information exchange between committees and the college
 - Working with groups on campus and Angela on newsletter, Pub/Com suggestions how board can help them, messaging about college, stories to help engage others
 - Admissions – working with Beth as committee
 - Test project – careers for pioneers best project as a board; do for alumni to alumni – ran test at reunion and wants to pursue with Events committee
 - Brian Gurski – Chair, Best Practices Subcommittee
 - Members are Bob Rowe, Mike Holtzclaw and Rocky Campbell
 - Non-committee ad hoc, project based
 - Reaching out to organizations in the community to learn how other boards operate, engage alumni, organize, relate to their institutions, how board structure set up, member associations fee based, peer institutions. Review different models. Will distill good practices and report on recommendations.
 - Everybody welcome to participate on the subcommittee. Series of questions to ask. Hope to report on select recommendations at the February meeting.

Committees Meet

Administration (Vicki)
Communications (Rocky)
Events and Volunteers (Carla)
Fundraising (Beth)

Alumni & Parent Programs Update

- Operating Plan for the year ahead
 - Andrew reviewed handout in binder.
 - Beth asked about Parents Council membership. Andrew reported that it's for current parents, few past parents of recent alumni. Beth asked about fundraising capacity of the council. Andrew gave feedback from parents about what information they would like from Lewis & Clark; Parents Council is anchored in fundraising.
 - Aukeem asked about Entrepreneurship Program – whether it's being integrated into faculty curriculum.
 - Andrew reported on the attendance at regional events and measures of success, parents and emeriti faculty programs. Reunion Weekend had 1100 registrants. Volunteers for planning day has 36 registered to attend on December 1st.
 - He reviewed the Strategic Plan briefly with board.
 - Academic departments assigned to all five staff members of the Alumni office.
 - Career development program task force was briefly reviewed by Andrew. Use board as ambassadors to volunteer with this task force was suggested by board member. Analyzing interest in particular area of event such as job shadow.
 - Shape the Future is a priority in Alumni office. He briefly explained the 1,000 conversations goal that was presented by Hal Abrams to Institutional Advancement.
- Discussion – Black & Orange Parties
 - Almost all board members attended a Black and Orange Party and nearly everybody attended a party in the past.
 - Brian asked for standard format to do a toast. Andrew responded that it's up the volunteers.
 - Andrew reported that the number of Black and Orange Parties has dropped from 70 to 49, eliminating cities with smaller amounts of alumni. 1600 signed up; last year 1800; 1000 attended last year, 1000 this year – spent less time putting names into database.
 - Students called to confirm day prior to event. Simone asked for suggestions from board for creative venues.
- Class Correspondents
 - Andrew reviewed class correspondents projects – alumni will reach out once or twice a year to their class to encourage class note submissions. Board of Alumni members are not encouraged to be

correspondents; help fill holes where they are needed. Send suggestions to Angela Torretta.

- A rise in class notes will prove concept is successful. Provided a handout to the board to use to reach out to potential class correspondents.
- *Sponsorships*
- Introduction of Hal Abrams, Vice President of Institutional Advancement
 - Frank Dillow introduced Hal Abrams who addressed the board.
 - Hal explains his vision about alumni engagement, student-alumni connections; increased philanthropy; enabling alumni donors to fulfill passions and visions for grand ideas.
 - Question and answer period followed.
 - Rocky requested specific things that the Board should be helping with. A vision and specific tasks for the Board to do.
 - Hal provided some clarification of specific tasks to the board concerning how to reach out to alumni who are not interested in attending class reunions, who are not engaged with the college. He recommended engaging them in career development discussions with students focusing on the entrepreneur program and by reaching out to non-alumni business associates to come to campus and share their success with the students.
 - Andrew will provide the board with a document prepared by Dean Jordan on the entrepreneurship program.

Careers for Pioneers and Lunch at 11:50 AM

Board reconvened at 1:45 PM and took board photo

- Anthony Ruiz, President of SAA, introduced himself and spoke briefly about the Student Alumni Association.
- Jessica Stern made a suggestion that some non-profits invite non-Board members to join ad-hoc/project committees as a way to give alumni experience being part of the Board before joining; grooming future members. Andrew replied in the current Board organization there probably is not formal room for something like this, but the committees have the capacity to create project committees or liaison (Alumni of Color Advisory, for example). Frank would like to ask the committees themselves and the executive committee should put forward proposals if they were interested in pursuing this. Alumni Leadership Scholarship selection committee is an example.

Committees Meet to Finish Work Plan

Administration (Vicki)
Communications (Rocky)
Events and Volunteers (Carla)
Fundraising (Beth)

BOA Committee Reports

Administration/Best Practices Workplan

- Vicki reported on best practices goal to wrap up in June
- Bylaw review – exploration by February; February-June make recommendations for changes at the June meeting. Grant Frey and Jason Stanford in charge of the bylaw review.
- New member selection.
- Andrew recommended group interview Alan Humphrey and Amelia Wilcox on bylaw review.
- Frank recommended group to include Carol Timm in the nomination process as she will be President.

Motion: To adopt workplan for the Administration Committee. Don moved, Bob seconded. All in favor. Motion passed.

Communications – Rocky Campbell

- Rocky Campbell reported on social media plan for promotion. Rocky will set up a survey to track which handle.
- Pub/Com “brag sheet” was passed out – updated once a year. Needs something more regularly updated to make sure athletics, current events/successes are part of the conversations. Social media needs to be current.
- Beth suggested to look at the Fundraising Committee workplan and see if there are fields that can be filled in.

Motion: To endorse the direction of the Communications Committee as described by Rocky Campbell. Beth moved, Aukeem seconded. All in favor. Motion passed.

Events and Volunteers – Carla Cavenago-Salazar

- Carla reported on the Events Committee workplan. Focused on fall and spring projects
- Fall/Winter – Student Scholarships.
 - Find five people to be on the committee to select the scholars. 2 BOA and 2 non-BOA, 1 Alumni of Color. Reading applications, scoring/ranking, interviewing. Applications will be due January 30. Two weeks for committee to review. Interviews will take place the day before the meeting.
- Winter – Honors Banquet
 - Tighter ship. Members of the Board introduce the award; video about the awardee; honoree will speak for three minutes – thank you for the award. Cathy has volunteered to call all the winners to stress the three minute remark cutoff. Music in the background. More diverse entertainment to make sure the event is not monotonous. Idea to have an alumni artist will design awards instead of giving plaques.
- Summer – Reunion, Black and Orange Parties

- Top-level calendar of annual events to be distributed to the Board. Includes local, regional, etc. events.
- Will provide ongoing support to SAA events.
- Vicki hopes that the honorees will not be given too little time since they are such outstanding individuals. Introducers are the problem. There will be structured through limited videos.
- Andrew reported that the goal for the Honors Banquet is to substitute videos for the introductions. The plan for the scholarships was to involve more BOA members in the interview process. Carla and Carol agreed on the plan. BOA members who will be here before the Honors Banquet will interview scholarship candidates.
- Frank emphasized the need to remember that these are distinguished awards and should be considerate of the feelings and emotions that the awardees/introducers are experiencing. Do not diminish the event by reducing the time allocated to each honoree.

Motion: To endorse the workplan of the Events Committee as described by Carla with consideration of comments made regarding dignity and meaning of awards and recognition of those people in writing. Rowe moved, Gurski seconded. All in favor. Motion passed.

Fundraising – Beth Halvorsen

- Beth reported the increased participation in Leadership Society, renewal rate.
- She reported that her committee is working from the workplan that was written last year. The plan is to look at the giving level, potential increases for the next fiscal year with possible reduction into less groups
- Committee will call members of the group to solicit feedback on the increases of the giving levels; members were asked to contact her and Aaron directly to offer their thoughts. Goal is to have larger portion of the BOA in the Leadership Society.
- Potential to support Heritage Society membership/estate planning for the Board
- Student philanthropy; addressing improving student relationships to giving.
- Changing wording – fundraising is not necessarily what the committee does; members are ambassadors.
- Aaron Whiteford reported that Annual Giving solicitations have moved to more of a 12-month process instead of end-of-year and end-of-fiscal year giving.
- Beth is working on a personal letter writing (handwriting) campaign to former Board of Alumni members to increase giving.
- Members of the Fundraising committee are Brian Federico, Hillary Dixon, and Anthony Van Nice
- Frank commented on financial obligation by board and asked them to reconsider if not already participating in stewardship program.

Motion: To endorse the workplan of the Fundraising Committee as described. Rowe moved, Gurski seconded. All in favor. Motion passed.

Best Practices Workplan – Brian Gurski

- Brian Gurski reported on best practices project committee, Bob Rowe, Michael Holtzclaw, Rocky Campbell, Brian Federico, Grant Frey, Aukeem Ballard, and Hillary Dixon.
- Will be surveying other peer institutions and report back to the board; how to help alumni connections with alumni and students.
- Goal to have everything wrapped up before June.
- Beth would like to vote on something written. Discussion on procedure was held. Jason told Board that a vote was needed to endorse the project as described orally, not the words of the project.

Frank asked each chairman to submit a written workplan following the meeting, to be included in the February packets.

Motion: To endorse Best Practices workplan as described. Jason moved, Beth seconded. All in favor. Motion passed.

Wrapping Up (Frank Dillow)

Final work plan discussion

Homecoming & Careers for Pioneers feedback

- Positive feedback received on Hall of Fame and Student Alumni events.
- Homecoming Fun Run was great even though only about a quarter of registrants showed up.
- Careers for Pioneers – good, but students seemed less well prepared overall. Less upperclassmen. Students did not have questions in advance as before. Andrew shared signups this year were slower than previously.
- Andrew asked if the Board would consider changing format to less BOA needed, less students, but they are more prepared? A brief discussion was held.
 - Cathy suggested involving faculty academic advisors to give a pitch for Careers for Pioneers. Angela and 3CE do reach out to faculty to encourage them to promote Careers for Pioneers.
 - Don suggested it's an opportunity to get the alumni volunteers involved on a greater scale.
 - Grants suggested having students know which alumni are attending and what they do. Andrew agreed.
 - Brian Gurski suggested having the financial office as an ally in referring students to Careers for Pioneers.

- Jessica Stern suggested having students as they register attend a 30-minute preparatory session with 3CE. There was concern the lower turnout was due to Minda being away for a year.
 - Rocky suggested having students show up 10-15 minutes early and go through a brief training session.
 - Cathy was happy to talk to the students about anything they wanted feedback and advice on and guide the conversation if needed.
 - Stephen suggested having BOA go to Fields and crash student tables.
 - Aukeem suggested program the meal cards to not swipe in Fields for the day that the meal takes place at Careers for Pioneers.
- Andrew asked board to send feedback to him via email
 - Frank recommended finding freshman and sophomores and let them know someone cares about them having a decent careers

Frank thanked Jessica Stern for her service to the board.

Meeting adjourned at 4:35 pm