

Lewis and Clark College
Board of Alumni
June 23, 2013

Board Members Present:

Rocky Campbell
Carla Cavenago-Salazar
Curt Copenhagen
Hillary Dixon
Brian Federico
Don Floren
Grant Frey
Brian Gurski
Beth Halvorsen
Mike Holtzclaw
Cathy Kirkland
Annette Klinefelter
Vicki Kreimeyer
Dan Metcalf
Carol Timm

Board Members Absent:

Aukeem Ballard
Frank Dillow
Ruthe Farmer
Bob Rowe
Anthony Van Nice

Staff Present:

Stephen LeBoutillier, Interim Director APP
Tanya Sloan, Senior Associate Director APP
Simone Wren, Associate Director APP
Angela Torretta, Associate Director APP
Avery Jepsen-Minyard '09

Andrew McPheeters, Associate VP
of Institutional Advancement
Aaron Whiteford, Director Annual Giving

Business Meeting called to order at 9:42 and approval of minutes:

Carol Timm called the meeting to order.

Board members reviewed minutes from the last meeting.

Board minutes from February 24, 2013 meeting were unanimously approved.

Presentation of Idea Tournament Pitches and Voting – Team Leaders

Brian G. gave brief instructions for the pitches, asking each team to present one project, the steps needed to be taken before the October meeting, and who will lead the project.

- **Group A –Carol, Rocky, Don, Beth, Curt (Carol presented)**
 - **Alumni-Alumni:** More involvement by board members in Black and Orange parties; recommended mirror B&O parties with a service project in the spring.

- **Alumni-Student:** work with the Pioneer Log to have a column or article about alumni, by alumni. Carol might lead this. “Do you know” type of information so they see how alumni are engaged. Alumni profiles.
 - **Alumni-College:** Working with career office to bring alumni to do informal career info workshops. “Ales with Alumni” or “Beers with Pioneers” focusing on one person explaining their trajectory from L&C to where they are now.
 - Brian F. – alumni giving informal talks in classroom
 - Vicki – use Outstanding Alumni for this role
- **Group B – Brian, Michael, Lynn, Cathy, Vicki**
 - **Alumni-Student:** Cathy - Incoming freshmen, identify kids from hometown, host in home sometime early in freshman year (week after orientation?), foster personal relationships with students early on. Connect with students in hometowns and in Portland.
 - Vicki – Send-off parties happening currently –make sure broader alumni community is informed about hosting send-off parties. BOA members encouraged to attend/host.
 - Stephen – discussion of Summer Send-Offs. Select alums are invited (volunteers or BOA members), incoming parents/students, few current parents (generally members of Parents Council, or volunteers). Identify parents with capacity for hosting parties via Parent Information Forms.
 - Beth – Requested a bio on hosts of event invitations – educate BOA members on how they can be valuable.
 - Mike - volunteering BOA members to fill in for staff at Send-Offs.
 - **Alumni-college:** Mike. How can we let alums know how to get involved? What opportunities exist? Cultivate future Board members in this way as well.
 - Vicki – Individual as a “class agent,” be a point person for members of the class.
- **Group C – Annette, Brian, Bob, Ruthe, Aukeem**
 - **Alumni-alumni:** Brian F . Alumni Ambassador Program – self-selecting alumni. Register travel plans with College, opportunities to connect with alumni during their travels. Way to reach pockets of alumni who are not regularly being connected with the College.
 - **Alumni-student:** Foster generational connections. Preserve stories. Capture alumni students from time they were on campus. Current students as oral historians.
 - Carol – Aukeem’s idea: physical history of classes at LC. Time capsules put into a commemorative wall.
 - Don – Cornerstone Project – placed repositories for each of 50 graduates of a class into a stone wall. Tangible manifestation of the continuity of the LC community.

- Business directory of LC alumni-owned businesses. Map, directory, social marketing campaign. Create a strong brand. Gives alumni the option to patronize alum-owned businesses. Great chance to collect data on alumni.
- **Group D – Carla, Grant, Anthony, Frank, Hillary**
 - **Alumni-alumni:** Grant: Mentoring program. Young alumni to alumni – linking up to a true mentor in their field of interest. More than just advice, steps necessary to getting into a career path.
 - **Alumni-student:** Recommending that a BOA representative (preferably president) speaks at the commencement ceremony. BOA presence at Commencement – handing out tokens, speech, physical presence of BOA members, etc.
 - **Alumni-college:** Twice a year, have a reception/social between the Board of Trustees and the BOA. **Action item.**

Voting/Break at 10:42 AM

Reconvene at 11:10 AM

Administration Committee Report – Vicki

Vicki reported on the Administration Committee's recommended changes to Bylaws to clarify roles, major changes to the voting process to simplify it, and to simplify the committee language.

Vote on Bylaw Revisions

Motion: To vote on bylaw revisions, amending bylaws as presented. Beth moved. Dan seconded. All in favor. Motion passed. Revisions approved by all members, changes effective immediately.

- **Discussion of new member candidates**
 - Vicki reported:
 - Jason Stanford and A. Lynn Jesus resigned; Brian Gurski's term ended.
 - Three vacancies on the Board due to resignations or retirement.
 - 11 completed applications from people interested in serving on the Board, Committee interviewed 10 applicants. 6 outstanding (new) candidates, 5 current BOA members eligible for re-appointment.
 - 8 votes maximum.

Vote on new members

- ***Discussion of nominations for alumni awards (Carol)***
 - Carol reviewed nomination process to the board.

- Mix of genders, classes, fields of expertise, promote ideals of College.
- Change to ballot removed Nicole Rager Fuller from voting. She will be awarded due to extenuating circumstances and not being able to attend the last honors banquet. There will be two awards for Outstanding Young Alumni.
- All nominees were reviewed and a discussion was held by the board prior to voting.
- Pioneer Alumni Leadership will not be awarded this year.

Motion: Nicole Rager Fuller should receive Outstanding Young Alumni award (offered in the past, had to decline due to extenuating circumstances) – select two recipients for 2014 awards ceremony. Dan moved. Hillary seconded. All in favor. Motion passed.

Vote on Honors Recipients

12:10 PM - Lunch, Executive Session (no staff)

Search for Alumni and Parent Engagement Director – Andrew

Communication Committee Report – Rocky

- Sending survey out to BOA members to gather correct contact information, social media preferences, engagement with College, personal interests, majors, etc. Connecting BOA members with appropriate opportunities. Creating a digital archive (Google Doc) of information for the Board. Space to share documents between members.
- Elevator speech: 2 to 3 sentences, then talking points to cover in own words.
- Developing tangible hand-out (to have available at Black & Orange Parties, etc.) that details how alumni can get involved with LC.

Fundraising Committee Report – Beth

- October: come up with a strategy, present a draft, vote.
- 100% participation at commitments that all BOA members made. Alumni donor numbers are up. BOA members could help IA gather data to help fill in blanks on their research, assist in thanking donor

Motion: To ask for a motion to approve the Fundraising Committee's Work Plan. Mike moved. Dan seconded. All in favor. Motion passed.

Events Committee Report – Carla

- Reunion debrief – Carla/Tanya

- Tunnel tours were great, suggestions for wine tour to be held on Saturday instead. Video, speaking at BBQ not effective. Speaking needs more conducive location next time.
- Bring class parade back to Reunion Weekend as way to connect younger and older classes, opportunity for speaking.
- Hillary – figuring out way to draw people’s attention, classes identifying themselves, focusing attention on speakers
- Carla – having the BBQ later in the day might help attract local alumni, keep them on campus for other events later in the day
- Vicki - BBQ is a place to reconnect with other alumni, not a good place to try and focus people’s attention
- Carla - outdoor dining between Howard and Bodine
- Carol – put names on both sides of nametags
- Don - Albany Bash – set up quiet space with dining tables separate from music space
- Carol – BOA table combined with information booth
- Rocky – Put a BOA member at each reception, natural talking point
- Dan and Hillary – Like the timing of the BBQ for attracting those alumni not celebrating a milestone reunion to campus earlier

APP Report

- Year-end report – Stephen
 - Cross-department collaborations, Alumni of Color supper clubs. Senior Experience events this spring.
- Summer send-offs – Stephen
 - Will send more information out to board members re: hosts, locations.
- Black and Orange Parties – Simone
 - November 6, 2013 Black and Orange Parties will be held.
 - Will include more robust career networking push and activities.
- Homecoming – Angela
 - October 4-6, 2013 Homecoming & Family Weekend will be held.
 - Special events include an English affinity reunion and events building awareness of 100th birthday of William Stafford in January 2014.
 - Parent-specific events introducing resources on campus.
- Reunion 2014 Preview – Tanya
 - Exploring possibility to add more classes. Continuing to work on ways to lower the cost of the weekend to the College, possibly by decreasing subsidies and/or staff time.

Albany Society Report – Don Floren

- Good support from APP department, not enough support from BOA. He would like to see more involvement, put BOA members on mailing list.
- Publication of the Gatehouse newsletter, improving communication among Albany Society Members, maybe starting some affinity groups.

- Upcoming annual picnic in August.
- Good turnout from 50-year class at the Albany Bash.
- Looking for a way to make the Holiday Luncheon more popular, maybe in conjunction with the President's reception.
- Working to re-establish connections with older classes, move toward fundraising.
- Mike suggested BOA members should make more of an effort to attend Albany Society events, especially during Reunion Weekend.
- Don reported a miscommunication with the Bash event, people thought it was exclusively for Albany Society members.
- Annette encouraged BOA members to forge relationships with older alumni in their areas.

Alumni of Color Subcommittee Report – Carla

- Successful Alumni of Color suppers. Students felt comfortable, strong impact. Helping to grow the group, more interest in attending events.
- Recruitment of faculty, students to the group. Resources for students of color.
- Rocky reported that two separate students approached him to say how much they enjoyed the suppers
- Carla recommended implementing informal mentorship program. Network with other alumni to engage with students.

Voting Results – Carol

Members Reappointed:

Aukeem Ballard
Rocky Campbell
Mike Holtzclaw
Cathy Kirkland
Annette Klinefelter

New Board Members:

Chris Wood '82
Jim Robertson '78
Mary Devlin '68, M.A.T. '71

Honors recipients:

Don Balmer: Dell Smith

Outstanding Young Alumni: Nicole Rager Fuller and Isaac Holeman

Distinguished Alumni: Margaret Coker

Ideas Tournament results and recruitment – Brian G.

Alumni-college: Alumni-owned business directory – headed by Brian F., Rocky, Mike to assist.

Alumni-student: Oral history project – collaborate with Albany Society members, history department – headed by Annette and Don. Hillary to assist. Staff member from APP. Don – important to collect data now.

Alumni-alumni: Improving/bolstering Black & Orange events. Headed by Rocky. Beth. Dan to assist.

Other business

Brian- Best Practices project: 9 peer institutions interviewed. How LC's BOA fits into the practices at other universities. LC's involvement/fundraising has struck a nice balance, compared to other schools.

- Trustee board connection with BOA – a practice seldom seen in other schools. BOA as a bridge to Board of Trustees.

- Service Day

- Using social media to connect to alumni, not used enough

- Our awards seem to be a high-integrity process compared to other schools. Actively engaged in recognizing alumni.

- Alumni groups built around affinity

- Active chapters – geographical outreach, local presence

- Getting students to give as early as possible in their college careers

- How to measure success? How is engagement measured?

Hillary – Black & Orange Parties as a way to measure engagement

Stephen – track metrics, active volunteers, reach out to alums who we have not had contact with.

Annette – give BOA members information about alums in their area, attend Black & Orange parties

Mike – alumni trips, intimate trips led by emeriti faculty, opportunity for alumni to re-experience their overseas experiences. Cost-neutral, organized by alumni?

Brian F. – market research to gauge alumni interest, maybe at B & O parties

Adjourn: 2:52PM