

Lewis and Clark College
Board of Alumni Meeting
November 2, 2014

Board Members Present:

Aukeem Ballard
Jonathan Burton
Rocky Campbell
Carla Cavenago-Salazar
Dolores Chenoweth, *chair Albany Society Board of Directors*
Curt Copenhagen
Mary Devlin
Hillary Dixon
Isabella Fabens '15, *president, SAA*
Brian Federico
Grant Frey
Mike Holtzclaw, *president-elect*
Cathy Kirkland
Annette Klinefelter
Vicki Kreimeyer
Dan Metcalf
Jim Robertson
Robert Rowe
Carol Timm, *president*
Anthony Van Nice
Chris Wood

Board Members Absent:

Ruthe Farmer
Barbara West Whitaker

Staff Present:

Bea Freilich, administrative coordinator
Stephen LeBoutillier, senior associate director
Andrew McPheeters, senior director
Ginger Moshofsky, associate director
Angela Torretta, senior associate director

Guests Present:

Hal Abrams, vice president, Institutional Advancement
Lincoln Boyd, student body president
Anna Gonzalez, dean of students
Shana Levine, athletic director
Arena Morillo '15, vice president, SAA
Connor Adams, graduate assistant

Business Meeting called to order and approval of minutes

Carol Timm called the meeting to order at 8:30 a.m. Bea Freilich, administrative coordinator, recorded the minutes. A quorum of members was present, and the meeting, having been duly convened, was ready to proceed with business. Timm reviewed the agenda and welcomed new board members, Jonathan Burton and Dolores Chenoweth, along with everyone to the meeting. Curt Copenhagen announced that Dolores is the first woman president of the Albany Society.

Timm presented to the Board the minutes of the February 23, 2014 meeting for approval. Jim Robertson proposed to incorporate by reference or attach board reorganization documents concerning committees and liaisons as well a PowerPoint presentation previously provided by Timm. Andrew reminded members that all attachments are online but will amend these minutes by adding attachments.

Motion: Amendment to motion to approve minutes with attachments. Mary Devlin seconded. All in favor. Motion passed.

President's Report (Carol)

Timm reported on the reorganization of the Board into committees and liaisons. The committees and liaisons were arranged within two weeks following the last meeting. Carol thanked Mike Holtzclaw for standing in for her at Convocation.

She reported on the Hall of Fame dinner that was held separate from Homecoming this year with over 200 in attendance. The Hall of Fame event will return to Homecoming weekend next year. She reported that Bill Nye, the Science Guy, spoke on campus to a sold out crowd.

Timm reported on the remodeling of Forest dorm for upperclassmen and that it is now energy efficient. She also reported that the stadium has new LED lighting and spoke of the launching of the Entrepreneurship Center. She recommended the members talk with students who are involved.

Timm reported that the Black and Orange parties were a huge success.

One upcoming event in 2015 will be the celebration of the Northwestern School of Law's 100th anniversary, with its 50th year on the Lewis & Clark Campus. The 150th anniversary of Lewis & Clark will be in 2017. Ideas are being requested by Lewis & Clark's Board of Trustees on ways to celebrate the events.

Timm reported on the Board of Trustees meeting that was held on Friday. There was discussion about the work the Career Development Center (CDC) is doing and its focus on students' connections with alumni. The CDC is looking for internships and mentors. It will be starting a search for a new director soon.

Timm reported that the Board of Trustees held discussions concerning college life and sexual misconduct, and the continued steps that the school has taken to provide training to staff and students to address this issue, including an upcoming bystander training.

She also reported on the presentation by Assistant Professor of Chemistry, Casey Jones, who is working with two of her students to research the transformation of one of wine's natural properties into a treatment for coronary heart disease.

Timm introduced a current student, Lincoln Boyd, who is the student body president. He previously made a presentation to the Board of Trustees about the student-led ASLC project to provide fellow students with financial assistance when in time of need to pay tuition and to continue attending classes. He reported that the ASLC is working with Institutional Advancement and Financial Aid on this project. Students are making donations to the ASLC that will go directly to the student in need. This project is called Pios for Pios. Donations are received from students, but can also be received from parents, trustees, alumni, faculty and staff. He reported that President Glassner and two Trustees are matching contributions that are collected. This is a first-time project that was started in June and he hopes it will continue forward. Donations can be made online. The Board provided positive feedback to Lincoln concerning the project.

Hal Abrams, Vice President of Institutional Advancement

Hal Abrams provided an update on Institutional Advancement. He spoke about engagement and the next critical step to keep involved. He spoke about the revamping of the CDC with offerings of mentorships and internships as a vital way to open doors. He also spoke about the Entrepreneurship Center for students to sharpen their skills and offering touch-point opportunities to bring back speakers to share experiences. Board members provided feedback.

Administration Committee Report (Vicki)

Vicki Kreimeyer reported that Grant, Mike, Jim, Dan, Barbara and Mary are members of the Administration Committee. She asked that any issues with bylaws be reported to her. She reported on the upcoming board vacancies as three members complete their second term: Ruthe, Curt and Robert. She asked the members who are eligible for a second term to notify her if they are interested in continuing on the Board. They are Grant, Anthony and Dan. She noted that two members who were appointed, Barbara and Aukeem, are

eligible to serve for their own first term. Members need to advise her of their decisions by November.

Kreimeyer reminded members to make their board nominations online on the Board's website. She asked that the website be updated to remove Frank as president and replace it with Carol Timm's name. She reminded members that the nomination deadline is midnight on Feb 28th and that all members can be involved in interviews, with two on each interview, and that vetting is critical.

Conversation with Shana Levine, Athletic Director (Grant)

Grant Frey welcomed Shana Levine, the new athletic director, to the Board meeting. Levine provided an overview on all sports activities, goals and recruitment processes as well as a summary of her background.

Her goal is to have a well-respected athletic program without lowering academic standards. She also reported that the Pioneer Athletic Club has 600+ members and donations are increasing.

A discussion was held and some feedback from Board members ranged from identifying alumni who are former student athletes to going on the road with her presentation and goals to get more PAC members. Recommendations to invite teams back during reunions to build on affinities and giving back to the college were received. She reported on the percentage of students participating in athletics over a four-year period at 17-18%. She oversees Intramural sports, while Club Sports is overseen by Student Activities.

Levine responded to questions from Chris Wood concerning health and fitness, reporting that the students' pre-requirement of taking PE classes in order to graduate brings the percentage to 100%. There was a discussion about the Beat Bob event that was held recently on campus and the focus on lifelong fitness.

Levine noted that the athletic facilities are open to everyone, thereby reducing time pressures, offering fitness-type classes, non-traditional sports, strengthening and conditioning teaching, and is not solely for athletes.

Curt Copenhagen commented that Levine attended the Albany Society meeting last month. She responded that she wants to get back to that rich history in athletics and craft a message about lifelong athletics.

Rocky Campbell mentioned the southern California athletic events at Claremont and asked her to encourage coaches to reach out to the Board and alumni to host them in cities when traveling, that they are willing to help and have former athletes on board, and to directly invite PAC members to host teams.

Andrew introduced Connor Adams, a graduate assistant from the Student Affairs program, who was observing the meeting. Andrew passed out the Board Roster for members to update their information.

{Break}

Reconvened: 10:45 am

Alumni Outreach Committee Report (Dan)

Dan Metcalf reported on the Outreach Committee goals, but has no active plan yet. He reported on three goals for the committee: 1) alumni honors nominees to bring more diversity; 2) support other committee goals; and 3) involvement of alumni in general beyond financial giving.

Andrew asked the Outreach Committee or other committees for perspective on how to get people to more events.

SAA Committee Report (Carla, Isabella, Arena)

Carla Cavenago-Salazar reported on the SAA Committee. The committee is working on inviting students to be ambassadors to the Board and be mentors to students. She reported that students interested in being ambassadors need to submit their applications in January. She recapped the Tailgate event where ambassadors and Board members both attended. The SAA is scheduling phone calls for the second Sunday of each month at 4pm.

Isabella Fabens '15, student alumni association president, introduced Arena Morillo '15 as the student alumni association vice president. Isabella reported on SAA ideas following the SAA retreat: creating the vice president role, keeping tradition of retreat, and holding informal dinners with local board members. She plans on possible informal skype meetings as mentorship, one-on-one, at Entrepreneurship Center. The SAA is working internally to get organized, create a model of what SAA does, and working with the Board to integrate all the students. She reported that the launching of the Entrepreneurship Center has been incredibly inspiring, and that talking to someone who knows and gives advice, and providing professional advice to families, as being significant ways to help them.

Discussion was held about having SAA biographies on the Board website, how local members can be more involved, reaching out when on campus, and carving out the last five minutes at the end of our meeting for ambassadors to come and get to know the Board. The total number of ambassadors is 18 with some abroad. She asked the Board what they want to hear from SAA and how they preferred to be updated. The general consensus was emails vs. links. It would be helpful to know where the student ambassadors are during summers for internship support process. The Board will work with the SAA to judge the effectiveness of programs. The wearing of SAA buttons was a great idea by Ginger Moshofsky.

Alumni Recognition Committee Report (Cathy)

Cathy Kirkland reported that the committee members are Anthony, Chris, Curt, Hillary and Rocky. Support staff is Angela Torretta. The committee is working on the awards

for the Honors Banquet to be held in February 2015. They are also building a pool of nominees for selection for 2016 awards. Board members were asked to submit honors nominations online. Cathy is considering placing an ad seeking nominations in the upcoming Chronicle. She was reminded that nominations remain in the pool for three years or in the case of Young Outstanding Alumni, if the nominee ages out, then that person drops off that list.

Entrepreneurship Liaison (Anthony)

Anthony Van Nice reported on the Entrepreneurship Center and has invited Michael Kaplan, director of the Center, to the board meeting in February. He reported on last night's Entrepreneurship dinner. The theme was the crossroad of entrepreneurship and liberal education. The Entrepreneurship Center is focused on non-profit as well as other businesses. Anthony sees this center as well-positioned at the college.

Anthony asked for the following from the Board: 1) sign up and participate in a mentorship program; he indicated that the application process is online; and 2) bring notable leaders back to campus, through personal connections, and to come in and donate time.

Admissions Liaison (Mike)

Mike Holtzclaw reported on his meeting in August with Erica Johnson, director of admissions and Anastacia Dillon, director of financial aid. He discussed the ACE program's demise and what was not working with that and how to strategically involve alumni in the admissions process. He reported on financial aid concerns and misconceptions. He reported on the SALT program for students. He discussed transfer students and reaching out to community college students. He reported that the fall term began with a bigger, more robust class. He reported a low retention of freshman to sophomore years.

McPheeters reported directors had been asked to prepare a 2nd budget with a 10% decrease to prepare for a potential decrease in the overall budget. Holtzclaw made recommendations on how to keep students coming back.

Albany Society (Dolores)

Very engaged! Dolores Chenoweth reported that the Albany board increased with 10 more active members and 6 new potential board members at the meeting in November. She reported it was pushed by the Gatehouse newsletter with a large emphasis on how to get involved and keep involved. During the planning meeting in September, the Albany board firmed up government rules and regulations and setting up bylaws. The board has meetings every month with speakers from campus to keep up-to-date on what is happening. Don Floren is heading up a project for three events a year by the board, i.e., back to the future. The Albany Society has a membership of 24. Chuck Charnquist, who is the liaison with the Gatehouse publication, will add the Board of Alumni to its mailing list.

Diversity & Inclusion Committee Report (Brian)

Brian Federico reported that the committee was born out of Board restructuring and race affairs on campus. They are identifying campus partners to keep in touch with and the Alumni of Color as a key constituency. The committee's specific goals will be to close the loop with the Alumni of Color by working on a formal response and moving forward as stewards of progress. Aukeem Ballard reported that he has created a workshop with his organization and will send it out to the Board. McPheeters offered to provide facilitators if needed and to provide Carol Timm with feedback.

{Transition to Careers for Pioneers}

Careers for Pioneers

{Transition back to Meeting Room}

{Photo of Board}

Reconvened: 1:24pm

Conversation with Dean of Students, Anna Gonzalez (Aukeem)

Anna Gonzalez spoke about the state of the college and its 2nd largest class graduating this year. She reported the trend to living on campus with great, improved facilities. She offered a tour to the Board.

Gonzalez reported that first and second year students were contacted by the CDC to meet with counselors. The CDC has hired an Employee Relations member, Chrys Huggins, who is in charge of seeking internships. Gonzalez reported on the successful student-driven event that was held on campus: Bill Nye, the Science Guy, to 2000 people with overflow crowd in the Chapel. The cost of \$40,000 for the event was featured in a current Pio Log editorial concerning use of student funds. She disagreed with the editorial and has been meeting with various people and students about the historical event. She reported on the student project, Pios for Pios, and that some of the trustees and the president are matching funds raised by students.

Gonzalez reported the difference between this fall and last with this one showing as positive experience for students. She reported on the retention issue with 4 year graduation rate at 67%; 6 year graduation rate at 85%; and 1st/2nd year retention rate at 87%. She asked for help from the Board to support initiatives such as PSI for 1st year students. It's a non-credit first year class that students have to take. Andrew and Stephen from APP have been instructors, along with other faculty in the PSI courses. She reported on the training and connections that students gain. She requested the Board to help identify future Pioneers from connections, to bring them to LC. She noted that legacy is a strong connection and if they come, they will stay.

Gonzalez responded to questions from the Board and received feedback from them. She will find out more about guaranteed tuition as was mentioned by one Board member. She

talked with one Board member about transfer students' problems with engagement and identifying with the college.

Gonzalez talked about the hate/bias policy and the Walk-the-Talk movement. She reported where students are at, the fallout within the group on racism being too harsh, and their free speech concerns. She will send two different articles on it to the Board from the student's point of view. They want to be heard and not wait for it to happen again. This won't stop when Walk-the-Talk students graduate. Hiring practices have been changed to hire more diverse staff and faculty.

Gonzalez reported on the career trail map handout to students, helping them to think about how to do what, how to network, mentorships, med/nursing testing and timing, connecting to alumni and parents in non-threatening environments such as dinner with pios or small gatherings to talk about what to do with life, interests and how to help. If pursuing medical careers, for example, by using the CDC to find out more about research labs, rural medicine in Burns, faculty pre-med advisors, research connections with OHSU.

Gonzalez talked about courses that students need to be taking before they finish, to be determined earlier for sciences/biology, computer science, career trajectory in sophomore or junior year at best. She provided this type of information to parents and students during Coffee with Deans at Homecoming concerning internship opportunities and use of the CDC. She remarked that the CDC will be searching for a new director soon. She prefers the new director to be a hub for all internships and to manage people but also be the primary counselor and not necessarily from higher education. She is holding off on the search until the wage is higher. She wants the CDC moved to a more central location. She is concerned that students are not really talking to each other and joining too many organizations. She proposed a one day planning day on leadership coordinated by a student intern.

{Break}

Career Support Committee Report (Rocky)

Rocky Campbell reported on his working with the CDC with staff members Nina Olken, interim director, and Anna Gonzalez, dean of students, to determine which initiatives to be of best use to them. The committee is not creating its own initiatives, but instead will work with leaders of the college to assist with theirs and to tap Board resources. The committee needs local presence to help find those resources. He noted three things the Board could do: 1) be involved and participate in LinkedIn; 2) be a member of Alumni Career Corps; and 3) register for mentor connections program through the Entrepreneurship Center. He did note that many are already involved.

There are two different programs; the mentor program is short term. Alumni Career Corps is long term and an extension of the CDC. The Alumni Career Corps emerged from the Board. Original proposal is in the binder.

ACTION: Rocky will send email to Board with three links for registration.

Director's Report (Andrew)

Andrew McPheeters has been serving on the Career Advisory Board to create a theme to organize efforts externally to recruit internships. He reported the impact in his department on the urgency to collect biographical alumni data, specifically job/titles for reaching out for internships. Career development is the highest priority and other revenue-generating projects. Sophomore majors evening has been funded and will be held on Thursday, Feb. 19th in the Chapel with faculty and alumni speakers. He will be reaching out to committees for assistance on the project. Future dinners with majors will continue being held on campus.

McPheeters thanked Isabella Fabens, student alumni association president, for her help with the board. He reported that Tanya Sloan, important part of his team, has moved to Mercy Corps, so his office is in a time of transition. Tanya will be attending Alumni Weekend 2015 and will be hosted to all events and lodging.

McPheeters announced that Angela Torretta has been promoted to Senior Associate Director. He has posted her former Associate Director position internally and it closes Tuesday. He will hire in the next two weeks and the new hire will begin working in December. Angela will be on FMLA for three months, and he has hired Dith Pamp '11 to cover during her absence. Dith will work part-time for the next couple of months and then full time from January to June.

McPheeters reported on a recent international initiative hosted by Greg Caldwell and Amal Mansour. They had a successful gathering in Abu Dhabi with 80 alumni, friends and AES graduates. McPheeters wants to have a future conversation on how to connect with alumni activities, chapters and groups in Seoul/Tokyo and have one of them come to campus.

McPheeters reported on an additional initiative that has been approved. Alumni & Parent Programs partnered with Joann Geddes, Instructor and Director in American English Studies, to have alumni events in Seoul/Tokyo to help repair relationship with the English Language School. Joann is marketing to folks in Seoul/Tokyo.

McPheeters reported the he will be sending out a proposal for the next meeting to have brunch with the Parents Council. He would like to set up a joint activity with the law school board and that will be discussed later.

Debrief about Black & Orange (Andrew & Ginger)

Ginger Moshofsky reported on the Black and Orange parties. The parties went from 66 to 44 this year. Groups formed and completed survey questions concerning Black and Orange. Angela requested the Board to provide any feedback about Homecoming to her.

ACTION: Board to send feedback about Homecoming to Angela.

Update about Oral History Project (Angela)

Angela Torretta reported on the project having both faculty and emeriti faculty interviewing with 18 students. She will send the Board a full list of participants. She reported they are wrapping up the project and determining how it will be used. The project will continue next semester.

ACTION: Send full list of participants to Board.

Institutional Advancement (Jim & Madeline)

Madeline Pruitt and Jim Robertson reported on the successful 1015 by 10/15 challenge working with Alumni & Parent Programs and gaining 1400 donors. There will be more assignments in the spring. Madeline requested the Board to send advice to her. She requested the Board to support the Pios for Pios project. She will send Board members an email next week with a reminder to make calls. She is not assigning calls, but instead it will be up to the members to decide who to call. Each month she will send a new list they can do when able.

Plan for Next Meeting/Expectation Setting

The February meeting will include the Honors Banquet to be held on Friday night, all Board members to attend. An all-day trustees meeting will be held on Friday 8-3. Carla will be holding interviews of student ambassadors on Friday. Possible committee meetings will be held Friday afternoon and Saturday morning. An 11:30 am social networking with Parents Council brunch is planned with an afternoon regular meeting and a social in the evening and committee meetings on Sunday.

Idea Generation – Agenda Prep for Feb Meeting

Celebration drinks/snacks for fundraising success

Adjourn: 4pm