

Lewis and Clark College
Board of Alumni
February 24, 2013

Board Members Present:

Aukeem Ballard
Rocky Campbell
Carla Cavenago-Salazar
Curt Copenhagen
Frank Dillow
Hillary Dixon
Ruthe Farmer
Brian Federico
Don Floren
Grant Frey
Brian Gurski
Beth Halvorsen
Mike Holtzclaw
A. Lynn Jesus
Cathy Kirkland
Annette Klinefelter
Vicki Kreimeyer
Bob Rowe
Carol Timm
Anthony Van Nice

Board Members Absent:

Dan Metcalf
Jason Stanford

Staff Present:

Stephen LeBoutillier, Interim Director APP
Tanya Sloan, Senior Associate Director APP
Simone Wren, Associate Director APP
Angela Torretta, Associate Director APP
Anthony Ruiz, SAA President
Bea Freilich, Administrative Coordinator

Hal Abrams, Vice President
of Institutional Advancement
Andrew McPheeters, Associate VP
of Institutional Advancement

Aaron Whiteford, Director Annual Giving

Best Practices Committee meets (Brian Gurski)

Business Meeting called to order and approval of minutes:

- Frank Dillow called the business meeting to order at: 9:01 AM
- Board minutes from October 28, 2012 meeting were unanimously approved.

President's Report (Frank):

- Frank introduced Vice President of Institutional Advancement, Hal Abrams. He also recognized Andrew McPheeters' promotion to Associate Vice President of Institutional Advancement.
- Stephen LeBoutillier has been appointed Interim Director of Alumni and Parent Programs.

- Frank welcomed new board member, Lynn Jesus who is from Bend, Oregon. She will be on the Communications committee.
- Frank announced that former board member, Meredith Price, a recent grad of Lewis & Clark will be graduating from law school and will be a clerk in the United States Court of Appeals for the 3rd Circuit Court of Appeals in Philadelphia.
- Frank reported on Trustees meeting:
 - Concern about fundraising and financial constraints.
 - Successful trip to Asia by President Glassner and Andrew McPheeters.
 - President Glassner will be attending meetings with Trustees in Palm Desert, and upcoming alumni events in Boston, New York and New Jersey on fundraising trips.
 - Entrepreneur program expanding into the community.
 - Amber Case '08 has joined the Board of Trustees.
 - Graduate School has set up a successful Counseling Center for gambling addiction off campus, looking to add other addictions.
 - Expansion on focus on fitness/wellness – adding faculty member next year, trained fitness coach.
 - Admissions is encouraging – 4% increase in tuition next year; increased discount rate by 42%, students paying slightly less. 550 freshmen this year. 60% female, need more balance; 17% students of color needs to be increased, and retention ongoing problem.
 - Continue to improve quality of incoming freshmen plus balance issues, with emphasis on athletics.
 - Board of Trustees group making financial contributions to college.

Board Member Responsibilities (Cathy)

- Cathy Kirkland gave a PowerPoint presentation based on responsibilities and liabilities for board members focusing on Fiduciary, Duty of Care, Duty of Loyalty, Duty of Confidence.

Committee Break Out:

Administration (Vicki)

Communications (Rocky)

Events and Volunteers (Carla)

Fundraising (Beth)

Board meeting reconvened at: 10:31 AM

Committee Reports

Administration (Vicki)

- Vicki Kreimeyer reported on the Administration Committee's Draft Work Plan. The committee consists of Chair, Vicki Kreimeyer, Brian Gurski, Jason Stanford, Grant Frey, Curt Copenhagen, Aukeem Ballard and Tanya Sloan (APP staff liaison).

- Bylaw revisions – overview of Bylaw pages were reviewed; will be voted on at June meeting. Jason Stanford reviewed and received input from previous presidents of the board.
- Slate of candidates for alumni board:
 - Cathy Kirkland and Aukeem Ballard’s appointments expire in June; will run for first term.
 - Rocky Campbell, Mike Holtzclaw and Annette Klinefelter first terms expiring, will run for second term.
 - Brian Gurski’s second term expires and will be leaving the board in June.
 - Board nominations to be submitted to Tanya Sloan today. Viable nominations stay in pool for three years. Applications will be sent around March 1st.
 - Viable nominees can stay in pool for three years. Need to refer to demographics form provided by Tanya. Goal to have slate of nominees by May 24th for staff to review.
 - Four questions to pose to candidates. Last question will be their question to us.
- June meeting – voting on Bylaws and Alumni Board candidates.

Communications (Rocky)

- Rocky reported on the Communications Committee Work Plan. The committee consists of Rocky Campbell, A. Lynn Jesus, Dan Metcalf and Bob Rowe.
 - Focused on serving as a resource to the college, coordinating social media; analyzing communication content and delivering strategies and making recommendations to maximize their effectiveness; sending out survey next week from Communications Committee.
 - Working on internal communications, correct emails, create centralized point of contact using google.docs for collaboration with committees.

Events and Volunteers (Carla)

- Carla reported on the Events and Volunteers Work Plan.
 - Challenged with how to get nominations for Alumni Board and Honors Awards.
 - Working with Rocky to create a unified message. Frank noted that board chair, Mark Dorman, has an elevator message and recommended board’s should be consistent with the trustees’ message.
 - Recommended board attend several events during Reunion Weekend to get new members for the board, preferably the Saturday event, capturing nominations from international guests.
 - Recommended a wall in Templeton be dedicated to award winners or past winners or a touch screen that is interactive to inspire current students and inform and educate LC community.

- Frank noted that a major renovation of Templeton (Fields, this summer) was approved by Board of Trustees.
- Scholarships were awarded to ten excellent students: \$1,000 (\$500/term). Board will meet them at next fall's board meeting. Brian Federico and Rocky Campbell made a personal lunch donation.
- Rocky was able to get an alum who works for the New York Times to volunteer to work on the Pio Log.
- Alumni of Color reception was successful and is now setting up memberships.
- Service event volunteers – food bank event, being considered. And focusing on one-day-a-year event with current students - day of giving, coincide with spring break.
- Stephen LeBoutillier asked for all ideas to be sent to him, if they are not in their work plans.

Fundraising (Beth)

- Carol Timm reported on Honors Banquet.
 - She thanked the Alumni Office staff and Tanya Sloan who coordinated the successful.
 - She requested feedback concerning the Honors Banquet from board.
 - Board members provided suggestions for next year's videos for the banquet, specifically asking for more content and to be more concise about what they did to get award, what they did at LC, and what were their contributions.
- Beth Halvorsen reviewed the draft work plan created by committee consisting of Chair, Beth Halvorsen, Brian Federico, Hillary Dixon, Anthony Van Nice, Jason Stanford, Rocky Campbell and Dan Metcalf.
 - Financial participation by the board
 - Proposing increases to recommended giving levels
 - Encouraging participation in the Stewardship Project
 - Attending on and off campus events serving as ambassadors
 - Encouraging Heritage Estate Planning as well as Annual Appeal
 - Working with Development Office targeting currently enrolled seniors establishing senior gift
 - Insuring LC Development Office communicates with board with samplings of all fundraising solicitations and communications targeted to LC alumni throughout year
- Aaron Whiteford will send board members instructions on how to donate.
- Beth requested board to send her feedback on draft plan. She will bring final plan to June meeting.

Best Practices (Brian G)

- Brian reported on Best Practices Committee report. Committee consists of Aukeem Ballard, Rocky Campbell, Curt Copenhagen, Hillary Dixon, Brian Federico, Grant Frey, Brian Gurski, Bob Rowe, and Mike Holtzclaw.

- Best practices project objective is to identify ways to continue improving the initiatives, activities and operations of the LC Board of Alumni to increase its impact on LC College, its students and alumni.
- Brian reviewed his report with the board.
- Requested anyone interested in contacting peer institutions to contact him.
- Sending chairs of committees a Google doc for questions that board wants interviewers to ask.
- Received feedback from the board.
- Aaron Whiteford reported on Mind the Gap to be held on March 6th.
- Frank Dillow commended Brian for his excellent work of taking on this project.

Ideas Tournament

- Brian Gurski provided instructions to the board for the Ideas Tournament.
 - Board members met in separate groups with one best practices committee member in each group.
 - Unedited ideas were gathered on paper.
 - Due to time limitation, the board will report back in June with notes on Google document.
 - Brian asked groups to list ideas within three categories, identify problems within each area, issues to take on, and how to address them.
 - Between today and June, committees need to meet to distill list down to 3 ideas in each category to sell back to board in June, then board votes on which ideas to move forward in pilot project. Teams present for five minutes, then voting takes place. List with best votes will be decided which one to use as pilot project. Then restore and refine idea.
 - October meeting report back with pilot project idea.
- Stephen will send the list of ideas to the board.
- Voting will be held at the June meeting.

Working Lunch

Vote on Ideas Tournament, get lunch

- Voting has been delayed until June meeting
- Next step: Ideas to be sent to each of the teams in the next two weeks.
- Teams will work together to decide on 1-3 of ideas to fit into college, student, alumni.
- Research how to sell back to board, references to other boards, communicate impact, how idea can be fulfilled, put together a pitch for team for 5 minutes at June meeting when all vote on which ideas to move forward in pilot fashion.

Frank Dillow presented a Certificate to Andrew McPheeters for his work with the board as Director of Alumni and Parent Programs. Aukeem Ballard thanked Andrew for his reaching out to him as a student on campus.

APP Report including Reunion Weekend preview (Stephen)

- Stephen LeBoutillier reported on the upcoming Careers for Pioneers mock interviews, having 14 alumni and 9 students registered. Students were asked to pay a nominal fee to be refunded if they attended. Some board members will participate in the mock interviews. The board will not reconvene at the end of Careers for Pioneers.
- He referred board members to his APP report in binder.
 - Parent programming and student programming.
 - Reunion Weekend 2013 will be held June 20-23rd this year.
 - Salmon Bake/BBQ will be held at mid-day instead of evening.
 - Registration is open. Volunteers recruiting for class reunions.
 - Large gathering for Albany Society with big band.
 - Tanya is lead on reunion.
 - Stephen provided board members with a list of all upcoming APP events from today through Black and Orange Party in November 2013. He invited board members to attend several.
 - Alumni Nominations and Honors Nominations marketing have been sent.
 - International Fair this weekend.
- Andrew McPheeters, former director of APP, reported on his new position as Associate Vice President of Institutional Advancement and his expectations and responsibilities.
 - He reported on the search for a new director of APP that will be announced in March. It is necessary to have board involved in process.
 - He reported that a task force will be assembled to re-evaluate the Careers Center.
 - He further reported on various projects and planning for the board.

Heritage Society (Sharon Bosserman-Benson)

- Sharon Bosserman-Benson, director of planned giving, reported on the Heritage Society. She invited the board to consider becoming members and is willing to assist them with paperwork. Heritage Society has 200 members.

Albany Society Report (Don)

- Invited all to attend Albany Society Bash and Dance (big band) during Reunion Weekend in June. The event is open to all.

Idea Tournament Results (Brian G)

- Deferred to June meeting.

Depart for Careers for Pioneers Mock Interviews and Roundtable Discussions

Meeting adjourned at: 2:16 pm