

# Agenda

# Alumni Board of Directors Meeting Sunday, April 23, 2023, 1–2:30 p.m. Pacific Time Zoom link

Roll Call	2 minutes	Andrei	
Welcome and Review of Agenda	2 minutes	Dave	
<b>Approval of October Minutes</b>	1 minute	Dave	
Updates from the College	10 minutes	Sarah	
<b>Updates from Alumni Trustees</b>	3 minutes	Carla	
Updates from AB Committees	15 minutes	Committee chairs	
<ul> <li>Other Updates</li> <li>Alumni Fundraising for Reed</li> <li>Chapter Leadership Council</li> <li>Student Senate</li> <li>Presidential Updates</li> </ul>	5 minutes 5 minutes 5 minutes 10 minutes	Aurore Andrei Sean Dave	
President's Wrap-Up	2 minutes	Dave	
Adjourn	1 minute	Dave	

#### **Reed College Alumni Board of Directors**

July 1, 2022 – June 30, 2023

#### **Executive Committee**

Dave Baxter '87—President (FY21-24) Dylan Rivera '95—Vice President (FY22-25) Andrei Stephens '08—Secretary (FY23-26) alea adigweme '06—Past President (FY20-23)

#### **Alumni Trustees**

Michael Axley '89 (FY21-25) Carla Beam '76 (FY23-25) Christine Lewis '07 (FY19-23) Lisa Saldana '94 (FY20-24)

#### **At-Large Members**

Sirius Bonner '05 (FY21-23) Grant Burgess '13 (FY23-26) Maya Campbell '15 (FY23-26) Jennifer Delfino '05 (FY23-26) Carmen García Durazo '11 (FY22-24) Ian Fisher '07 (FY22-24) Liz Gilkey '01 (FY21-23) Katie Halloran '15 (FY22-24) Ashlin Hatch '17 (FY22-24) Avigail Hurvitz-Prinz '05 ((finishing Jac's term): FY22-25) Valentina Jin-Trowbridge '11 (FY23-26) Peter Miller '06 (FY21-23)

Jac Nelson '13 (finishing Shirley Gibson's term: FY22-23) Marjorie Skinner '01 (FY22-24)

Laramie Van Duzer Silber '13 (FY21-23)

# **CLC Representatives**

Gray Karpel '08 Eve Lyons '95 Andrei Stephens '08

#### **Presidential Appointees**

Govind Nair '83 Haley Parra-Cain '17

#### **Student Senate Representative**

Sean Brown '24

#### Staff

Aurore Giguet Sarah Zanzot Panetta

### **Committee Assignments**

July 1, 2022–June 30, 2023

#### Executive

Dave Baxter '87—President Dylan Rivera '95—Vice President Andrei Stephens '08—Secretary alea adigweme '06—Past President

#### **Chapter Leadership Council**

Gray Karpel '08 Eve Lyons '95 Andrei Stephens '08

#### **Committee for Young Alumni**

Laramie Van Duzer Silber '13—Chair Katie Halloran '15 Ashlin Hatch '17 Haley Parra-Cain '17 Marjorie Skinner '01 Andrei Stephens '08 Ian Fisher '07

#### **Diversity and Inclusion Committee**

alea adigweme '06 Dave Baxter '87 Sirius Bonner '05 Maya Campbell '14 Jennifer Delfino '05 Carmen García Durazo '11 Avigail Hurvitz-Prinz '05 Jac Nelson '13 Grant Taylor-Burgess '13

#### **Reed Career Alliance**

Govind Nair '83 Liz Gilkey '01—Co-chair Peter Miller '06 Dylan Rivera '95

#### **Nominations Committee**

alea adigweme '06—Chair Dave Baxter '87 Charli Krause '09 Yuka Nagashima '92 Darlene Pasieczny '01

# **Meeting Schedule**

2022-2023

# Dates/times subject to revision

Sunday, October 23, 2022 at 10:30 a.m.—noon Pacific Sunday, February 19, 2023 at 1–2:30 p.m. Pacific Sunday, April 23, 2023 at 1–2:30 p.m. Pacific Friday, June 9, 2023 at 1–2:30 p.m. Pacific

#### **Advancement Contact Information**

Mail:

Alumni Relations and Volunteer Engagement

Reed College

3203 SE Woodstock Blvd Portland, OR 97202

Email: <u>alumni@reed.edu</u>
Website: <u>alumnni.reed.edu</u>

The office of Alumni Relations and Volunteer Engagement is located in Prexy House on the Reed Campus.

# Advancement Staff Directory for Alumni Board

#### Sarah Zanzot Panetta

Executive Director of Advancement 503-777-7578

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Contact for: Leadership of the Alumni Board (Executive Committee and AB President meetings); Alumni Board at-large; Nominations Committee

#### **Aurore Giguet**

Director of Alumni Relations & Volunteer Engagement 503-788-6644

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Contact for: Alumni Fundraising for Reed Steering Committee; Diversity & Inclusion

Committee; alumni engagement and annual fund

#### **Santi Alston**

Associate Director of Gift Planning 503-517-7937 alstons@reed.edu

Contact for: Class volunteers (60th+ reunions)

#### **Rachel Armitage**

Associate Director, Alumni Relations & Volunteer Engagement 503-517-4113 gowlandr@reed.edu

Contact for: Alumni Fundraising for Reed Steering Committee; Committee for Young Alumni (including Reed Alumni Connect); AFR volunteers; social media ambassadors; class volunteers (0th, 1st, 5th, 10th reunions); winemakers of Reed

#### Tess Buchannan '21

Assistant Director, Alumni Relations & Volunteer Engagement 503-777-7547

buchannant@reed.edu

Contact for: Foster-Scholz Club; class volunteers (40th, 45th, 50th, 55th reunions)

#### **Braden DenHerder**

Associate Director of Advancement Events 503-517-5055

bdenherder@reed.edu

Contact for: Alumni events and virtual engagement activities

#### Amy Hesse '03

Associate Director, Alumni Relations & Volunteer Engagement 503-517-7427

ahesse@reed.edu

Contact for: Reed Career Alliance (including Career Coaches); professional networks including the Legal Network; class volunteers (30th, 35th reunions); Alumni College

#### **Fiona Simms**

Assistant Director, Alumni Relations & Volunteer Engagement 503-777-7573

simmsf@reed.edu

Contact for: Alumni Chapters; Chapter Leadership Council; class volunteers (15th, 20th, 25th reunions)

#### **Updates from Reed**

#### Advancement

- Fred Ratté joined the Alumni Relations team as administrative coordinator on March 6.
- Jennifer Sonntag, associate director of direct marketing (managing our data segmentation and student phonathon program) left on April 5. We are determining the best way to use that FTE going forward.
- Sabrina Smith '18, associate director of advancement, decided to step away from Reed after being here since becoming a student in 2014. She left April 7 and we are recruiting a successor.
- Progress against goals:

Alumni Engageme	nt Metrics as	of 4/21/2023					
Informed alumni	Plan Goal	FY23 Goal	FY23 to Date	FY22 Final	FY21 Final	FY20 Final	FY19 Final
Unique alumni	11,000	11,000		9,073	10,719	9,887	10,024
Event attendance	Plan Goal	FY23 Goal	FY23 to Date	FY22 Final	FY21 Final	FY20 Final	FY19 Final
Unique alumni	3,000	1,400	500	1,445	1,334	1,082	1,412
Total alumni			793	2,176	2,312	1,968	2,143
% unique alumni			63%	66%	58%	55%	66%
Volunteers	Plan Goal	FY23 Goal	FY23 to Date	FY22 Final	FY21 Final	FY20 Final	FY19 Final
Unique alumni	1,000	500	306	406	452	433	339
Total alumni			459	596	675	645	467
% unique alumni			67%	68%	67%	67%	73%
Donors	Plan Goal	FY23 Goal	FY23 to Date	FY22 Final	FY21 Final	FY20 Final	FY19 Final
Unique alumni	6,000	4,000	2,727	3,883	4,013	3,683	4,005

#### **Across the College**

- Academic Program
  - Nine tenure-track positions have been approved and filled: two each in computer science, psychology and statistics and one each in chemistry, economics and political science. A search for studio art continues.

#### Admissions

- Admissions staff have begun to travel again, although focusing on conferences with counselors since in-person college fairs and visits to high schools haven't returned to pre-Covid levels
- Hosting in-person events for admitted students in selected cities this month
- o 96% of attendees have rated Reed's virtual events as excellent or good
- o 70% of prospective students who attend virtual events enroll at Reed

- Reed continues to be test blind (3rd year in a row); admitted students are invited to share their scores, and the majority do, giving Admissions confidence that we are continuing to attract and enroll students with comparable test scores to previous classes
- For Reed, the key to increasing the diversity of admitted students is to increase
  the diversity of the applicant pool. Therefore, Reed continues to focus on high
  school sophomores and juniors, and to partner with organizations who serve
  families from diverse populations
- Decision date for admitted students is May 1. Students of color make up 44% of admitted students; international students make up 12%. The admitted class represents 50 states, 3 territories and 31 countries outside the U.S.

#### Facilities

- 545 students, faculty and staff attended the library (re)opening celebration on 3/23/23
- Work on the Sports Center has finally been permitted and demolition has begun

#### **Committee Reports and Updates from Leadership Groups**

# Committee for Young Alumni Laramie Silber

The Committee has good momentum going on a number of projects. In a more zoomed out perspective, we are continuing to be thoughtful about the term "young" alumni and not inadvertently excluding folks who belong in our segment. We are also continuing to be on the lookout for productive places to piggyback CYA interaction onto existing events/outreach. Our next meeting will be in May.

#### **New Projects**

- Disorientation packet
  - An alum-to-alum supplement to the institutional post-graduation literature
  - Progress on building out sections and timelines
  - "Surviving Outside the Bubble" "what I didn't know I needed to know until I needed to know it"
- CYA onboarding guide
- CYA participation in Senior Celebration May 12th

#### Ongoing work: Pathfinders Initiative

- Approved surveys for participants on both sides of the Initiative
- Completed a review of onboarding procedures and materials

• Identifying Sweepers for each Community of Purpose

# **Diversity and Inclusion Committee Lilia Raquel Rosas**

The Alumni Board Diversity and Inclusion Committee (DIC) continued to meet over the course of the last few months to plan the 30th anniversary of the Multicultural Resource Center (MRC) for either May, Reunions (June), or FAR (October). For now, a first event acknowledging the creation and importance of the MRC will most likely be coupled with a combined Affinity Groups event at Reunions. Another focus, which emerged, is finding an additional DIC member to co-chair the committee. Since the resignation of Jac Nelson in October, Lilia Raquel Rosas has served as the only chair of the DIC. The goal is to return to a two-person leadership structure by the next fiscal year. Finally, the DIC would like to acknowledge the departure of Sabrina Smith '18, Associate Director of Advancement for Advancement & Alumni Relations, and express our sincerest gratitude for all her work, insight, innovation, and support of the DIC.

# Reed Career Alliance Liz Gilkey

Since our last Board report and presentation, RCA has undertaken the following:

- 1. We hosted "Reedie Women in Tech," the ninth event in our ongoing virtual Career Pathways panel series. Reed alumnae including <u>Barbary Brunner '87</u>, <u>Nada Lulic '86</u>, <u>Jennifer Jordan '89</u>, and moderator <u>Sofiya Deva '16</u> had a lively and insightful discussion of their experiences of misogyny in the tech industry, and how they found success shattering the glass ceiling by doing outstanding work, speaking truth to power, and being authentic to themselves. 23 people attended.
- 2. RCA will be moderating a Career Pathways panel at Alumni College on June 8, 2023 3:30pm PT, "Working as a Creative: How a Reed education did/didn't prepare us for working as an entrepreneur". Govind Nair '83 will moderate on behalf of RCA (and also as his last task as outgoing RCA Co-Chair).
- 3. RCA's transition to its previously announced succession plan is now underway. Incoming Co-Chair Liz GIlkey will henceforth take the lead in representing RCA at the Board and will be formally joined by Matt Giger in June 2023, once Govind steps down.

# **Alumni Fundraising for Reed Katherine Lefever and Kyndra Homuth Kennedy**

AFR Outreach - April update:

1. In February, AFR Steering Committee members focused on volunteer recruitment. This is the first time in recent memory that we've held a volunteer drive outside of a fundraising

period. In total, 16 volunteers reached out to 83 volunteer prospects, and recruited 3 new volunteers.

Here's some information about how we did in March:

AFR volunteers dove into the March outreach campaign, which was centered around "Opening Doors" and raising support for financial aid. During this month-long campaign, 32 volunteers reached out to 365 households. We have not quite achieved our goal of 1,000 donors, but the office is still processing some mail from the campaign.

In addition to peer-to-peer outreach, our social media ambassadors were activated to promote the campaign online. 24 social media ambassadors shared Reed's content 31 times.

Our social media ambassadors have declined in number since last year. Since many members of the Alumni Board are social media ambassadors (thank you!), we'd love your feedback if you felt more engaged last year vs this year.

#### Last March data:

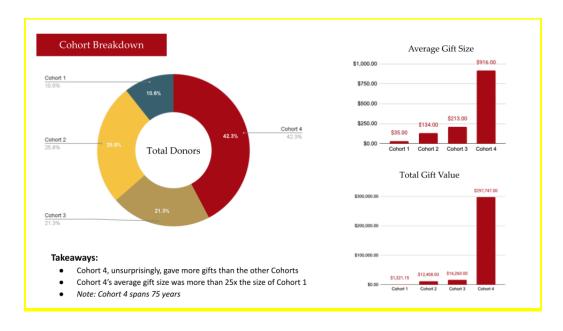
	Vols Recruited	Vols Completed	Total Contacts	Total SMAs
March 2022	42	34	419	36
March 2023	37	32	442	24

#### March Campaign:





Source: march\_totals\_five\_years\_20230410.xlsx



What's coming up: Reedies Drink Reedie Wine For Reed is returning on April 13 from 6 pm-8 pm in Portland. This fundraising event has no cost to attend and helps garner alumni participation in the Annual Fund. The planning committee has secured a \$2,000 match for gifts made at the event.

AFR meets again in May, with eyes towards our final fundraising period of the fiscal year in June.

#### Asks:

While our volunteer drive is officially over for now, we are always in need of volunteers both for general outreach periods and for the AFR Steering Committee. Please email <u>alumni@reed.edu</u> if you know of anyone who might be interested.

# **Chapter Leadership Council Johanna Colgrove**

I don't think we actually have much to report at the moment. Chapters are having events, we're working on recruitment efforts as always, and clarifying the process of nominations to the alumni board. Chapter leader volunteers continue to make things happen along with some new leadership and new participants. We have a couple groups in non chapter cities who are starting to plan events and think about becoming chapters.

# **Presidential Updates**

#### Dave Baxter '87

- Nominations for the FY25 Alumni Board open June 4
  - Reunions nomination strategy...
  - Friday, 6/9 from 4:00 to 6:00 PM: Gigantic Beer Truck with Alumni Board Members, show up and recruit! :)
- Alumni College: Artists, Creators & Craftspersons—Here, There, and Back Again
  - June 7–8
  - Registration opened March 1–Currently 18 attendees and about the same number of presenters. If you know someone that might be interested in Art and Entrepreneurship, let them know about AC!
- Update on staff support letter
  - Upload videos here:
     <a href="https://drive.google.com/drive/folders/1xwcV9okIsF1RMpbSU5C6\_vTepGOjdQt">https://drive.google.com/drive/folders/1xwcV9okIsF1RMpbSU5C6\_vTepGOjdQt</a>
     <a href="mailto:zero">z</a>
- Passing of one of our past AB members: Jeremy Stone, '99

#### **February 2023 Meeting Minutes**

Alumni Board of Directors Meeting Sunday, February 19, 2023, 1–2:30 p.m. Pacific Time

Roll Call 2 minutes Andrei

Alumni Board: Andrei Stephens, David Baxter, Govind Nair, alea adigweme, Carla Beam, Carmen García Durazo, Dylan Rivera, Eve Lyons, Haley Parra-Cain, Ian Fisher, Laramie Silber, Liz Gilkey, Marjorie Skinner, Gray Karpel, Sirius Bonner, Peter Miller, Christine Lewis

Guest: Sean Brown (student senate liaison)

Staff: Sarah Zanzot Panetta, Aurore Giguet, Sabrina Smith

Welcome and Review of Agenda 2 minutes Dave

#### **Approval of October Minutes**

1 minute Dave

- Motion to approve
  - Seconded
  - No oppositions or abstentions
  - o Minutes approved!

#### **Updates from the College**

10 minutes Sarah

- Review of notes provided by SZP
  - Advancement (including Alumni Relations & Volunteer Engagement team) is fully staffed!
    - Tess Buchannan '22 is the new volunteer manager for cohort 4
    - Fiona Simms is the new volunteer manager for cohort 2
  - Reunions registration opens soon—March 1
  - In-person lectures are happening on campus again—beginning with Vollum Lecture earlier this month
  - Strong Admission numbers
  - Library seismic upgrades are complete
  - Sports Center under renovation, pending permit approval
  - Student Life is going to be launching sophomore-specific programming designed to retain students. Should launch next year
  - Question from GN: How is the BOT committee on diversity composed?
    - CL: Standing committee, each member is on the diversity committee plus one other BOT committee
      - Currently reviewing Association of Governing Boards policy for compliance with DEI

### **Updates from Alumni Trustees**

#### 3 minutes Carla and Christine

- BOT committees met earlier this month (Feb 10–11)
  - Voted in two new members (Larry Abramson '80 and Susan Sokol-Blosser MALS '67)
- Participated in plenary session for the upcoming \$200M+ fundraising campaign
  - Most of this money will come from BOT donors
  - Feasibility interviews have raised some questions, but mostly went well
  - CB asked Hugh Porter if the department was adequately resourced to reach this campaign goal. Hugh believes so, now that we are fully staffed.
- BOT honored Kevan Shokat with the Vollum Award
  - o Dr. Shokat is a chemist doing work in cancer research
- BOT recently passed an ethics policy
  - o Parameters around ethical behavior for BOT members
- Working on diversifying the BOT
  - o Good mix of gender and race, per Carla
  - Hard to diversify in terms of age due to the expectations of BOT members being difficult to uphold for younger people
- BOT continues to be concerned about the rate of retention and matriculation among Reed undergraduates. Why are so many students leaving Reed? Why has this been an issue for so long?

#### **Updates from AB Committees**

#### 15 minutes Committee chairs

- CYA
  - CYA is about to have a committee meeting later this week
  - A new member is joining CYA—background in social science. Will bring a new perspective to how we analyze data we have about new alumni
    - Rethinking how the 10-year cohort model does or does not align with most alumni's career development trajectories
  - CYA will be hosting new alumni meet-ups before each Reed on the Road (ROTR)
  - CYA is going to assess (and refresh, if necessary) it's programming to ensure it is relevant
  - CYA plans to assess whether its marketing and outreach efforts are efficient.
     Advertising gets spikes in activity with Pathfinders, but engagement with the program is not steady
  - Still working on the alumni-to-alumni "surviving outside the Reed bubble" welcome packet

#### • DIC

o aa: Review of Lilia Raquel Rosas's report

- aa: DIC is thinking through ideas to commemorate the 30th anniversary of the Multicultural Resource Center (MRC)
  - Likely going to partner with Archivist Tracy Drake and current students to do a mini-oral history project, similar to Comrades of the Quest, but from the perspective of folks who weren't tapped to participate the first time around

#### RCA

- o GN: This may be Govind's final RCA report read-out. He has very much enjoyed working with the RCA these past three years (and will continue to do so! Just in a different capacity)
  - Matt Giger '89 and Liz Gilkey '01 will be RCA co-chairs moving forward
- GN: A year ago, RCA planned to put together a vision document—attempt at messaging around RCA's goals, targets, ethics, etc
  - This was not planned to be a governing or strategic planning doc
  - Doc is a guide for messaging around the committee's purpose
- GN: We have done a good job of representing the diversity of career experience present in the alumni community
  - Also trying to represent different issues that occur throughout different career fields (e.g. experiences of women working in STEM fields)
- GN: Believes data collection and analysis is very important, glad to hear that it is an institutional priority at Reed. RCA has been tracking the amount of labor required to put on RCA events—about 150 hours of staff and volunteer labor/event
  - GN has recommended to Alice Harra (of CLBR) that Reed hire an intern to this sort of data collection and analysis around what goes into planning alumni events
- Succession: Liz Gilkey and Matt Geiger are going to be the new RCA co-chairs, moving forward. GN hopes to collect documentation and institutional knowledge recorded for posterity.
- o DB: Much love and appreciation for all that Govind has done for RCA and AB
  - LG: GN has left behind large shoes to fill, but all of his thoughtful planning is making it easy to fill them

#### **Other Updates**

## Alumni Fundraising for Reed

#### 5 minutes Aurore

- AFR is shifting to a cohort-based model, grouping alumni by when they departed Reed, instead of by giving amount
- Working on refining some systems that will hopefully make the March campaign simpler

- Recently had a volunteer recruitment campaign that was unsuccessful (out of 80 contacts, only 1 volunteer was recruited). Rethinking how to attract volunteers
  - Question from HPC: What were the parameters for the volunteer drive?
     ~80 seems like a small recruitment pool
    - AG: Not sure, need to get back to you
- Question from DB: Are those donor numbers year-to-date? It seems like we are really lagging behind last year.
  - AG: We are behind. It may have to do with the scaled back Phonathon program
  - DR: Surprised to hear that Phonathon is not being utilized as much
    - SZP: We used to partner with a third-party service to have ~20 Phonathon callers reach out to 12–15k people. After the Phonathon Manager quit, the program was scaled back to ~9 callers reaching out to 1-2k people.
    - SZP: Decision to scale back Phonathon was made to free up resources (1 FTE employee and some operating budget dollars) for a new digital marketing program, focusing on social media and video

#### • Chapter Leadership Council

#### 5 minutes Andrei

- AS: Chair of CLC couldn't attend the last meeting. Gray Karpel ran the meeting in Johanna's absence
- AS: CLC is focusing on getting their chapters handbook together to provide guidance and SOPs for aspiring chapter leaders
- AS: If any of you know folks in a chapter city, recommend them for CLC

# • Presidential Updates

#### 10 minutes Dave

- DB: We would like to have the AB meeting on Friday instead of Saturday or Sunday to avoid competing with other events
  - EL: A Friday meeting is not ideal for folks who have to work
  - AS: Is sensitive to work schedules, but feels Friday is ideal because it allows AB members to be present for most of Reunions weekend. Hopefully this is being announced with enough advance notice that folks can adjust their lunch breaks or take off a little early to participate in a Zoom meeting.
- DB: ROTR is coming up next month
  - To folks in chapter cities, please be aware that Reed on the Road switches which cities it visits every year
- DB did send a letter to Hugh Porter and Audrey Bilger about thanking Advancement staff for their service, waiting to hear back from them

 DB: Saw a post on Switchboard from an older alum looking for a ride from Irvine, CA to PDX for her 65th Reunion. If anyone knows anyone in SoCal, let Dave know so he can connect them

# • Alumni College (June 7-9)

5 minutes Dave

- DB: This year's AC is themed around artisans
  - Theme aligns with two CLBR communities of purpose (Arts & Expression and Entrepreneurship & Business Strategy)
  - Govind will be moderating a panel at AC
- Question from DR: Is anything changing with Reunions? I know lots of folks are excited to attend
  - AG: Event should look similar to previous years. We are looking for additional vols from certain quinquennial class years

#### • Alumni Xenia results

5 minutes Aurore

- AG: We have 36 pages of notes detailing all the different ways alumni volunteered in their community
- Question from DB: How did the vol numbers break down by cohort?
  - AG: Not sure, but we can get those numbers to you shortly
    - Note: AG followed up on this via the AB listserv

#### President's Wrap-Up

2 minutes Dave

- SZP: Before we wrap-up, let's introduce Sean Brown, student senate VP. Sean is the student liaison to AB and will be joining our meetings moving forward.
  - DB: Welcome Sean! If you have any questions/comments/concerns, please do share them.
- DB: Thank you all for your time! Enjoy the rest of your Sunday

Adjourn 1 minute Dave

- DB: Motion to adjourn?
  - o Motion!
  - o Seconded!
  - o Unanimously approved—bye, all