

ALUMNI GUIDEBOOK

2013-2014

Your guide to serving on the Reed College Alumni Board of Directors.

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ALUMNI GUIDEBOOK

Welcome

INTRODUCTION

Welcome to the Reed College Alumni Board and to your handy-dandy Alumni Board Guidebook. We have put together a number of descriptive blurbs and documents to help you understand how you came to be here, with whom you'll be working, and what kinds of opportunities you may encounter in your role as a board member. The guidebook is intended to serve as both an introduction – give it a perusal when you get it, and acquaint yourself with its structure and contents – and a reference. Over the course of your term on the board, questions may arise as to how the committees are organized, what the roles of the different committees and individuals are, what's expected of you as a board member, etc. This should be your go-to resource for answers to such questions. We've attempted to make the blurbs both informative and digestible, while providing lengthier documents and lists in the Appendix. The guidebook is very much a work in progress, so please feel free to provide feedback and suggestions to the board secretary (Kristen Earl, kristen_earl@alumni.reed.edu). And again, welcome to the Alumni Board!

Your Friendly Neighborhood Executive Committee

The Board

The Reed College Alumni Association Board of Directors, or the Alumni Board (AB) for short, is a national service board primarily directed to support the Reed community through its volunteer initiatives with the support of Alumni & Parent Relations staff at the College. It is not an advisory board to the College on policies, strategic planning, curriculum or function. The Alumni Board is distinct from area chapters, which plan and coordinate local events such as reading groups, picnics, and public service events.

2.1 VISION STATEMENT

The Reed College Alumni Board aspires to strengthen the connections between Reed alumni and their *alma mater*; provide robust and diverse opportunities for alumni to engage with each other as well as with current students, faculty, and staff; provide leadership development opportunities in areas such as governance, strategic planning, and fundraising; and encourage and support efforts to develop new and creative ways to engage alumni in the life of the college.

Source Reed College Alumni Board Strategic Plan 2012-2022

Long-Range Vision

- Provide volunteer experiences that are personally rewarding and meaningful.
- Become the conduit for a broader umbrella organization.
- Establish better integration across the organizational structure of the college.
- Improve our utilization of and involvement with the chapter network, trustees, past alumni board presidents, past alumni board members, parents, and other volunteers.
- Improve connection with students with an eye on next generation involvement.
- Establish greater visibility across the alumni association.
- Work to engender a richer connection between alumni and the college.
- Strive to make an alumni board that is better organized and more effective.

2.2 ALUMNI BOARD JOB DESCRIPTION

The Alumni Board consists of the board officers' Executive Committee (President, Vice-President, and Secretary, each with a one-year term), At-Large positions, and Chapter Representatives. At-large positions are three-year terms elected by the Reed College Alumni Association. The Chapter Representatives, whose terms vary, are selected by the local chapter steering committees. The Alumni Board is distinct from area chapters, which plan and coordinate local events such as reading groups, picnics, and public service events.

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Principal Duties

- Attend (in person or by phone) five Board meetings annually. Members should make every attempt to commit to the meetings, except under extraordinary circumstances, as attending is an essential part of being an active and engaged volunteer.
- Participate meaningfully on a standing committee or task force.

Secondary Duties

- Assist with Reunions/Reedfayre.
- Submit nominations for potential alumni board members.
- Support the college's Annual Fund.
- Support the efforts of your local chapter and attend its events.
- Chair a Board committee during the second or third year of your term if requested.

Qualifications

- Must be an alumna or alumnus of the college.¹
- Must possess a desire and willingness to examine alumni issues and assist with long-range planning.

2.3 EXECUTIVE COMMITTEE BIOS/ROLES

- President – Greg Byshenk '89 (Philosophy)

Greg majored in Philosophy, also studying a lot of Political Theory, while serving as Student Body Treasurer and then Student Body President, playing soccer, and working as a security dispatcher. He has served on the AB for several years, working primarily with Outreach and then LBR, focusing on issues relating to technology. In 2013 Greg completed his relocation to Portland from Leiden in the Netherlands. It is 83% likely that Greg is some variety of robot.

- Vice President – Scott Foster '77 (Biology)

Scott majored in Biology at Reed, and went on to a 26-year military career as a US Naval Officer, as a healthcare executive in hospitals for the Navy and Marine Corps around the world. He served in several Pentagon assignments, in both health policy development and healthcare economics. While at Reed, he was the goalie for the soccer team, a DJ for KRRC, and a widely feared threat at the billiards table. His activities in support of Reed as an alumnus included serving as Chapter Representative for the Washington, DC Chapter, assisting his wife Susan Rudy '79 (also DC Chapter Chair and alumni board member) in coordinating several successful local activities and increasing Chapter participation. He and Susan have represented Reed at several college fairs in the Washington DC and Southern California areas, and have served as local Reed alumni interviewers for prospective Reedies. They are encouraging their daughter, Claire Rudy Foster '06, to continue the family tradition. Scott has served as a Reunions Class Leader, and has now been on the alumni board for three years, including as Chair of the Reedfayre Committee. He currently resides on the remote

¹ Individuals who have earned at least seven units in a degree-seeking program at Reed are considered members of the alumni association. Please see 2.12 for a complete definition.

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northern California coast, and is the director for a bi-county emergency medical services district (www.clsd.ca.gov).

- Secretary – Kristen Earl '05 (English)

At Reed Kristen got her start in fundraising at the student Phonathon where her nickname was “The Closer.” She worked a lot, studied more, and had all of the fun with her sister, Lyndsey Earl '07. Kristen served on the alumni board from 2007-2010, was a Portland chapter coordinator and interviewer for the Reed Oral History Project, and has been known to partake in other alumni shenanigans. Kristen is the Development Manager for Bradley Angle (bradleyangle.org), a non-profit providing support services for all people affected by domestic violence. In addition to serving on the Reed Alumni Board, Kristen is in her second year as board secretary for the Willamette Valley Development Officers (WVDO). She lives in NE Portland with her handsome husband Eric, two ridiculous cats, and a confusing collection of rooster shaped ceramics.

- Immediate Past President – Chantal Sudbrack '97 (3-2 Engineering)

Chantal majored in chemistry at Reed, and went on to do a 3-2 BA/BS engineering program with Columbia University in Materials Science and Engineering (MS&E). Chantal earned her PhD in MS&E from Northwestern University in 2004. At Reed, she was a house advisor, lifeguarded, managed a year of women’s rugby, played violin in the orchestra and organized the Foster-Scholz Battle of the Bands. In 2000, she helped found the Chicago chapter of the alumni association, and managed their email mailing list for several years, before going on to chair the chapter in 2003. In 2006, she volunteered to become the Midwest regional coordinator of interviews for the Reed Oral History Project, and in 2006-7, she was the class leader for her 10th reunion. In 2009, she joined the outreach committee of the alumni board while finishing up oral history work, and became an officer in 2010. She is a founding member of the Dorothy Johansen Society for preservation of Reed’s oral history (2013). Chantal is currently a PhD level researcher at NASA Glenn Research Center in Cleveland Ohio, where she has researched the safety and durability of components used in the high temperature/pressure section of turbine engines. She has also organized social events for Cleveland-area Reedies since 2009.

(http://www.grc.nasa.gov/WWW/StructuresMaterials/AdvMet/personnel/sudbrack_chantal.html)

2.4 NOMINATIONS PROCESS

An internal call for nominations for at-large members, nominating committee members, Secretary and Alumni Trustee is announced to the alumni board, administration and *Reed* magazine during the spring that is 13 to 15 months prior to the commencement of board service. The Nominating Committee (NC) closes the call for nominees by the following July, makes selections within a four month period, and presents the slate to the alumni board by the November meeting. Nominees are notified of their selection by the current chair of the Nominating Committee prior to the November 15th deadline for finalization of the slate. A notice of alumni board nominations with the slate is presented to the Alumni Association for consideration in either the December or February issue of *Reed* magazine.

Additional nominations for any position may be submitted by petition from the membership. Said petitions must contain the name and a brief biographical sketch of the nominee, the office to be filled, and the

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signatures of 50 or more members of the association. Petitions must be received in the alumni and parent relations office on or before April 1st. On April 1st, in all offices for which there is only one nominee the nominee shall be considered elected as of that date, except that the alumni trustee nomination must be approved by the board of trustees. Incidence of write-in petitions has been rare, only occurring once in the 1970s.

2.5 BOARD TERMS

At-large members serve a three-year term. A call for nominations for at-large members goes out to the alumni board, various administrative offices and in Reed magazine during the spring. Individuals are notified of their nomination by the current chair of the Nominating Committee (the immediate past president of the alumni board), in the fall of the year prior to the commencement of their service. The term begins on the following July 1st and ends on June 30th of the third year.

Chapter Representatives are elected by their local chapter and their board service terms vary.

Executive Committee (EC) members are the board officers, and normally serve on the EC for four years beginning as Secretary and advancing through positions of increased responsibility. One or more of these years may be concurrent with a portion of the at-large term. Typically, current or past members of the alumni board are invited by the EC to consider nomination as Secretary during the call for nominations period in the spring; however, self-nominations are also encouraged. Like at-large members, the new Secretary's term begins the following July 1st. In consecutive years, the Secretary moves into the positions of Vice President, President and Immediate Past President, and the individuals in these positions progress accordingly.

One-year presidential appointments serve one year. The president of the alumni board, in consultation with the EC, and by approval of the alumni board, fills vacancies and is allowed up to two (2) one-year appointments.

Upon completion of a term on the board, a member of the EC will contact the outgoing board member for an informal exit interview. This is an opportunity for the EC to get feedback on the member's term. Suggestions for modifications and improvements to the way the board is run are most welcome. Also, the EC would like to know the outgoing member's interest in continued volunteer participation in alumni and board activities.

2.6 BYLAWS

The bylaws constitute the ruling document of the Alumni Board of Directors. They describe the structure and abilities of the board, and give guidance on how best to conduct board business. Please familiarize yourself with the Board Bylaws found in the appendix.

2.7 COMMITTEES/INITIATIVES & DESCRIPTIONS

Alumni Fundraising for Reed (AFR)

As late as the late 1980s, giving was an objective that was included in the Alumni Board charter. Removing it was motivated by a wish to define the Alumni Board as a place where alumni give to the college through non-financial means. In 2009, past Alumni Board president Konrad Alt '81 established the Alumni Development Committee (changed to Alumni Fundraising for Reed, or AFR in 2010) - a separate effort from the Alumni Board with which interested alumni can help the college with its fundraising efforts. Some of the drivers for the formation of this committee included the desire to help Reed preserve its financial health and to assist the college in working towards full need-blind admissions. As of 2012, AFR's steering committee consists of three working groups and over 90 volunteers. If you are interested in getting involved, please email Konrad at kalt104@gmail.com.

Note: As with any volunteer committee, AFR keeps the Alumni Board apprised of initiatives and seeks feedback from the board itself. The AFR liaison reports at full Alumni Board meetings, however the board has no formalized relationship or role within AFR.

Alumni Trustee

There are four alumni trustees who attend alumni board meetings. Alumni trustees report to the alumni board on the affairs of the college and report back to the trustees on initiatives and concerns of the alumni board. Alumni trustees can be selected from the alumni association as a whole, but are generally alumni who have provided volunteer support to the College, including the alumni board. It is important that the alumni trustee be an effective communicator and collaborator, who is willing to assume trusteeship including financial support (any amount of financial support is sufficient for trusteeship). Please see the Constitution of the Reed College Alumni Association Article V for more information about alumni trustees.

Executive Committee (EC)

The EC is a four-member committee is composed of the President, Vice-President, Secretary, and Immediate Past-President. Please see section 2.4 and 2.9 for more information about the EC.

Foster-Scholz Club

The Foster-Scholz Club (FS or F-S) was formed during the late sixties to provide an informal social group around which events could be planned for early and mostly-local Reed alumni. Its purposes include:

- providing older alumni with opportunities to maintain and renew ties to Reed as the college evolves;
- providing a setting for fellowship among older alumni;
- creating a group to honor the 50th and other early reunion classes.

The club was named for the first two presidents of the college and has included alumni from the beginning of Reed's history (class of 1915) through the most recent 40th reunion class, as well as a small group of honorary members.

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Leadership Summit

Leadership Summit traditionally takes place in September and is the first meeting of the Alumni Board. While call-in options are available, you are highly encouraged to attend Leadership Summit and to meet your fellow board and committee members face to face. (For travel reimbursement please see 5.1). In addition to the alumni board meeting, Leadership Summit includes the opportunity to network with current students, meet other alumni volunteers, and acquaint yourself with some of the new initiatives on campus.

Life Beyond Reed (LBR)

The goal of LBR is to connect alumni and parents with each other and the college in a collaboration that helps current students, recent graduates and mid-career alumni advance their plans for “life beyond Reed.” The goal of these relationships is to cultivate a happier and more prosperous Reed community, with members who feel closer and richer ties with one another and with the college. The committee currently has three working groups, which focus on: i) technology improvement, ii) community network building, and iii) professional programming for alumni. LBR's first major accomplishment is Working Weekend and StartUp Lab (see below).

Nominating Committee

The Nominating Committee (NC) selects five new at-large members of the alumni board to serve three-year terms. Committee members are the immediate past president of the alumni board (chair), the current president, and three non-members of the alumni board. Please see the Constitution of the Reed College Alumni Association Article VII in the appendix for more information.

Outreach

The Outreach committee works independently and with chapter leaders to increase alumni engagement by developing alumni events, creating opportunities to connect via social media, promoting IRIS, building a stronger career network, and helping foster a broader relationship with the Reed community. The committee has ongoing efforts in building resources and relationships for underrepresented groups, including LGBT community members. It is also working on establishing programming in non-chapter cities and the developing Reed's virtual community.

Past Presidents Committee

Individuals join the Past Presidents (PP) committee immediately upon completion of their year as President. There is a one-year of overlap with the EC, during which a past president is both on the alumni board (as Immediate Past President) and a member of the PP committee. Service to the PP committee is indefinite in nature. Members are encouraged to remain as engaged as they are able.

Reed Switchboard

Reed Switchboard is an interactive bulletin board that supports the formation of connections between members of the Reed community. It was built by a network of 21 alumni from the naughts, including past AB member Mara Zepeda '02. Switchboard hopes to offer a helping hand by facilitating mentor/mentee connections, providing temporary housing options via its “Superhosts” program, serving as a resource for

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career advice, and much more. To learn more about Switchboard, visit their websites: <http://www.reedswitchboard.com> and <https://www.facebook.com/reedswitchboard>.

Reunions/Reedfayre

The Reedfayre Committee's main work is to increase attendance at the current Reedfayre and to solicit alumni to participate in milestone class committees for the following Reedfayre. The committee also helps Alumni & Parent Relations with brainstorming possible themes and with the programming for Alumni College, music, and Gastronomy Northwest at the current Reedfayre.

Working Weekend

Working Weekend and **Reed StartUp Lab** coincide with the February campus meetings of the Board of Trustees. During the weekend, alumni speakers organize and lead skills workshops for students and recent graduates, meet with students one-on-one or in groups, sit on industry or expert panels that address specific topics, review resumes, and share job and internship opportunities. Some areas of focus for the panels include fine arts, law, media, diplomacy, medicine, education, consulting, physical sciences and business. If you are interested in volunteering either as a panelist, as a StartUp Lab mentor or for one-on-one meetings with students, contact Brooke Hunter (hunterb@reed.edu) in Career Services.

2.8 ROLE OF THE EXECUTIVE COMMITTEE LIAISON

The role of the Executive Committee (EC) Liaison to a board committee is to serve as a resource to the committee and the committee chair, and to bring information on the committee's progress and needs back to the EC. In general, the Liaison is not an actively participating member of the committee, in terms of decision-making, but rather serves as a channel to transmit information to and from the other structures within the Board. Ideally, the EC Liaison is present for most meetings of their designated committee, and is in frequent contact by email or phone, with the committee's chair.

2.9 ALUMNI BOARD LEADERSHIP

Qualities of an effective committee member

- Takes ownership of task or process
- Articulates ideas for change clearly and concisely
- Desires to collaborate
- Focuses on deliverables
- Understands the mission and how projects fit into the big picture
- Exhibits commitment to the mission
- Demonstrates a sense of humor
- Shows-up ready to participate
- Consults willingly with others
- Supports others and is generous with feedback

Qualities of an effective alumni board leader

- Keeps members on task
- Maintains a positive energy
- Has good interpersonal conflict resolution skills and is diplomatic
- Able to clearly communicate a vision and organize a team to achieve it
- Able to clearly identify and delegate tasks
- Creates a clear process
- Gives constructive criticism and positive feedback frequently
- Asks difficult questions even if means more work for themselves
- Respects the agenda and is able to keep order during meetings
- Able to provide guidance without overtaking project/task
- Open and approachable
- A good ambassador
- Interfaces well with the staff and others to accomplish goals
- Accessible to committee members and able to meet in person
- Good balance between oversight and management
- Promotes a team environment that is inclusive
- Management skills

Informal criteria for AB committee chair selection

Candidates for AB offices should demonstrate:

- A clear vision and the ability to impart it to the AB, alumni, and college staff.
- The ability to manage a complex project, preferably involving Reed students, to a successful end.
- A proven commitment to service on the board. The occasional candidate may drop out of the sky and fit into the committee chair queue, but they should have demonstrated a commitment to working on the board and delivering a product.
- Interpersonal skills — i.e. a balanced perspective—while maintaining a strong vision among alumni, board members, and college staff.

2.10 CRITERIA FOR EXECUTIVE COMMITTEE SELECTION

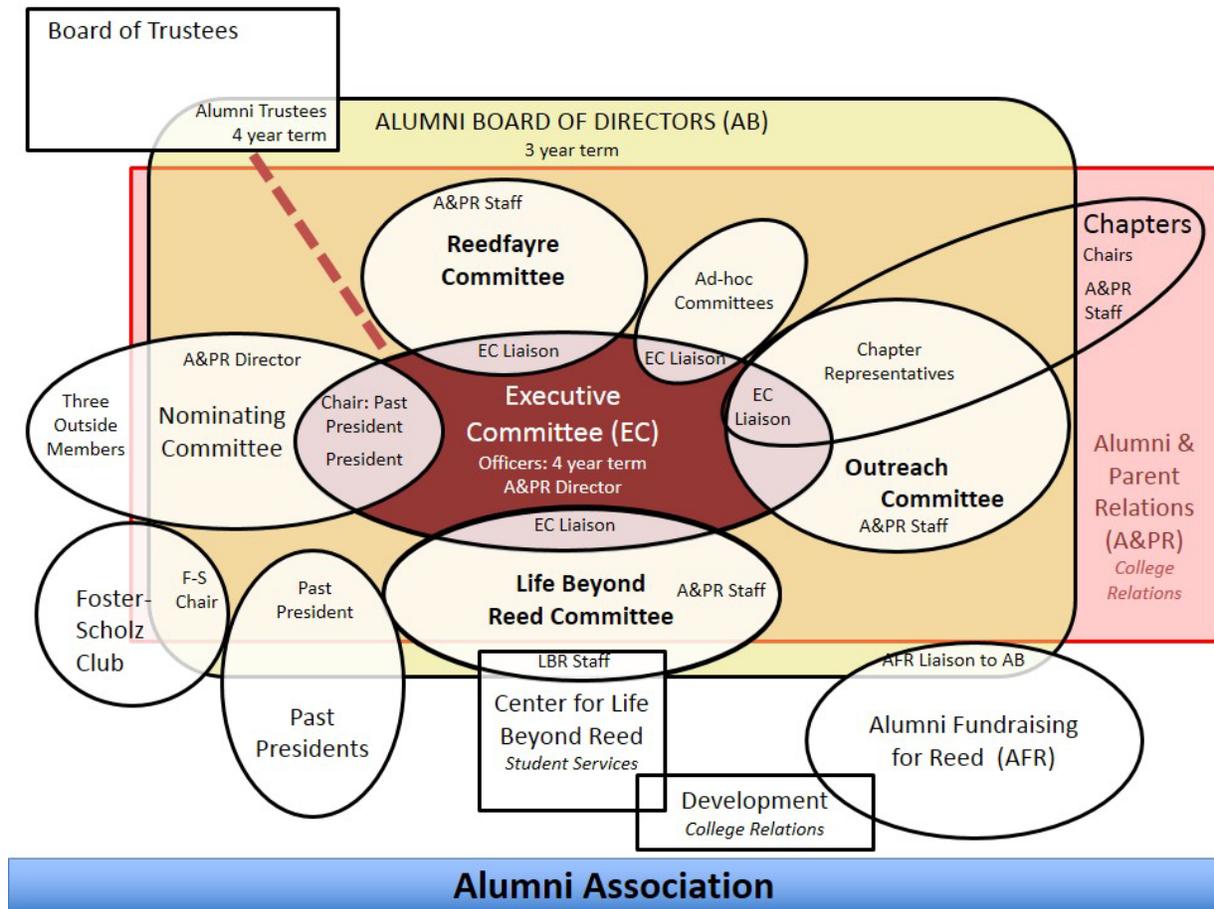
During the course of each board year (July 1st - June 30th), members of the Executive Committee (EC) have their eyes and ears open for individual board members – from within the entire pool of at-large and chapter representative members – who show particular leadership and initiative. This can take the form of active participation during board meetings, taking on and completing small projects as part of a committee assignment, and volunteering for special duties. In short, the EC is looking for engaged individuals who demonstrate the communication and organizational skills necessary to lead a diverse group to recommend for consideration to the NC. All candidates are apprised of the demands and time commitment (4 years)

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required when joining the EC as Secretary. Like all nominees, the Secretary position is selected by NC within the four and a half month period between the July 1st and November 15th slate deadline. A candidate's endorsement by the EC is strongly considered by the NC in its selection.

Each year, the members of the EC move to the next committee position in sequence: Secretary → Vice-President → President → Immediate Past President

2.11 VISUAL REPRESENTATION OF ALUMNI BOARD



2.12 VOCABULARY

(With apologies for the binary construct of gender.)

- Alumna - feminine, plural alumnae.

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- Alumnus – masculine, plural alumni.
- If the group includes both sexes, the male plural, alumni, is used.

Reed Alumni – Individuals who have earned at least seven units in a degree-seeking program at Reed. Essentially, Reed's alumni association is the organization of all alumni. Occasionally, the alumni board confers honorary alumni status upon non-alumni to express appreciation for work they have done on behalf of the college.

- **AB** – Alumni Board of Directors
- **APR** – Alumni and Parent Relations
- **AFR** – Alumni Fundraising for Reed
- **EC** – Executive Committee
- **F-S/FS** – Foster-Scholz Club
- **IRIS** (Integrated Reed Information System) - includes the online alumni directory, class notes, volunteer and job opportunities, and contact information for fellow alumni. Access IRIS at <https://iris.reed.edu/main>
- **LBR** – Life Beyond Reed
- **NC** – Nominating Committee
- **PP** – Past Presidents Committee
- **Reed Institute** - the legal name of the college.
- **SB/Switchboard** – Reed Switchboard <http://beta.reedswitchboard.com/>

Alumni Board Accomplishments

3.1 BRAGGING

We don't mean to brag...much, but...

Some of the Board's accomplishments include:

- Cultivation of a Volunteer Network for Reed Oral History Project (Outreach Committee, 2000-
- Establishment of an online humanities course (1999)
- Reed Diaspora Pizza Party (Established 2004)
- Helped with overhaul of the alumni database, Reedlink (2006)
- European Chapter Established (2008)
- Thirsty Third Thursday
- Alumni Development Committee basis for AFR established (2009)
- Centennial Alumni College (2010)
- Commission of David Goines Commemorative Poster (2010)
- Ongoing contributions to the annual reunions organization
- Record attendance at reunions
- Reed Stories Website
- Reedie.org portal
- Development of the Reedfayre concept (2011)
- Life Beyond Reed (2011 - Present)
- First Working Weekend (February 2012)

The College

4.1 STAFF

Some of the usual suspects with which we regularly work...

Alumni & Parent Relations (APR)

Todd Hesse, Alumni Volunteer Coordinator. Todd has been at Reed for 5 years and working in higher education for two decades. His work in APR focuses on the care and feeding of the many volunteers that contribute to Reed through personal commitments of time and energy. Supporting the Alumni Board of Directors is his responsibility. If you aren't sure who to contact in APR or on campus, he is a good person to start with. If you want your ear talked off about sailing, cycling, or running, he can do that too. Bribe him with ketchup.

Mela Kunitz '87, Associate Director. Mela came to Portland in 1983 stayed for the great neighborhoods, amazing food, and the small town/big city combination. She received a BA in political science from Reed and obtained her master's from Marylhurst University in organizational communications. She coordinates big alumni and parent events and oversee the parent program for the Office of Alumni and Parent Relations. During her free time Mela loves running, baking, shopping, and exploring the new restaurants and food carts that are popping up all the time around Portland. Bribe her with chocolate.

Mike Teskey, Director. Mike joined APR in 2001. Mike is the big picture person in APR. He's your go-to for knowing classic country and TV show theme songs. Bribe him with stories of historic building preservation.

Robin Tovey '97, Associate Director. Robin joined APR in 2003. She is your go-to communications guru. Where you'll overlap: Print media, electronic media, cheering for the Celtics and the Packers, and looking at pictures of kitties. Bribe her with costume dramas.

Career Services/Center for Life After Reed

Ron Albertson, Director of Career Services. Ron has led an effort since he arrived at Reed in 2005, to build an ecosystem of partners devoted to helping current students prepare for the world of work and to improve internal systems to manage, assess, and establish new initiatives toward that end. Essential partners include faculty, other staff at Reed, alumni, parents, and friends of the college. Ron has 30 years of experience in liberal arts institutions, delivering work- and career-related programs. He has a strong belief in the intrinsic value of education in the liberal arts and sciences and also a conviction that such an education can be the best preparation for engagement in the world of work, particularly when it is combined with experiences beyond the curriculum that help to equip students for work in the 21st century.

Julie Kern Smith, Assistant Director of Career Services. Julie has been in Career Services at Reed since its days in the lower level of Eliot in 1994. She started as the director of career services and was in this role until 2004 when she became the assistant director for career development. Julie came to Reed with a background in career development, program management, and counseling psychology. Her current work with career services primarily focuses on career counseling, and graduate and professional school

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admissions. As a career counselor her major concern is empowering students through exploration of their personality preferences, interests, values, and translation of their education and experiences while encouraging aspiration identification that will put them in a position to reach their highest potential, where they will find greatest satisfaction and success.

Brooke Hunter, Assistant Director for Strategic Partnerships. Brooke cut her teeth on democratic politics in Reno, Nevada when there were about six or so Ds in her home state. She received an amazing liberal arts education in an environment that valued original texts, learning for its own sake, and a deep critical analysis, and she learned fundraising—which she did for twenty-five years—as an ACLU president. Brooke’s current position is her dream job, wherein she has the opportunity to work with faculty, staff, alumni, parents, friends of Reed and the world beyond the bubble to create new opportunities for current Reed students and young alumni.

For additional staff bios please see the Appendix.

Policies

5.1 VOLUNTEER REIMBURSEMENT

Please see http://www.reed.edu/alumni/board_of_alumni/alumni_board_pdfs/Vol_expense_form_10.pdf for reimbursement guidelines.

5.2 CONFIDENTIALITY AGREEMENT

Reed College Alumni Association Board of Directors, or the Alumni Board (AB) for short, is a national service board primarily directed to support the Reed community through its volunteer initiatives with the support of alumni & parent relations staff at the College.

As an organization that can come into contact with personal or confidential information, the Alumni Board asks that all volunteers agree to follow a Confidentiality Policy.

I understand and acknowledge that during my time working/volunteering with the Alumni Board, I will have access to Confidential Information not generally known to the public concerning the business of Reed College, Reed alumni, and stakeholders. I agree that during my time with the Alumni Board and at all times thereafter, I will hold Reed and the Alumni Board's Confidential Information in strict confidence, and will not disclose or use such information outside the scope of my work with the Alumni Board or without the Alumni Board's prior authorization.

Volunteers have an ethical obligation to protect and maintain the confidentiality of all information about alumni, their family members, and friends (including contact information, giving information, etc.). This information is the property of Reed College and cannot be used for commercial or political purposes. It may not be duplicated or shared with third parties. Upon completion of service, volunteers should shred personal information or return it to the college.

Listings

6.1 CALENDAR OF MEETINGS/CALL-IN INFORMATION

Alumni board call-in information: 1-866-215-2003 Participant Code: 8114

- Please initiate calling-in two minutes before meeting start time.
- After roll-call, please mute your phone if possible. If your phone does not have a mute feature, please find a quiet spot to take the call.
- If you are making a report at the meeting, please send the board secretary a draft of your report before the meeting. They will then distribute your report to the board so that board members have time to review your report and formulate questions.

Meetings

- September 21, 2013 – 1:30pm Pacific, in association with Leadership Summit
- November 9, 2013 - time TBA – conference call
- February 15, 2014, time TBA –conference call
- April 12, 2014 - time TBA – conference call
- June 7, 2014 during Reunions/Reedfayre – time TBA – on campus meeting

If you will be unable to participate in an alumni board meeting, please contact the board president as soon as you are aware of the conflict. If you would normally be giving a committee report, please provide another member of your committee with the report and ask them to take your place. In the event that a substitute is not available, please submit your written committee report to the board secretary as soon as possible. They in turn will distribute it to board members in advance of the meeting and it will be placed in the meeting minutes.

6.2 PARTICIPATION PORTALS

Access IRIS at <https://iris.reed.edu>. Through IRIS you can update your contact information, find ways to contact other Reedies, explore volunteer options and submit a brief bio of yourself.

Follow a variety of alumni news on social media, including [ReediEnews on Facebook](https://www.facebook.com/pages/ReediEnews/154979527817) (<http://www.facebook.com/pages/ReediEnews/154979527817>), [Twitter](https://twitter.com/reed_alumni) (https://twitter.com/reed_alumni), and [Tumblr](http://reedieneews.tumblr.com/) (<http://reedieneews.tumblr.com/>). Also, check out Reed's blog, [The Riffin' Griffin](#), for announcements and content longer than 140 characters. Most of the [regional chapter groups](#) (<http://www.reed.edu/alumni/chapters/index.html>) are on Facebook (search by local area, e.g., Bay Area, Boston, etc.).

Also, are you aware there is a private Reed discussion group on Facebook? It was launched by John Sheehy '82 and already has over thirteen hundred, parents, faculty, and staff members. The spirit of the Reed

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conference is well alive there with some of the meatiest, most thought-provoking posts online. All Reedies are welcome. Submit a request to [join](https://www.facebook.com/groups/177254149001393/). (<https://www.facebook.com/groups/177254149001393/>)

With 2230+ members, the [Reed College Alumni](http://www.linkedin.com/groups/Reed-College-Alumni-59769/about) (<http://www.linkedin.com/groups/Reed-College-Alumni-59769/about>) group on LinkedIn, maintained by Career Services, boasts the largest cross section of alumni and is the perfect place to advertise job openings and recruit Reedies.

Move over Craigslist and Couchsurfing, the interactive bulletin board called "[Reed Switchboard](http://beta.reedswitchboard.com/)" (<http://beta.reedswitchboard.com/>) connects current students with alumni in their pursuit of internships, job advice, life advice, and/or a couch for a night or two.

[Sallyportal](http://www.reed.edu/reed_magazine/sallyportal/index.php), (http://www.reed.edu/reed_magazine/sallyportal/index.php) the official blog of *Reed* magazine, is a great forum for reading incisive coverage of all things Reed and responding to it.

The Reed Alumni Portal is accessed through <http://www.reedie.org/>. Here you will find everything from how to contact the alumni office, to a calendar of events, to a comprehensive list of all Reed blogs.

6.3 REED MAGAZINE

Reed Magazine can be viewed online at http://www.reed.edu/reed_magazine/. The magazine requires significant lead time for print publication. If you'd like to contribute, please keep the below deadlines in mind. For most purposes, the important deadline is the copy due date.

	13-Dec	14-Mar	14-Jun	14-Sep
Go Live	25-Nov-13	24-Feb-14	19-May-14	15-Aug-14
On Press	25-Oct-13	27-Jan-14	30-Apr-14	25-Jul-14
Copy Due	2-Sep-13	2-Dec-13	1-Mar-14	3-Jun-14
Ads Due	1-Oct-13	6-Jan-14	1-Apr-14	1-Jul-14

THE END

Welcome to the end of the guidebook! If this is the print edition, you are probably feeling pretty triumphant to be at the end. Please visit the online version of the guidebook for the appendix and other fun searchable content. (There is no fun content.) If this is the online version, well, the appendix is calling!

A NOTE ON THE GUIDEBOOK

The original guidebook was made possible by the relentless Sandy Blake Boles '90, the truculent Kristen Earl '05, and the persistent Chantal Sudbrack '97. They read every document in the appendix so that you don't have to! (But we know you will anyway.) September 2013.

BYLAWS OF THE REED COLLEGE ALUMNI ASSOCIATION

ARTICLE I Duties of the President

Section 1. The duties of the president shall be:

- a. to act as chair of the board of directors and of its executive committee;
- b. to preside at all meetings of the Alumni Association;
- c. to appoint, with the consent of the board of directors, all committees and committee chairs, except as otherwise provided in the constitution or these bylaws;
- d. to serve as a member of all committees;
- e. to issue a call for all meetings as provided in the bylaws; and
- f. to present an annual report to the Alumni Association.

ARTICLE II Duties of the Vice President

The vice president shall discharge the duties of the president in the absence or inability of that officer to act and shall serve as a member of the executive committee.

ARTICLE III Duties of the Secretary

The secretary shall keep a record of the proceedings of the Alumni Association and the board of directors and shall serve on the executive committee.

ARTICLE IV Duties of the Immediate Past President

The immediate past president shall serve as chair of the nominating committee and shall serve as a member of the executive committee and shall perform such other duties as may pertain to the office.

ARTICLE V Duties of the Board of Directors

Section 1. In addition to the duties of the board of directors delineated in the constitution, the board of directors shall establish such committees as the affairs of the Alumni Association require.

Section 2. No member of the board of directors may receive remuneration for services to the Alumni Association.

ARTICLE VI Decisions of the Board of Directors

Section 1. Eleven or more members of the board of directors, including at least two members of the Executive Committee, shall constitute a quorum of the board of directors.

Section 2. All decisions of the board of directors shall be by majority vote of the directors in attendance at a duly constituted meeting of the board of directors. Such a majority vote shall also signify the “consent” of the board consistent with the requirements of these bylaws.

ARTICLE VII Committees

Section 1. The president, with the consent of the board of directors, shall appoint members and chairs of the committees.

Section 2. All committees of the Alumni Association, except the nominating committee, shall work under the direction of the board of directors and shall submit reports as the board may require.

Section 3. A quorum of each committee shall consist of a majority of the members of such committee, except as otherwise provided.

ARTICLE VIII Meetings

There shall be an annual meeting of the Alumni Association at the time of the annual class reunions. At this meeting, the president of the Alumni Association will report on the activities of the association.

ARTICLE IX Recognition of Local Chapters

Section 1. To secure recognition as a local chapter, members of the Alumni Association living in the same geographical area shall submit to the board of directors a written application which includes:

- a. a statement of the geographical area the chapter plans to cover, and
- b. an organizational plan for the chapter, specifying the manner in which leadership will be chosen and records kept.

Section 2. Local chapters will choose chapter chairs to lead volunteers in chapter activities. Chapter chairs may serve a term of up to three years in length with a one-year extension if agreed upon by the chapter volunteers.

Section 3. The board may declare a chapter inactive if the chapter does not operate as specified in its organizational plan, does not recruit and install new leadership as specified in Section 2 above, or if it otherwise fails to organize alumni activities on a regular basis.

Section 4. Each chapter may designate one representative to vote on behalf of the chapter at meetings of the board of directors. In the event that more than one person purports to represent a chapter, the President of the Alumni Association will decide which person is entitled to vote on behalf of the chapter.

Section 5. The board of directors may recognize the existence of a new chapter or declare an existing chapter inactive at any meeting of the board of directors.

Section 6. All activities of any chapter shall be open to all alumni within the geographical area.

Section 7. Local chapters shall report on their activities and finances to the board of directors at least once a year.

Section 8. Where there are no organized local chapters, the board of directors and the alumni office shall encourage and assist in the formation of informal local groups.

CONSTITUTION OF THE REED COLLEGE ALUMNI ASSOCIATION

ARTICLE I

The name of this organization is the "Reed College Alumni Association."

ARTICLE II Purpose

The Reed College Alumni Association exists to foster the continuing welfare of both the college and its alumni by promoting mutually beneficial interaction and a sense of community among alumni and between the college and its alumni.

ARTICLE III Membership

Section 1. Any person who has attended Reed College for one full year or more and who is not presently attending the college as an undergraduate shall be a member of this association.

Section 2. The president of this association shall confer honorary membership upon such persons as the board of directors shall select.

Section 3. Any member may withdraw from this association by giving written notice of resignation to the secretary.

ARTICLE IV Board of Directors

Section 1. The board of directors shall govern and direct the business of the Alumni Association. The board may adopt bylaws for the Alumni Association and amend them from time to time. The board of directors shall meet not less than once annually and shall consist of:

- a. Three officers: a president, a vice-president, and a secretary. They shall be elected for terms of one year by and from the members of this association.
- b. Up to fifteen at-large directors, each elected by and from the members of this association for a term of three years, with five directors elected each year in three consecutive years.
- c. One representative of each recognized chapter.
- d. The chair of the reunions steering committee, if the chair of the reunions steering committee is not otherwise a director of the Alumni Association.
- e. Four alumni trustees of the Reed Institute, one of whom shall be elected each year for a four-year term, from and by the members of this Association under the limitations set forth in Article V.
- f. The immediate past president of the Alumni Association.
- g. Not more than two directors appointed in accordance with Section 2 of this Article.

Section 2. As may benefit the interests of the Alumni Association, the president of the Alumni Association, with the consent of the board of directors, may appoint not more than two persons to serve on the board for a term of one year.

Section 3. All terms of office shall begin July 1 following the election.

Section 4. The three officers plus the immediate past president shall constitute the executive committee, which shall discharge all day-to-day duties of the board of directors between meetings of the full board of directors. Three members of the executive committee shall constitute a quorum.

Section 5. Vacancies on the board

- a. The President of the Alumni Association may declare a vacancy on the board of directors in any of the following circumstances:
 1. resignation of a director of the Alumni Association;
 2. death or incapacitation of a director of the Alumni Association;
 3. failure of a director of the Alumni Association to attend (either in person or by telephone conference) a majority of the meetings of the full board held in a single year
- b. In the event of a vacancy on the board of directors, the President shall appoint a replacement with the advice and consent of the Executive Committee. The term of the appointed member will begin upon appointment and end at the conclusion of the term of the vacated seat.

ARTICLE V Alumni Trustees

Section 1. There shall be four alumni trustees of the Reed Institute serving four-year terms and until their successors are elected. One such trustee shall be elected each year by and from the members of this association in accordance with the procedure set forth in Article VII, except that the names of all nominees must be approved by the trustees of the Reed Institute. No member of the Alumni Association shall serve as a member of the board of trustees for two consecutive terms as the official representative of the Alumni Association.

Section 2. In the event of any resignation or vacancy, the board of directors shall recommend to the board of trustees a candidate to fill such vacancy.

Section 3. The alumni trustees shall attend the meetings of the board of directors whenever possible and shall make presentations to the board of directors concerning the affairs of the college and shall bring to the attention of the trustees matters of interest to the Alumni Association.

ARTICLE VI Local Chapters

Section 1. The policy of the Alumni Association shall be to encourage the organization of local chapters wherever a significant population of alumni has settled and desires to establish a chapter.

Section 2. The board of directors of the Alumni Association shall be responsible for recognizing local chapters according to standards set forth in the bylaws.

ARTICLE VII Nominations and Elections

Section 1. A nominating committee shall be constituted annually consisting of the immediate past president; the current president; and three additional members nominated and elected by the members of the Alumni Association pursuant to the procedures provided in subsections 2-7 of this Article VII; and the chair (see section 2, following). Four members of the nominating committee shall constitute a quorum.

Section 2. The immediate past president shall serve as chair of the nominating committee. If, for any reason, the past president is unwilling or unable to serve in this capacity, the past president shall not serve on the nominating committee, and, instead, the president shall appoint another member of the board of directors to serve as chair of the nominating committee.

Section 3. Terms of nominating committee members begin on July 1 and conclude when the President of the Alumni Association determines that the work of the committee is completed.

Section 4. The president of the Alumni Association shall take necessary steps to ensure that information about the nominating process is published and received by alumni prior to June 1, that alumni board members, chapter leadership, board of trustees, incoming nominating committee members, college staff, and other college-affiliated individuals and groups are consulted, and that alumni are directly solicited for nomination.

Section 5. The nominating committee, on or before November 15, shall nominate one candidate for each position to be filled except for representatives of local chapters.

Section 6. As soon as possible after November 15, notice of the nominees, including a brief biographical sketch of each, and procedure for proposing alternate nominees, will be printed in a college publication sent to all alumni. Additional nominations for each vacant position may be submitted by petition from the membership. Said petitions must contain the name and a brief biographical sketch of the nominee, the office to be filled, and the signatures of 50 or more members of the Alumni Association. Petitions must be received in the alumni relations office on or before April 1.

Section 7. Petitioners for each of the officer positions shall indicate the office for which they seek nomination. Those seeking one of the vacant at-large positions on the board of directors should indicate only that they seek one of these seats, and are not to indicate that they wish to stand for election in opposition to any specific nominee.

Section 8. In all offices for which there is only one nominee on April 1, the nominee shall be considered elected as of that date.

Section 9. Election for all offices for which there are more nominees than positions available shall be by ballot. On or before May 1, ballots shall be mailed to all members of the Alumni Association. The nominees shall appear on the ballot by name and class only. All ballots shall be accompanied by a copy of the appropriate constitutional provisions and a list of the nominees, with a brief biographical summary listing the nominees' professional, civic, and alumni activities prepared by the alumni director. Candidates may submit a statement on behalf of their candidacy of not more than 300 words. This statement will be transmitted with the ballot and other information by the college at no cost to the petitioners.

Section 10. Any member may require the alumni relations office to distribute one additional mailing, containing material supporting a nominee. All material so distributed shall include the names and classes of all sponsoring members. The member requiring such a mailing shall reimburse the alumni relations office in advance for all expenses incident to the mailing.

Section 11. All ballots must be received by the alumni relations office by May 24 in order to be counted. The supervision of the election and the counting of the ballots shall be by the board of directors. The nominees receiving the greatest number of votes for each office shall be elected. Candidates for the vacant at-large seats on the board of directors will be ranked according to the number of votes received, and the vacancies filled beginning with the candidate receiving the greatest number of votes. In the event of a tie vote, the board of directors shall elect the candidate from among the tied candidates.

ARTICLE VIII Amendments

Section 1. Amendments to this constitution may be proposed by a two-thirds vote of those present at any meeting of the board of directors. Such amendments shall be published as soon as practicable in a college publication sent to all members of the Alumni Association.

Section 2. The amendment will take effect 30 days after publication in accordance with Section 1 unless, prior to that date, the alumni office receives written objections from 50 or more members of the Alumni Association.

Section 3. If the alumni office receives written objections from 50 or more members of the Alumni Association within 30 days after publication in accordance with Section 1, a ballot of the members of the Alumni Association will be held. The board of directors shall supervise the balloting.

BYLAWS

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Section 8. Where there are no organized local chapters, the board of directors and the alumni office shall encourage and assist in the formation of informal local groups.

Reed College

Alumni Board of Directors

**Documents
2012-13**

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REED COLLEGE ALUMNI BOARD OF DIRECTORS
Alumni Board of Directors: July 1, 2012–June 30, 2013

Executive Committee

Chantal Sudbrack '97 – president
Greg Byshenk '89 – vice president
Scott Foster '77 – secretary
Jay Hubert '66 – past president

Alumni Trustees

John Bergholz '83
Jody Hoffer Gittell '84
Jan Liss '74
Marcia Yaross '73

Members

Alea Adigweme '06
Forrest Alogna '95
Jessica Stern Benjamin '93
Julia Chamberlain '03
David Devine '96
Kristen Earl '05
Scott Foster '77
Bridget Dubois Hilarides '07
Gloria Johnson '79
Beverly Lau '06
Paul Levy '72
Jayne Loader '73
Paige Ramsdell '04
Adam Riggs '95
Richard Roher '79
Lisa Saldana '94
Deepak Sarma '91
Steven Seal '01

Ex-Officio Members:

Bay Area Chapter

Connie Brand '78 – chair
Ian Atlas '91 – representative

Boston Chapter

Emma Rowe '06 – chair
Jessica Stern Benjamin '93 – representative

Chicago Chapter

Alison Birkmeyer-Aske '93 – chair
Cindy Joe '08 – representative

Europe Chapter

Mina Miller '04 – chair

New York Chapter

Jake Luce '07 – chair

Portland Chapter

Rainier Chapter

Ben Demboski '02 – chair

Southern California Chapter

Amy Lindsay '81 – chair

Washington D.C. Chapter

Bennett Barsk '82 – chair
Jonathan Make '98 – representative

Foster-Scholz Club Steering Committee

Jim Kahan '64 – chair

ALUMNI & PARENT RELATIONS CONTACT INFORMATION

Mailing:
Alumni & Parent Relations
Reed College
3203 SE Woodstock Blvd.
Portland OR 97202

Phone: (503) 777-7589
Fax: (503) 777-7798
Email: alumni@reed.edu
Website: <http://www.reed.edu/alumni>

The offices of Alumni & Parent Relations are located in the Greywood Building on the Reed Campus.

ALUMNI & PARENT RELATIONS STAFF

Mike Teskey
Director of Alumni Relations
(503) 777-7593
michael.teskey@reed.edu

Robin Tovey '97
Assistant Director
(503) 777-7598
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Mela Kunitz '87
Assistant Director
(503) 777-7789
mela.kunitz@reed.edu

Todd Hesse
Administrative Assistant
503.777.7215
todd.hesse@reed.edu

REED COLLEGE ALUMNI BOARD OF DIRECTORS
Committee Assignments: July 1, 2012–June 30, 2013

Executive

Chantal Sudbrack '97 – president
Greg Byshenk '89 – vice president
Scott Foster '77 – secretary
Jay Hubert '66 – past president

Outreach

Beverly Lau '06 – chair
Greg Byshenk '89 – EC liaison
Jayne Loader '73
Alea Adigweme '06
Paul Levy '72
Julia Chamberlain '03
Jan Liss '74
Marcia Yaross '73

Alumni Fundraising for Reed

Jessica Benjamin '93 – liaison
Jay Hubert '66

Alumni Board Guidebook

Kristen Earl '05
Sandy Boles '90 – advisor
Chantal Sudbrack '97

Life Beyond Reed

Tony Fisher '80 – chair
Chantal Sudbrack '97 – EC liaison
Adam Riggs '95
John Bergholz '83
Jody Hoffer Gittel '84
Steven Seal '01
Greg Byshenk '89
Erik Speckman '91 – advisor
Forrest Alogna '95

Reedfayre

Richard Roher '79 – chair
Scott Foster '77 – EC liaison
Lisa Saldana '94
Deepak Sarma '91
Bridget Dubois Hilarides '07
David Devine '96
Paige Ramsdell '04

Nominations

Jay Hubert '66 - chair
Chantal Sudbrack '97
Willie Koo '83
Melina Martinez '04
Sheldon Hochheiser '73

REED COLLEGE ALUMNI ASSOCIATION

Alumni Board of Directors: July 1, 2011–June 30, 2012

Board meeting dates

Volunteer Weekend: September 21–22

Alumni Board conference call: November 10, 10 a.m. Pacific

Alumni Board meeting on campus simultaneous with trustees: February 1–2

Alumni Board conference call: April 13, 10 a.m. Pacific

Reunions Alumni Board meeting on campus during Reedfayre '13: June 15

Alumni Board Conference Call Information

Our teleconferences are hosted by the same provider used by the rest of Reed College, Encounter Collaborative.

- To call in to a conference, dial the appropriate toll free number from the table below.
- Wait for the prompt and dial the appropriate PIN; the call will not be open until the presenter has called with the unique presenter PIN, so the presenter should call in a couple minutes prior to the published start time. For full board meetings, the President is the presenter and for committee meetings, the committee chair is the presenter. If the presenter is unable to participate in a teleconference, they are responsible for arranging a proxy presenter.
- You will hear a tone once you have been connected to your call.

Line	Used for meetings of the:	Toll-free Number	Presenter PIN	Participant PIN
Alumni1	Full Alumni Board, Executive committee	866-215-2003	8435	8114
Alumni2	Outreach Committee	866-215-2004	8342	9686
Alumni3	Reedfayre Committee	866-215-2229	7740	2163
Alumni4	Life Beyond Reed	866-215-2406	2729	7882

For questions or troubleshooting, please call Encounter's Customer Care Department at 800/290-5900. You may also access more information about Encounter Collaborative online at www.encounter.net.

This information is provided to you in order to support and enhance alumni relations and programs. This information is provided only with the understanding that it cannot and will not be used for personal, commercial, or political purposes. Thank you.

Social-media tips for alumni volunteers
September 2011

Social media has transformed the way people interact online. People are experiencing email overload. Audiences have a finite attention span. With our alumni social-media channels (blog, videos, photo sharing, Facebook, and Twitter) we aim to create content that you can re-use on your own.

Facebook is a great tool for generating enthusiasm and participation around Reunions, chapter events, etc. We recommend creating a "page" (not a "group"!), as anyone can easily "like" it (no need to "approve" new members), and all fans will be alerted when new updates are posted.

Format tip: "page" good vs. "group" bad! (the ReediEnews page is a good example of the best "page" format)

Learn more at: <http://www.facebook.com/help/?topic=pages>

After you've created a page, remember to maintain it by posting comments and/or photos from recent events; link to it as a "status update" on your own personal profile so that your friends/classmates will notice and "like" it.

Please consult with Robin Tovey '97 at toveyr@reed.edu when establishing or revising the Facebook presence for your chapter or reunion.

Resources:

<http://www.facebook.com/ReediEnews>

<http://www.facebook.com/ReedCollegeCentennialReedfayre2012>

http://twitter.com/reed_alumni

http://blogs.reed.edu/the_riffin_griffin/

http://www.flickr.com/groups/reed_alumni/

<http://www.youtube.com/user/reedalumni>

<http://www.reed.edu/hub/alumni/>

Prepared by Robin Tovey '97
For Alumni Relations
September 22, 2011

CONSTITUTION OF THE REED COLLEGE ALUMNI ASSOCIATION

ARTICLE I

The name of this organization is the "Reed College Alumni Association."

ARTICLE II Purpose

The Reed College Alumni Association exists to foster the continuing welfare of both the college and its alumni by promoting mutually beneficial interaction and a sense of community among alumni and between the college and its alumni.

ARTICLE III Membership

Section 1. Any person who has attended Reed College for one full year or more and who is not presently attending the college as an undergraduate shall be a member of this association.

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- f. The immediate past president of the Alumni Association.
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Section 2. As may benefit the interests of the Alumni Association, the president of the

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ARTICLE VII Nominations and Elections

Section 1. A nominating committee shall be constituted annually consisting of the immediate past president; the current president; and three additional members nominated and elected by the members of the Alumni Association pursuant to the procedures provided in subsections 2-7 of this Article VII; and the chair (see section 2, following). Four members of the nominating committee shall constitute a quorum.

Section 2. The immediate past president shall serve as chair of the nominating committee. If, for any reason, the past president is unwilling or unable to serve in this capacity, the past president shall not serve on the nominating committee, and, instead, the president shall appoint another member of the board of directors to serve as chair of the nominating committee.

Section 3. Terms of nominating committee members begin on July 1 and conclude when, the President of the Alumni Association determines that the work of the committee is completed.

Section 4. The president of the Alumni Association shall take necessary steps to ensure that information about the nominating process is published and received by alumni prior to June 1, that alumni board members, chapter leadership, board of trustees, incoming nominating committee members, college staff, and other college-affiliated individuals and groups are consulted, and that alumni are directly solicited for nomination.

Section 5. The nominating committee, on or before October 1, shall nominate one candidate for each position to be filled except for representatives of local chapters.

Section 6. As soon as possible after October 1, notice of the nominees, including a brief biographical sketch of each, and procedure for proposing alternate nominees will be printed in a college publication sent to all alumni. Additional nominations for each vacant position may be submitted by petition from the membership. Said petitions must contain the name and a brief biographical sketch of the nominee, the office to be filled, and the signatures of 50 or more members of the Alumni Association. Petitions must be received in the alumni relations office on or before February 15.

Section 7. Petitioners for each of the officer positions shall indicate the office for which they seek nomination. Those seeking one of the vacant at-large positions on the board of directors should indicate only that they seek one of these seats, and are not to indicate that they wish to stand for election in opposition to any specific nominee.

Section 8. In all offices for which there is only one nominee on February 15, the nominee shall be considered elected as of that date.

Section 9. Election for all offices for which there are more nominees than positions available shall be by ballot. On or before April 5, ballots shall be mailed to all members of the Alumni Association. The nominees shall appear on the ballot by name and class only. All ballots shall be accompanied by a copy of the appropriate constitutional provisions and a list of the nominees, with a brief biographical summary listing the nominees' professional, civic, and alumni activities prepared by the alumni director. Candidates may submit a statement on behalf of their candidacy of not more than 300 words. This statement will be transmitted with the ballot and other information by the college at no cost to the petitioners.

Section 10. Any member may require the alumni relations office to distribute one additional mailing, containing material supporting a nominee. All material so distributed shall include the names and classes of all sponsoring members. The member requiring such a mailing shall reimburse the alumni relations office in advance for all expenses incident to the mailing.

Section 11. All ballots must be received by the alumni relations office by May 10 in order to be counted. The supervision of the election and the counting of the ballots shall be by the board of directors. The nominees receiving the greatest number of votes for each office shall be elected. Candidates for the vacant at-large seats on the board of directors will be ranked according to the number of votes received, and the vacancies filled beginning with the candidate receiving the greatest number of votes. In the event of a tie vote, the board of directors shall elect the candidate from among the tied candidates.

ARTICLE VIII Amendments

Section 1. Amendments to this constitution may be proposed by a two-thirds vote of those present at any meeting of the board of directors. Such amendments shall be published as soon as practicable in a college publication sent to all members of the Alumni Association.

Section 2. The amendment will take effect 30 days after publication in accordance with Section 1 unless, prior to that date, the alumni office receives written objections from 50 or more members of the Alumni Association.

Section 3. If the alumni office receives written objections from 50 or more members of the Alumni Association within 30 days after publication in accordance with Section 1, a ballot of the members of the Alumni Association will be held. The board of directors shall supervise the balloting.

BYLAWS OF THE REED COLLEGE ALUMNI ASSOCIATION

ARTICLE I Duties of the President

Section 1. The duties of the president shall be:

- a. to act as chair of the board of directors and of its executive committee;
- b. to preside at all meetings of the Alumni Association;
- c. to appoint, with the consent of the board of directors, all committees and committee chairs, except as otherwise provided in the constitution or these bylaws;
- d. to serve as a member of all committees;
- e. to issue a call for all meetings as provided in the bylaws; and
- f. to present an annual report to the Alumni Association.

ARTICLE II Duties of the Vice President

The vice president shall discharge the duties of the president in the absence or inability of that officer to act and shall serve as a member of the executive committee.

ARTICLE III Duties of the Secretary

The secretary shall keep a record of the proceedings of the Alumni Association and the board of directors and shall serve on the executive committee.

ARTICLE IV Duties of the Immediate Past President

The immediate past president shall serve as chair of the nominating committee and shall serve as a member of the executive committee and shall perform such other duties as may pertain to the office.

ARTICLE V Duties of the Board of Directors

Section 1. In addition to the duties of the board of directors delineated in the constitution, the board of directors shall establish such committees as the affairs of the Alumni Association require.

Section 2. No member of the board of directors may receive remuneration for services to the Alumni Association.

ARTICLE VI Decisions of the Board of Directors

Section 1. Eleven or more members of the board of directors, including at least two members of the Executive Committee, shall constitute a quorum of the board of directors.

Section 2. All decisions of the board of directors shall be by majority vote of the directors in attendance at a duly constituted meeting of the board of directors. Such a majority vote shall also signify the “consent” of the board consistent with the requirements of these bylaws.

ARTICLE VII Committees

Section 1. The president, with the consent of the board of directors, shall appoint members and chairs of the committees.

Section 2. All committees of the Alumni Association, except the nominating committee, shall work under the direction of the board of directors and shall submit reports as the board may require.

Section 3. A quorum of each committee shall consist of a majority of the members of such committee, except as otherwise provided.

ARTICLE VIII Meetings

There shall be an annual meeting of the Alumni Association at the time of the annual class reunions. At this meeting, the president of the Alumni Association will report on the activities of the association.

ARTICLE IX Recognition of Local Chapters

Section 1. To secure recognition as a local chapter, members of the Alumni Association living in the same geographical area shall submit to the board of directors a written application which includes:

- a. a statement of the geographical area the chapter plans to cover, and
- b. an organizational plan for the chapter, specifying the manner in which leadership will be chosen and records kept.

Section 2. Local chapters will choose chapter chairs to lead volunteers in chapter activities. Chapter chairs may serve a term of up to three years in length with a one-year extension if agreed upon by the chapter volunteers.

Section 3. The board may declare a chapter inactive if the chapter does not operate as specified in its organizational plan, does not recruit and install new leadership as specified in Section 2 above, or if it otherwise fails to organize alumni activities on a regular basis.

Section 4. Each chapter may designate one representative to vote on behalf of the chapter at meetings of the board of directors. In the event that more than one person purports to represent a chapter, the President of the Alumni Association will decide which person is entitled to vote on behalf of the chapter.

Section 5. The board of directors may recognize the existence of a new chapter or declare an existing chapter inactive at any meeting of the board of directors.

Section 6. All activities of any chapter shall be open to all alumni within the geographical area.

Section 7. Local chapters shall report on their activities and finances to the board of directors at least once a year.

Section 8. Where there are no organized local chapters, the board of directors and the alumni office shall encourage and assist in the formation of informal local groups.

**Reed College Alumni Association Board of Directors
Meeting Minutes
Saturday, September 23, 2011**

President Hubert called the meeting to order at 11:32 a.m. PST.

I. Roll Call: Byshenk

Executive Committee	Attendance
Jay Hubert '66 – president	Y
Chantal Sudbrack '97 – vice president	Y
Greg Byshenk '89 - secretary	Y
Erik Speckman '91 – past president	Y
Alumni Trustees	
Jan Liss '74 (2013)	Y (12:30)
John Bergholz '83 (2014)	Y (12:30)
Jody Hoffer Gittel '84 (2015)	Y (12:30)
Members	
Kim Lambert '79 - 2012	Y c
Larry Abramson '80 - 2012	N
Heinrich Gompf '94 - 2012	Y c
Barbara Smith-Thomas '64 - 2012	Y
Jon Paul Davis '92 - 2012	Y
Scott Foster '77 - 2013	Y
Paige Ramsdell '04 - 2013	Y c
Lisa Saldana '94 – 2013	Y
Paul Manson '01 – 2013	Y
Jessica Benjamin '93 – 2013	Y
Marcia Yaross '73 – 2013 (1 year)	Y
Adam Riggs '95 – 2013 (1 year)	Y
Jayne Loader '73 – 2014	Y
Alea Adigweme '06 – 2014	Y
Gloria Johnson '79 – 2014	Y
Deepak Sarma '91 – 2014	Y
Richard Roher '79 – 2014	Y
Ex Officio Members	
Bay Area Chapter	
Connie Brand '78 – chair	Y
Ian Atlas '91– representative	N
Boston Chapter	
Dan Harris-McCoy '02 – chair	N
Chicago Chapter	
Alison Birkmeyer-Aske '93 chair	Y c
Cindy Joe '08 – representative	Y
Europe Chapter	
Mina Miller '04 – chair	N
New York Chapter	
Jake Luce '07 – co-chair	N
Julia Staverovsky '02 - co-chair	Y c
Portland Chapter	
Jim Kahan '64 – chair	Y
Rainier Chapter	
Ben Demboski '02 – chair	N
Southern California Chapter	
Amy Lindsay '81 – chair	Y
Jennifer Rasmussen '93 – representative	N
Washington D.C. Chapter	
Jonathan Make '98 – chair	N

Paul Levy '73 – representative	Y
Foster/Scholz Steering Committee	
Kathia Emery '67 – chair	Y
Centennial Planning	
John Sheehy '82	Y
Alumni and Parent Relations	
Mike Teskey HA	Y

II. Approval of June 11 2011 minutes: Hubert

The minutes were approved with no corrections.

III. President’s Report: Hubert

Jay Hubert welcomed Alea, Deepak, Gloria, Adam, Jayne, and Jim as new members to the Board, and thanked them for their participation in the entire weekend, as this helps to build relationships, for which meetings are not always ideal.

IV. Committee Reports

A. Nominations Committee: Speckman

No report at this meeting.

B. Reedfaire/Reunions: Foster

Reunions is about connecting with the College and each other, and the committee will be working with that theme. They are planning a new strategy for outreach to west coast/PNW people, and attempting to dovetail Alumni College with Reedfaire. *Lisa* is heading up the recruitment subcommittee, and has class leaders lined up for every milestone year. *Deepak, Larry, Heinrich, and Barbara* are working on a new strategy for the post-centennial, and hope to identify leaders for 2013 prior to Reunions 2012.

Jay Hubert congratulated the committee on a step forward in organization.

C. Outreach Committee: Yaross

Outreach will be attempting to separate Chapter activities from more general outreach this year. Chapters will have their own organization and meet approximately four weeks prior to the full board, with Outreach meeting approximately two weeks before. *Amy Lindsey* will serve as liaison for the Chapter subcommittee. Yesterday *Connie Brand* helped with a “mindmap” for chapter activities, and this morning the committee organized itself for the coming year. *Greg, Jayne, and Connie* will be attempting to create a better social media strategy, as well as looking at more general communication issues. *Paul* will be looking into coordinating local events, *Alea* will be seeking ways to engage with underrepresented groups among alumni, and *Cindy* will be examining ways to engage alumni with public service.

D. Alumni Fundraising for Reed: Benjamin

There are two goals for this year: 1) increasing the number of younger alumni who donate something; and 2) increasing the number from all years to give \$1000 or more. This last year Griffin level donors rose to 498, which effectively reached the goal of 500. AFR is looking for more volunteers to help with overall donations.

Jay Hubert noted that AFR operates separately from the AB, but encouraged every member of the board to make a donation at a level that felt right.

E. Life Beyond Reed: Johnson

LBR is a new committee, consisting of *Gloria Johnson, Adam Riggs, Jessica Benjamin, John Paul Davis, and John Begholz*, along with EC members *Jay Hubert* and *Erik Speckman*, along with *Mike Teskey* from the College. The goal is to reach out to current students and younger alumni. *Adam* is planning a workshop in February.

Adam Riggs reported that he has been thinking about how alumni can provide resources for students. The main focus has been on coordinated meetings with Trustees and AB members, but wants to expand participation to any alumni who feel passionate about offering something back to students, and build alum-to-alum and alum-to-student contacts. The details will be worked out over the next 6-8 weeks, with plans for an event in February involving one-on-one contact of students with volunteers, based on expertise as well as major.

Paul Manson noted that the Anthropology Department is planning a similar event – for anthro majors and grads – in October.

Adam Riggs added that February is planned for all majors.

Gloria Johnson closed, adding that the committee is new, and welcomes any feedback or other information from the rest of the Board. She can be contacted via [<johnsontierney@gmail.com>](mailto:johnsontierney@gmail.com).

Kim Lambert added that, in relation to new things, she will be working on formalizing the output of the FAB-STUF committee and submitting it to the EC.

Marcia Yaross asked if this would be reported back to the full Board.

Jay Hubert responded that it would be.

V. Chapter Reports

A. Bay Area: Brand

Things have been moving well. There were 50 people for the annual Summer solstice event, 30 for the Calendar Library, and 50 for Don Asher, along with good attendance at the Nitrogen Day party and TTT. A pizza night has not yet been organized, but is expected, along with a “coffee walk”.

B. Southern California: Lindsay

SC had a taco night in place of pizza night, which was only lightly attended. Members also took part in an AIDS Walk. New SC member *Jessica Gerhardt '11* will be working on updating the chapter's Facebook page. The chapter is planning on focusing more on “member-initiated” events rather than SC directed, and is considering “no-host” events; that is, public events that are publicized as Reedy events to be shared. The chapter is also arranging a “Reed Stories on the Road” with *Cricket Parmalee* and a “Dr. Demento” event.

C. Rainer: Speckman

There was a summer picnic at the end of July, which unfortunately coincided with very unfriendly weather, but still had a healthy turnout, including some recent grads. In an attempt to build interest in TTT, *Bram Wessel '90* volunteered to buy the first \$50 worth of drinks, but turnout could still be improved. Future plans include a downtown architecture tour, and the Copernican Lecture – which would be a pre-existing event with added Reedy involvement.

D. Portland: Kahan

Portland suffered a bit of a leadership crisis, with *Paul Manson* going back to school and *Barbara Smith-Thomas* taking a year off in San Francisco. *Jim Kahan* is the new SC chair, and is attempting to recruit new members. Portland also will be looking for more “bottom up” participation. Pizza night was a failure, with only one 2011 grad and one class of 2012, along with another 12 people.

Erik Speckman noted that Seattle participation was also down this year.

Jim Kahan replied that the Portland chapter doesn't care if people leave in the fall; the pizza night should be earlier. Also, *Barbara Smith-Thomas* did a lot of local things for Reunions 2011, and while there will be less in coming years, the plan is to continue to provide local input for Reedfaire. The winery tour even succeeded in selling some wine.

E. New York City: no report

F. Washington, DC: Levy

TTT continues to do well, as well as the DC restaurant club, with some new people attending each time. Attendance at the summer picnic was down, probably due to worries about extreme heat that weekend. Next year's picnic will be in September, which should give better weather. Pizza night attendance was down in DC, as well; perhaps earlier is better.

Eric Speckman noted that fall really should work better for non-Portland chapters, and we shouldn't be too quick to change again.

Paul Levy continued to note that two events were canceled due to hurricane: CD United v. Portland Timbers, and a kayaking tour. The Timbers event has been rescheduled for October 19, and the kayak tour will be rescheduled. Upcoming events will include one with Cricket Parmalee in early October, Leslie Overstreet '71 leading a tour of the rare book room at the Natural History Museum, Richard Danzig '65 giving a talk, and a Nato Green event in November. DC is missing a recent alum for the SC, but is working on finding one. There has been talk of a Reed parents group, but as yet no champion has taken it up.

G. Chicago: Joe

Chicago is also working with public events that Reedies can attend together. The summer picnic got rained out, but there are plans to reschedule. *Cindy Joe* gave a tour at Fermilab, which was well attended and shows that people will indeed travel for the right event. There is an Oktoberfest event today at David Perry's '73.

Alison Birkmeyer-Aske noted that it will be an event followed by a David Mars performance at the Beverly Arts Center.

Cindy Joe continued that the pizza event turned into a vegan food night, with a couple of new grads and other new attendees.

Alison Birkmeyer-Aske added that the chapter is working on finding unusual events, as that creates more interest. Things like the Fermilab tour that are not otherwise available.

[Trustees report inserted as Alumni Trustees have arrived, but must depart for lunch.]

VI. Trustees report: Liss

Composition report: of the 30 Board members, 20 are alumni, and some of the non-alumni are parents.

The major issue for this year is the Presidential Search. The search committee will include 6 trustees and 6 faculty. Isaacson, Miller will handle the search, and they are the preeminent higher ed search firm. John Isaacson gave a presentation at lunch, and seemed to have a good understanding of Reed's needs. The committee will be carefully drafting a job description, with the advertisement to be published in the *Chronicle of Higher Education* in November. The committee expects to be presented with 30 candidates, to be narrowed to 8 in February, and 3 or 4 finalists in March, with one recommended candidate to be presented at the April Board meeting. There are new issues of privacy vs. transparency, as many candidates do not wish their candidacy to be public. There will be a working lunch from 1-3pm for alumni to discuss the search with *John Sheehy*.

In other matters, the Academic Affairs committee has modified faculty review to be every 4 years, instead of every 2 years. Also approved graduation for December grads. AA is also examining faculty recruitment. The College is doing well with women candidates, but less well with minorities.

Jody Hoffer Gittell added that AA is looking at alternative promotion and advertising, and at what other institutions are doing.

Jan Liss continued, the budget has a \$2.5M surplus, which is being saved against any future deficit. Enrollment is now 1350, and looks to remain at that level. It is interesting to note that 10 more full-pay students mean an extra \$600K-700K to the College. Need blind continues to be a goal, and a difficult one to reach. The College does well for students with a family income of over \$200K or under \$100K, but presents problems for those in the middle.

John Bergholz corrected the income range to \$80K to \$150K.

Jody Hoffer Gittell added that the College will be looking at a poll for bond ratings, as Moody has reduced the College's rating based on the business model requiring 50% full-pay students.

John Bergholz added that the College is attracting more international students. And that in the current Campaign, \$180M out of the \$200M goal is not "expected", if not actually officially committed.

Jan Liss added that the deadline for the Campaign is still December 2012, and Hugh is confident of achieving it.

Greg Byshenk asked about the tight schedule for a new President, what with Colin departing July 1 and a decision no earlier than April.

Jan Liss responded that 2 months lead time is normal in such cases, and there should be no problem with the new President starting in July.

[Alumni Trustees depart for Trustee lunch.]

V. Chapter Reports (continued)

H. Boston: Gompf

TTT is doing well, but attendance at the pizza event was also feeble, with only 10 people, some

of whom were new to events, but not new grads. There is a continuing problem with younger alumni attendance.

Jessica Benjamin added that some currently active are pulling back, and the chapter needs some new blood.

I. London/Europe: no report

VII. Foster-Scholz Club Report: Emery

Foster-Scholz is for alumni from 40 or more years ago. This year there are two new steering committee members. The year was already planned a month ago. There are two lecture-luncheons planned: one with Peter Steinberger on “How did democracy get so uncivil?” and a preview of “Colin's greatest hits”, and another with Mike Brody on the causes of sexual assault. Also planned is a spring theatre event, but the date is not yet set.

VIII. College and Alumni Relations Report: Teskey

Mike first thanked everyone for a very successful 2011 Reunion, which is still being talked about on campus, on Facebook, and via email. Unfortunately, the “golf ball drop” caused approximately \$5000 of damage to cars, so that sort of thing can't continue.

There are continuing concerns about alcohol, including the “Thirsty Third Thursday” events, and reunion events with wine on the table instead of water. Also with issues of the Alcohol and Other Drug policy and leadership among the students on campus; is there a way that alumni could be a resource? Portland alumni have taken a role in Rennfaire for some time, and the College will also be taking more of a role in the future.

The College is considering a Rose Parade float to finish off the Centennial year.

Jim Kahan added that the Portland chapter can certainly be a resource.

Mike Teskey asked for any addition feedback

Scott Foster responded that the issues are basic leadership issues, with recurring themes: succession planning, documentation of cyclical processes, templates and timelines, and analyzing lessons learned. Also encouraged people to look at Scott MacLeod's “World University” (http://worlduniversity.wikia.com/wiki/World_University)

Jay Hubert asked that anyone with ideas for the Board should approach the EC.

IX. Adjourn

Next board meeting will be at 10:00 PST, Saturday 12 November 2011. The meeting adjourned at 13:03.

Respectfully submitted,

Greg Byshenk

Submitted 8 November 2011

**Reed College Alumni Association Board of Directors
Meeting Minutes
Saturday, November 12, 2011**

President Hubert called the meeting to order at 10:03 a.m. PST.

I. Roll Call: Byshenk

Executive Committee	Attendance
Jay Hubert '66 – president	Y
Chantal Sudbrack '97 – vice president	N
Greg Byshenk '89 - secretary	Y
Erik Speckman '91 – past president	Y
Alumni Trustees	
Jan Liss '74 (2013)	N
John Bergholz '83 (2014)	Y (10:15)
Jody Hoffer Gittel '84 (2015)	N
Members	
Kim Lambert '79 - 2012	N
Larry Abramson '80 - 2012	N
Heinrich Gompf '94 - 2012	N
Barbara Smith-Thomas '64 - 2012	N
Jon Paul Davis '92 - 2012	N
Scott Foster '77 - 2013	N
Paige Ramsdell '04 - 2013	N
Lisa Saldana '94 – 2013	Y
Paul Manson '01 – 2013	N
Jessica Benjamin '93 – 2013	Y
Marcia Yaross '73 – 2013 (1 year)	Y
Adam Riggs '95 – 2013 (1 year)	Y
Jayne Loader '73 – 2014	N
Alea Adigweme '06 – 2014	Y
Gloria Johnson '79 – 2014	Y
Deepak Sarma '91 – 2014	Y
Richard Roher '79 – 2014	Y
Ex Officio Members	
Bay Area Chapter	
Connie Brand '78 – chair	N
Ian Atlas '91– representative	N
Boston Chapter	
Dan Harris-McCoy '02 – chair	N
Chicago Chapter	
Alison Birkmeyer-Aske '93 chair	N
Cindy Joe '08 – representative	N
Europe Chapter	
Mina Miller '04 – chair	N
New York Chapter	
Jake Luce '07 – co-chair	Y
Julia Staverovsky '02 - co-chair	N
Portland Chapter	
Jim Kahan '64 – chair	Y
Rainier Chapter	
Ben Demboski '02 – chair	N
Southern California Chapter	
Amy Lindsay '81 – chair	N
Jennifer Rasmussen '93 – representative	N
Washington D.C. Chapter	
Jonathan Make '98 – chair	N

Paul Levy '73 – representative	N
Foster/Scholz Steering Committee	
Kathia Emery '67 – chair	Y
Centennial Planning	
John Sheehy '82	N
Alumni and Parent Relations	
Mike Teskey HA	Y

II. Approval of September 23 minutes: Hubert

The minutes were approved, as corrected..

III. President’s Report: Hubert

The Life Beyond Reed committee has been doing very well, and there is a lot of interest for its plans.

More generally, the college is achieving more visibility, not just among academics, but among the general population. This has a good side, but also a down side in that there is increased scrutiny and more negative attention. *Jay* suggested that Reed alumni, and the AB in particular, need to become advocates for the college.

IV. Committee Reports

A. Nominations Committee: Speckman

The committee has been constituted and all members are available. The committee will meet tomorrow to propose five at-large AB members for next year, whose names will be published in the *Reed* magazine for comment.

Jay Hubert asked if nominations remained open.

Erik Speckman responded that they were, but would “close” after tomorrow’s meeting.

B. Reedfaire/Reunions: Lisa Saldana (for Foster)

Plans are moving forward well. Class leaders are active for all “milestone” years for 2012, with plans for the first outreach to classes around the holidays. *Deepak Sarma* and *Lisa Saldana* are working on outreach for 2013 class leaders. *Richard Roher* has researched alumni email for mass mailings and is assisting Mike in developing contacts. *Larry Abramson* is working on entertainment, and *Barbara Smith-Thomas* will be working on gastronomy.

Barbara Smith-Thomas interjected that the summary is not quite correct, but that activity was proceeding.

C. Outreach Committee: Yaross

At-large members are taking on particular projects. *Greg Byshenk*, *Jayne Loader*, and *Connie Brand* are working with Social Media; *Amy Lindsay* is looking into IRIS access and functionality; *Jim Kahan* is looking into possibilities for hosting students; *Paul Manson* and *Cindy Joe* are looking into relations with career services, and *Alea Adigweme* is looking into outreach to underrepresented alumni groups. *Amy Lindsay* and *Jim Kahan* will be working with the chapters community, with particular focus on event promotion and public service.

D. Alumni Fundraising for Reed: Jay Hubert (for Benjamin)

AFR looks to be off to a good start. *Konrad Alt* and *Jan Kurtz* are looking at a bit of restructuring, but it should be mostly fine tuning, after the good performance last year.

E. Future of the AB: Hubert

Jay Hubert and *Kim Lambert* are working on formalizing the results of the FAB working group, with the expectation to have a report available before June 2012, and also continuing to communicate with ex-representatives and others from the College. The end of the Oral History Project, continuing of FAB, and the start of LBR mean changes, and the AB needs to sort out how to organize itself and these other groups. The alumni should see the AB as a natural point of contact, but for this to work, the AB needs to be available and responsive, and also to be *seen* as such.

F. Life Beyond Reed: Riggs/Johnson

The Working Weekend event in February seems to be on track. There have been 22 formal responses, as well as approximately 15 others expressing interest. LBR is currently building a program focusing where there is interest. Among other things, two alums are planning a “start-up lab”, along with lectures, panels, and “office hours” for ¾ of the day Friday and Saturday. Beginning next week they will be working on getting *confirmations*, and will build a skeleton program based upon commitments, expanding with additional participants. So far there look to be 30-40 people, but the goal is 100.

Gloria Johnson added that, at Parent Weekend, Colin Diver and Ron Albertson put out a request for parent volunteers, and there seems to be real interest among parents, as well. One parent has donated \$100K to sponsor internships.

Adam Riggs continued that they are working with Mike on how to get funding sorted out in areas like the support for internships, and urged everyone to be thinking about internships and other areas.

Jay Hubert expanded on the issue of coordination, that it was important to coordinate with all stakeholders: Parent Council, College offices, and those outside the College. It can be a challenge, but it has benefits.

V. Chapter Reports

A. Bay Area: Brand – No Report

B. Southern California: Lindsay – No Report

Marcia Yaross added that Thirsty Third Thursday is being changed to “Second Sunday” for Southern California, because Thursday evening LA traffic makes that time impractical.

C. Rainer: Speckman

No significant news, and no events other than the regular reading group.

Jay Hubert noted that there had been some thought about a *Reed* magazine article on reading groups.

Erik Speckman responded that an article would be great, as the reading groups are not as visible as they should be.

D. Portland: Kahan

The Portland chapter, rejuvenated with a cluster of new steering committee members, is off to a good start this year. A Canyon tour, food bank volunteer effort, night at the Reed theatre,

and Westwind weekend were all successful. We're also thinking up ideas for off-campus interesting stuff for ReedFayre 2012 and other future events. Our Facebook page, Reed College Alumni: Portland Chapter, serves to announce both official and unofficial alumni events, as well as serve as a way for bottom-up organization; that last is underway, but still not fully ready for prime time.

A heads up for other chapters: Local alumni and friends participate in the international students host program, where we adopt an international student each year to offer occasional home-cooked meals, an opportunity to pet pets, and generally a home away from home. Many of these really nice and adventurous kids have some interest in seeing the USA during college breaks, and our chapters are located in many of their most desired places to visit. I am going to work with Marcia and Dana Bays the college's international student coordinator to see whether we might solicit offers of B&B in return for first-hand interesting stories of how they got to Reed and how things are back at the mother ship. More on this at the next meeting, in time for spring break planning.

Jan Liss noted that, in her student days, there were often just posters up.

Kathia Emery noted that being connected with the ISH program helps provide reassurance for the parents of international students.

Jay Hubert added that the same sort of thing could work with *non*-international students.

E. New York City: Luce

NYC is working on reorganizing itself, attempting to formalize procedures for the SC and do some research on local issues before making serious plans.

F. Washington, DC: Levy – No Report

Adam Riggs noted that there was a fantastic talk in DC from Richard Danzig based on his new book on Sarin. There were approximately 30 attendees from all decades, and many went out after the event.

G. Chicago: Joe -No Report

H. Boston: Harris-McCoy

Written report, read by Jessica Benjamin

This year the main events have been TTT. There was also a very successful trivia night and a theatre in the park event. TTT has been moving around, and drawing some recent graduates. Pizza night was moderately successful in terms of attendance, but drew no new graduates.

I. London/Europe: no report

VI. Foster-Scholz Club Report: Emery

The “Brown Bag Lunches” are no longer “brown bag”, as they are now catered. The first event, the Peter Steinberger lecture, was extremely popular, with more than double the normal number of attendees: 30-35 is normally a good figure, but Peter's lecture drew more than 70. The next event will be a talk by Mike Brody on sexual harassment, that originated in a request from a 1950s graduate for more information on the subject.

VII. Trustees report: Liss

Little new to report since the last AB meeting, as the last AB meeting immediately followed the last Trustee meeting. *John Bergholz* will discuss Trustee involvement with Working Weekend, but the main issue now is the Presidential Search. Ads should be appearing in the *Chronicle* in a week or two, and the Board is giving suggestions to the Search Committee, both in terms of particular individuals and categories of people to be looked at. The expectation is that there will be eight candidates at the February Trustee meeting.

John Bergholz added that Isaacson, Miller has had the search listed on their site for some time, and John Isaacson, who was key in getting Colin Diver as president, is handling the search.

Jim Kahan added that the meetings with students seem to have been appreciated, and expressed thanks to the Search Committee.

John Bergholz added that any additional suggestions should come to Anna Levin or the Search Committee via Mike Teskey.

Regarding LBR, *John Bergholz* has been working with Career Services specifically on non-profit aspects, and also with trustees, six of whom will be participating in the Working Weekend, as well as some others. There are some questions as to “outside” (non-Reed) participants, but there will be an additional followup meeting on LBR next week.

VIII. College and Alumni Relations Report: Teskey

Mike Teskey first thanked those who commented on the *Oregonian* article on sexual assault; the responses were noticed inside the College. The issue was mentioned at Parent Weekend, and in the *Quest* of last week. There is a new Dean working in the area of sexual assault, and there will be a student vote on how the College should adjudicate it. Outside counsel recommended a change in policy, as the existing is not in compliance with the law, and the *Quest* came out in support of that recommendation.

Richard Danzig gave a talk in Vollum that was attended by over 150 people. And received the inaugural “Eliot Award”, intended by the Trustees to recognize *achievement*.

Ground is being broken on the new performing arts building; the parking lot is closed and earth is being moved.

There has been discussion on campus about increasing alumni involvement in Paideia, and alumni are encouraged to reach out to the Paideia czar(s). Unfortunately, at the moment there are no Paideia czars, but the issue has been raised in the *Quest*, and the College expects someone to step up.

That also raises the issue of student leadership. There is no current leadership development, and representatives from the College will be trying to meet with young alumni and current students to consider what might work for such a program.

The College is reviewing Volunteer Weekend with an eye toward the future. VW 2012 may be another “big event”, including an inauguration. The question is how can people come together, perhaps in a sort of “Volunteer Fair” to capture people who might have interest, but no focus.

At Parent Weekend, Colin Diver reported that the Campaign is on track, and that there should soon be an announcement regarding Helen Stafford's estate.

There is a potential issue regarding use of the Sports Center and Ski Cabin. Some students have complained about overuse by alumni interfering with student use. At this point the College is looking for some actual data on usage and usage patterns before acting further.

Reunions/ReedFaire planning is moving well. Barbara Smith-Thomas and Robin Tovey will be working on events, Jim Kahan is the “Dean” of the Alumni College, Larry Abramson will focus on ideas, and Heinrich Gompf will be working with food and food showcases.

“Thinking Reed”, the spring roadshow will involve taking the centennial on the road. The “tour” will be planned for March, involving various “Thinking Reed” authors along with Colin Diver, and *Mike Teskey* is currently working on arranging venues and program.

The OPB Reed Centennial video has been very well received. The Alumni Office has 10 DVDs, and will provide one to each Chapter, giving the possibility of a viewing party as a “canned” event.

Working Weekend is moving forward, with special thanks to *Adam Riggs* and *John Bergholz*.

Jim Kahan asked that anyone with an idea for a AC course should contact him. The “main tent” item will be “the future of liberal education”, but he is also looking for short courses. He added that he is looking for actual volunteers, not “it would be nice for *someone* to do X”.

Jay Hubert added that they need “I will” instead of “you should”.

John Bergholz asked if there is a set schedule for the roadshow.

Mike Teskey responded that Chicago is tentatively set for 14 March, and NYC for 29 March, and that there will be a mass email when the schedule and locations are set.

Richard Roher asked if there is a place on the Reed website recording progress on the performing arts center.

Mike Teskey responded that it is under consideration, but at this stage the “construction” is still pre-hole.

Marcia Yaross asked if there are plans for a time-lapse, which could be interesting.

Mike Teskey responded that it is under consideration.

Jan Liss noted that a time lapse was done for MOMA in NYC.

Marcia Yaross suggested filming from Anna Mann or the Sports Center.

Jim Kahan suggested using the Kaul porch.

John Bergholz asked about the possibility of participation in the Portland Marathon, as the October 2012 Board meeting is scheduled for the same weekend as the marathon.

Jay Hubert noted that it will be listed as a possible activity.

Mike Teskey added that the reunions activity will include a Reed Centennial float in the Rose

Parade; there will be more information on that later.

Jan Liss requested (a repeat request) that there be better scheduling of meetings. The Trustees will meet 20/21 April, while the AB will meet 13/14 April. But it works much better to have the AB meet *after* the Trustees.

Jay Hubert and *John Bergholz* agreed that harmonizing would be better.

Jan Liss pointed out that there is an issue with February also, in that both meetings are scheduled for the same time. Could the AB be moved? The Trustees are currently scheduled through April 2013.

John Bergholz added that the Trustees will meet 5/6 October, 2012.

Adam Riggs noted that LRB would like to have a second Working Weekend in the fall, and it works better if both can be the same weekend.

Jay Hubert proposed that the EC take up the issue.

IX. Adjourn

The meeting adjourned at 11:10.

Respectfully submitted,

Greg Byshenk

Submitted 24 January 2012

**Reed College Alumni Association Board of Directors
Meeting Minutes
Saturday, February 4, 2012**

President Hubert called the meeting to order at 10:34 a.m. PST.

I. Roll Call: Byshenk

Executive Committee	Attendance
Jay Hubert '66 – president	Y
Chantal Sudbrack '97 – vice president	Y
Greg Byshenk '89 - secretary	Y
Erik Speckman '91 – past president	Y
Alumni Trustees	
Jan Liss '74 (2013)	Y (12:35)
John Bergholz '83 (2014)	Y (12:35)
Jody Hoffer Gittell '84 (2015)	N
Members	
Kim Lambert '79 - 2012	Yt
Larry Abramson '80 - 2012	Yt (11:05)
Heinrich Gompf '94 - 2012	N
Barbara Smith-Thomas '64 - 2012	N
Jon Paul Davis '92 - 2012	Y
Scott Foster '77 - 2013	Y
Paige Ramsdell '04 - 2013	N
Lisa Saldana '94 – 2013	N
Paul Manson '01 – 2013	N
Jessica Benjamin '93 – 2013	Yt
Marcia Yaross '73 – 2013 (1 year)	Y
Adam Riggs '95 – 2013 (1 year)	N
Jayne Loader '73 – 2014	Yt
Alea Adigweme '06 – 2014	Y
Gloria Johnson '79 – 2014	Y
Deepak Sarma '91 – 2014	Yt
Richard Roher '79 – 2014	Yt
Ex Officio Members	
Bay Area Chapter	
Connie Brand '78 – chair	N
Ian Atlas '91– representative	N
Boston Chapter	
Dan Harris-McCoy '02 – chair	N
Chicago Chapter	
Alison Birkmeyer-Aske '93 chair	N
Cindy Joe '08 – representative	N
Europe Chapter	
Mina Miller '04 – chair	N
New York Chapter	
Jake Luce '07 – co-chair	Y
Julia Staverovsky '02 - co-chair	N
Portland Chapter	
Jim Kahan '64 – chair	N
Rainier Chapter	
Ben Demboski '02 – chair	N
Southern California Chapter	
Amy Lindsay '81 – chair	N
Jennifer Rasmussen '93 – representative	N

Washington D.C. Chapter	
Jonathan Make '98 – chair	N
Paul Levy '73 – representative	Yt
Foster/Scholz Steering Committee	
Kathia Emery '67 – chair	Y
Centennial Planning	
John Sheehy '82	N
Alumni and Parent Relations	
Mike Teskey HA	Y
Robin Tovey '97	Y
Mela Kunitz '87	Y

II. Approval of November 12, 2011 minutes: Hubert

The minutes were approved, as distributed with corrections.

III. President’s Report: Hubert

Life Beyond Reed appears to be off to a very good start. The Alumni Career “Schmooze” has gone well in the past, but the Working Weekend takes things a step further, and appears to be going very well. We should thank Adam Riggs, John Bergholz, Gloria Johnson, and Mike Teskey for their outstanding work in putting things together, and also Brooke Hunter for her assistance in coordination.

AB members are encouraged to participate in fund raising. AB members participate in the AB, but also support the institution, which means financial support as well as sitting on the Board. AB members are encouraged to make a gift at a level that is meaningful. If there is no other way, AB members can redirect travel reimbursement to the Annual Fund.

IV. Committee Reports

A. Nominations Committee: Speckman

The committee met after the last Board meeting to consider upcoming AB positions and Alumni Trustee appointment.

Good candidates were available, and the committee has recommended for AB:

- Steven Seal '01
- Adam Riggs '95
- David Devine '96
- Julia Chamberlain '03
- Paul Levy '73

And for Alumni Trustee, Marcia Yaross '73.

These nominations have been published and will proceed through the normal appointment schedule.

B. Alumni Fundraising for Reed: Benjamin

Jay Hubert noted that Jessica was not present, and that a written report would be forthcoming. As an informal report, contributions are running approximately 30% ahead of last year. Also, the student initiative, “Reedies for Reed”, which involves recent grads collecting contributions for incoming freshmen, is leaving alumni in the dust, in terms of growth. As these are new graduates, with loans to repay, the sums are not large, but it is meaningful that they are willing to make a contribution.

C. Reedfaire/Reunions: Foster

Scott Foster extended his thanks to all committee members for their continued efforts. Heinrich Gompf is working very hard on music, and there should be music through the whole Reunions event. Barbara Smith-Thomas has arranged a two hour food program that should be fully subscribed. Larry Abramson has contacted additional course presenters for Alumni College, and Jim Kahan has arranged slots for them, such that AC looks to have a full program.

Participation has been working in two parallel tracks. Deepak Sarma has been working on 2013, and a class leader has been identified for every milestone year. These leaders will be invited to come to 2012 and participate in planning beginning at that time. Leaders for all milestone years for 2012 are in place and have been handed off to the Alumni Office for continued action.

All AB members are encouraged to register for Reunions. Getting the “who's coming” list populated helps build interest and momentum.

Alumni Fundraising for Reed: Benjamin (*redux*)

Jessica Benjamin arrived at 10:45, and gave her formal report following Reunions.

AFR is focusing on two different initiatives: one focused on young alumni donors, and the other on Griffin level gifts. At last report, 345 alumni have donated at “leadership circle” level (‘Griffin’, \$1000, or above). The goal this year is 530; the goal last year was 500, and reaching 498 was considered successful. At this point last year we had 287, with 286 in 2010, so things look to be on track.

Also in planning is a drive for the fall, for which AFR is seeking 50 volunteers to make calls to other alumni. Anyone interested is encouraged to contact Jessica or Linda Matthews (Trustee).

Greg Byshenk noted that he had seen information on the “Reed Switchboard”; is this a part of or related to AFR?

Mike Teskey responded that the “Switchboard” is a completely independent initiative by Mara Zapeda and the other supporters, not connected to the College or AFR.

D. Outreach Committee: Yaross

The Outreach committee held its meeting on January 22. Several different workstreams continue to progress. Greg Byshenk is continuing with social media, and has created a “calendar” that will be accessible to all chapters to post local events. The Chapters Community continues to meet separately, in order to permit more in depth discussion. Attendance has been somewhat limited, but the experiment will continue for the rest of this year. Alea Adigweme, focusing on underrepresented alumni, has been working with Crystal Williams to connect students of color with alumni of color, starting locally in Portland. Jayne Loader has been researching town/gown relations, discovering that the national image of Reed is very positive, while the local image is much more negative, and would like to discuss whether there is something that alumni can do in this area.

Jayne Loader explained that she had an impression that there was a town/gown relations problem, and a small amount of research (using Google, the *New York Times*, and *Oregonian* web sites) gave dramatic confirmation of the problem. The reputation of the College locally is markedly worse than its national reputation.

Richard Roher commented that such was not necessarily a sign of “reputation”, but is the result of how different media choose to present things to their audience.

Erik Speckman suggested that a comparison to other local institutions would be more meaningful.

Jayne Loader responded that she performed just such a comparison, in a quick format. A Google search on Reed presented negative content on the second page of results, while a search on Lewis & Clark required many pages to find negative content, and needed to go back to stories about Monica Lewinsky.

Kathia Emery noted that the College has a significant PR department that is working on this very issue.

Marcia Yaross suggested that Jayne's information be forwarded to the College.

Jay Hubert pointed out that Jayne Loader and Jessica Benjamin had written responses to negative articles in OregonLive, which were helpful.

Jayne Loader replied that Robin Tovey had sent an email calling attention to the article.

Scott Foster asked how important the *Oregonian* actually is, apart from local news.

Heinrich Gompf asked if the negatives were a general issue, or the work of a few individuals.

Marcia Yaross pointed out even if only local, the first thing that people researching the College are likely to do is a Google search. If that turns up a lot of negative commentary, then that can be a problem.

Jay Hubert added that the *Williamette Week*, also, seems eager to promote bad news about the College.

Jayne Loader continued that she had looked into researching other colleges and what they do.

Richard Roher suggested that Jayne coordinate things with the College's PR department.

Jessica Benjamin added that she used to work for the *WW*, and remains on good terms with the owner and editor. She would be happy to chat with them, and will reach out to the College's PR staff.

Marcia Yaross asked Mike Teskey, Mela Kunitz, and Robin Tovey if they had any other recommendations or comments.

Robin Tovey responded that the Alumni Office has learned a lot from Chris Lydgate, who also spent time as a staffer at *WW*. The best strategy seems to be to approach things at a grassroots level. She recommended including Chris as well as Jessica. As with social media, the best option is to get out ahead of any negatives. More hits on positive things will push down the negative ones.

Jay Hubert suggested that Robin be made the point person, and that Jayne and Jessica contact Jennifer Bates in order to work with her.

Marcia Yaross agreed, adding that the alumni want to help the situation, not put out conflicting messages.

Jay Hubert added that Robin is a good point person, as she seems well connected to the College's PR apparatus.

E. Life Beyond Reed: Johnson

The Working Weekend event, bringing alumni back to talk and work with students, seems to be going well, and LBR had a meeting with staff yesterday as well as a planning meeting today, which have been productive.

Working Weekend includes ten different panels with some 60 alumni, and also a “start-up lab” where students can work on putting together a business plan, with a \$1300 prize. It is a busy weekend on campus, with Psychology and Physics junior quals and the Senate doing funding circus, but we are looking at decent attendance.

There was a meeting yesterday with representatives from the College, and the buy-in from the college was very positive. We will be forming a committee with representatives from the College to figure out the best structure and then propose a charter for LBR.

So far, things seem to be moving very well. Any thoughts, suggestions, or other input should be sent to Gloria.

Chantal Sudbrack asked who was funding the start-up prize.

Mike Teskey responded that it is from Jennifer Jordan, who is running the start-up lab.

Erik Speckman asked if she is being funded by anyone, such as a VC.

Gloria Johnson replied no one knew of external funding.

F. Future of the AB: Lambert

Everyone should have received the draft Alumni Board Strategic Plan, following up on the work of the *ad hoc* Future of the Alumni Board committee. There were many discussions, focus groups, and so on, and Jay Hubert asked Kim to write up a report. The goal was to capture some of the goals set forth in the discussions, highlighting new directions and new opportunities, and providing a pipeline for new ideas; also to capture the discussions about structural and procedural issues with the AB, including improving the orientation process for new members, which would allow for more productive times for all involved. The results were three top-level goals:

- 1) lay the groundwork to increase participation;
- 2) anticipate and support new projects;
- 3) set a path for gathering support for new ideas.

Jay Hubert added that there had been some discussion of the report in the EC. One item that wasn't captured in the report is the need for face-to-face discussion. AB meetings end up focused on reports, and therefore can become sterile. A lot of the Board's effectiveness comes from personal contacts, and activities are strengthened by working together. The Board has a governance role, but much of the real value comes from personal contact, more than the

bureaucratic formalities.

Marcia Yaross noted that the report seemed very comprehensive, with little to add after a first reading.

Jay Hubert added that the “attachments” mentioned were not actually attached, because they were too large to safely send via email. Robin Tovey will arrange for them to be available via the web.

Erik Speckman added that, as he noted in the EC, it is important to be explicit about *why* certain things are in the report. Not just some X, but what does doing that X enable us to do.

Chantal Sudbrack noted that the report was very comprehensive, but seemed to lack a vision statement. The Board needs to think more about how the Board wants to work in the future.

Erik Speckman responded one way to look at things is in relation to actual projects. FABSTUF started at the same time as LBR. Eric pushed for LBR partly because it presented a strong vision of what kind of things the AB can do. LBR serves as an illustration of what we want: we need this in order to help out the students via something like LBR.

Jay Hubert noted that OHP, AFR, and now LBR, are all things initiated in the last 12 years, with very little prior to that. These are wonderful examples of what the AB can and should do, based on real work from the alumni in cooperation with the college. Action should be easier now, because we have a track record, but there will be new ideas. The discussion of PR earlier shows that we may be able to add value for the College, but we need to coordinate, though sometimes it may take some time to convince the College. Having a third strong initiative may help to clarify things better than having something unspecified. It is important to remember that things like fund raising and careers are not exactly orthogonal to the Board's activities.

Scott Foster opined that one doesn't often get an opportunity to use 'orthogonal'.

Mela Kunitz asked about the meaning of 'orthogonal'.

Jay Hubert responded that it referred to two sets having no common coordinates.

Scott Foster continued his discussion of strategic planning, noting that AB development is important, and has sometimes taken a back seat. There have been exit interviews, and some reporting on matters, but it would be good to have some sort of recognition for departing Board members and officers. Something that brings some sense of closure, rather than just riding off into the sunset; maybe a lapel pin or a special hat or some such.

Jay Hubert noted that many effective organizations do such things much better than the AB. In some organizations, it seems that the only role of the leader is to say “thank you” to various people. And without some positive feedback, it is possible that some people might

find that they have better things to do.

Kim Lambert asked if ex-AB members are ever invited back to serve.

Jay Hubert responded that sometimes people invite themselves back. John Sheehy and Jim Kahan, for example, have served far more than their share.

Kim Lambert commented that one non-profit board brought back all past presidents for its 30th anniversary to kick off a new campaign. There are many people who have showed leadership, and it is a shame to send them away.

Erik Speckman noted that departing presidents do well in terms of recognition, but other roles much less so. But the nominations committee has looked back at people who have been involved before, to ask if there was something else they might want to do.

Marcia Yaross added that she had asked if there was something more that she could do.

Jay Hubert replied that some people are comfortable promoting themselves, while others really need to be asked. But all should be on the short list for future activities.

Erik Speckman added that we also need to think about how to put former Board members or other active people to the best use.

Jay Hubert noted that some have wondered about increasing AB terms. It seems that the answer to that is 'no', but we certainly can use the experience of past members, and we often haven't done so very well in the past.

Erik Speckman added that we also want to pull in more new people.

Jay Hubert agreed, adding that we don't want the Board to be made up only of grey-haired old folks. Then closed the topic, noting that there will need to be continued discussion.

Kim Lambert then proposed a motion arising out of the FABSTUF report.

The Reed College Alumni Association's Constitution and Alumni Board Bylaws are two separate documents, but the current presentation does not make that clear. Thus, motion to make the separation explicit, along with the method for amending the bylaws:

The Alumni Association Constitution and Alumni Board Bylaws shall be produced as two separate .pdf files, and made available via two separate links on the College web site.

The historical amendment process for the Alumni Board Bylaws shall be made explicit by adding the following article to the Bylaws:

ARTICLE X Amendment

These Bylaws may be amended by a majority vote of members at any regular meeting of the Alumni Board.

Jon Paul Davis asked if there was any specified notice period for amendments to the bylaws.

Jay Hubert responded that amendments can come at any time, though if the Board feels insufficiently informed, it will likely reject or table a proposed amendment.

Erik Speckman added that such is up to the Board itself.

Jay Hubert added that the bylaws are the Board's own, self-imposed, operating rules, and the Board can change them if it sees the need, either temporarily or permanently. Asks if *Jon Paul* wishes to amend.

Jon Paul Davis declines, accepting that such is not needed.

Erik Speckman adds that no explicit waiting period is needed; the normal manner of doing business within the board will allow for additional consideration if the Board finds it necessary.

All approve the motion.

V. Chapter Reports

A. Bay Area: Brand – No Report

B. Southern California: Lindsay – No Report

C. Rainer: Demboski – No Report

D. Portland: Kahan

Greg Byshenk read the Portland report as submitted by *Jim Kahan*, as *Jim* was unavailable.

Since last November, the Portland Chapter has operated in its "normal" mode. This means that we have had our TTTs, plus the Feeding Frenzy the Sunday before exams week, a highly successful (thanks to the APR office) Holiday Party, and the usual quota of participation at Paideia. As this meeting takes place, many Portland alumni - including the author of this report – are heavily involved in the Working Weekend effort. Plans are afoot for refining how the local alumni engage with the College on multiple levels, but these are not yet ready for prime time. More anon.

E. New York City: Luce – No Report

Robin Tovey noted that by chance, both she and *Mike Teskey* were in NYC on Monday. *Jake Luce* arranged a great “happy hour” event for them. There was a rather poor turnout, but some very good discussion, and *Ryan Miller* and *Jake Luce* will be following up with some new ideas.

F. Washington, DC: Levy

DC arranged a holiday party in lieu of the normal TTT and restaurant club event, and spontaneously had the idea of attending an art opening in the area, which was attended by 8-9

people. Tomorrow will be the non-SuperBowl gathering and cheese tasting at Dave Gossett's home. Based on RSVPs, attendance may be down this year, but they hope for a good event. Monthly TTT and restaurant club events continue to attract people, and there are tentative plans for two special events: an alum who makes mobiles will have a teaching session; and an alum premiering a new play will give a talk for the chapter following a performance.

Additionally, DC is beginning to consider matters of succession for the SC, as Jonathan Make is looking for a replacement as chair.

G. Chicago: Joe -No Report

H. Boston: Benjamin

There are lots of exciting things happening in Boston in the near future. Things have been slow for a few months, but now Emma Rowe is taking over as chair, with Jessica Benjamin as AB representative. In February we will have the dim sum event, which is always one of the most popular, followed by the "Thinking Reed" event in March. March 15 will be the SC / new member meeting, and tomorrow will be a Super Bowl party. Jessica noted that things are set up so that she can easily be replaced, should someone step up.

I. London/Europe: no report

Mike Teskey reported that he made a trip to London last weekend, where he held a showing of the OPB Reed documentary, and see how he could help the chapter. 12 people responded, and 10 showed up for the event, of which two volunteered to help out with the SC. London is a smaller and more spread out group, and can't sustain a monthly frequency. They will be planning 2-3 events per year, possibly a 4th of July and a Thanksgiving party, along with one or two "inside access" events based on local resources.

VI. Foster-Scholz Club Report: Emery

The Peter Steinberger lecture was very successful, with 60+ attendees (against an average of 30), and thanks to the Alumni Office for the title: "Discourse, Debate, and the Demos: a Dodgy Dilemma". Mike Brody will speak on sexual assault on February 23. Also in the planning stage is the spring theatre event, a performance of "One flea spare", set in plague-infested London in the 17th century. And the club want to have Colin Diver speak before the end of the year, possibly in May.

Mike Teskey noted that the Brody lecture will be titled something like "From intervisitation to co-ed dorms: the changing nature of student life", and that Jyl Shaffer, the new assistant dean of students for sexual assault prevention and response, will also participate.

Kathia Emery responded that the subject matter originated within the Foster-Scholz club, where some older members were interested in the topic. When the matter of sexual assault arose, one older member reported "we had that happen when we were students."

Mike Teskey replied that the subject will be discussed, but Mike Brody didn't want to lead with the topic of sexual assault.

Mela Kunitz added that Jyl Shaffer is also holding an event at midnight, and there was a Paideia event around the subject of being a "wingman", that seemed to engage the students.

Greg Byschenk added that there appeared to be some informal things going on, as well: one toilet in the SU had a poster up about "how to say you aren't interested", both giving and taking advice from the

community.

Jay Hubert praised the efforts, in that we all want to help students make good choices.

VII. Trustees report: Liss

Delayed, as Alumni Trustees were not yet available.

VIII. College and Alumni Relations Report: Teskey

Report would be first the College, then College Relations, then Alumni and Parent Relations.

First is an issue that blew up just this week, and more information will follow later, but the rumor arose that Reed would be canceling Women's Rugby. There seems to have been a lot of miscommunication on all sides, and the College is still trying to untangle everything, but the short answer is that the College did *not* cancel Women's Rugby. The coach came to the College and said that she could not support league play, as the students were unfit leading to too much risk of injury. Following which, the coach resigned. The league rules say that an active coach is required for participation, which means that there can be no league play until a new coach is found. A group of alumni are helping in the search for a new coach, but until then there can be no league play.

Erik Speckman opined that the requirement for a coach is presumably a safety issue.

Mike Teskey couldn't say why, but only that a certified coach is required by the league. But there will be other longer-term effects, because a Title IX complaint has been filed against the College.

Larry Abramson suggested that the students ought to be given more homework.

Jessica Benjamin noted the use of 'girls' to refer to the women ruggers, and her objection to it. Also pointed out that she had received various information suggesting problems with the relations between Women's Rugby and the College, and that she wanted to see the players playing.

Mike Teskey apologized for using 'girls', and noted that the College wants to see this problem resolved. But a complaint has been filed and now Ed McFarlane, as the Title IX officer, must perform an investigation. This is likely to have a longer 'tail', as it will raise questions around what it is to be "on" a Reed team.

Jessica Benjamin noted that such has always been fairly straightforward: the coach decides who plays.

Mike Teskey responded that there haven't been a lot of rules or policies in this area. If the coach says, "the team is not able to play", then what does that mean, particularly in light of the current controversy? Things are likely to be painful in the short run, but the short term issue will probably be resolved quickly. The longer term Title IX and "what is a team" issues will take time to sort out.

Larry Abramson noted that any new coach will probably want to be indemnified by the college if there is any problem of injuries.

Mike Teskey couldn't comment on that, but did note that the ruggers have been generally supportive.

Deepak Sarma asked if there has been any response by the students in general.

Mike Teskey responded that the issue arose only over Wednesday and Thursday of this week, and that there hasn't been an issue of the *Quest* since then, and there hasn't been any general response so far.

Some ruggers have conveyed information that was inaccurate or incomplete, which didn't help things, and Mike Brody, Mike Teskey, and Mike Lombardo have responded to a lot of email from various people, mostly alumni.

At the Alumni/Trustee dinner last night, Colin Diver reported to major gifts that brought the current campaign to \$185M of its \$200M goal. A gift from the estate of former professor Helen Stafford will be worth more than \$8M, and an irrevocable trust of \$6.5M has been made by former parent Jack Dawkins.

The presidential search is continuing, and the committee is interviewing candidates now. While waiting out a delayed flight at the O'Hare Hilton, Colin and Joan coincidentally met members of the search committee who were there for an interview. There is hope that the committee will have a final candidate by the April Board of Trustees meeting.

There has been a lot of activity around the upcoming Reed on the Road event. This will involve a talk by Colin Diver combined with a presentation by a local alum involved in the *Thinking Reed* project. They are hoping for 100 attendees at each event, with the exception of Chicago (with its smaller population, they hope for 60-70 attendees). A postcard has been sent, or will be in the next week.

The College has given the official go-ahead for a Reed sponsored Rose Festival float. Rob Mack '93 will be the float foreman, and the plan is to build the float on campus during reunions the week prior to the parade. There have been various "Animal House" images coming up, but the design is done in cooperation with the Rose Festival Association. The proposed image is one of books with a griffin on top, with additional consideration on how to add a bit more sizzle.

Kathia Emery suggested adding a marching band.

Mike Teskey replied that Davis Rogan has volunteered to come along.

Registration for reunions/Reedfayre 2012 is on line now, and all are encouraged to sign up early. Populating the "who's coming" list is really important for building momentum.

Mela Kunitz raised the question of Volunteer Weekend.

Mike Teskey added that Volunteer Weekend is scheduled for 21/22 September, 2012. Everyone should save the date, and also consider what the AB wants to do that day. The College is looking at a "founder's day" celebration, including the second Eliot Award, and possibly some sort of "volunteer fair".

Scott Foster asked if there will be fireworks.

Mela Kunitz responded that there will be fireworks, in front of the ODB.

Jon Paul Davis noted that the Rose Parade float format seems pretty prescribed, but that there can also be characters accompanying the float. Might it make sense to have returning salmon (focusing on the College's activities in restoring the canyon), or characters from Reed's history?

Mike Teskey agreed with the idea of a retinue. They are still considering what kind of "field changes" are possible with the design. At this state the contract has just been signed and the first concept submitted, and the College is waiting for more news from the RFA.

Marcia Yaross added that it is important to consider the balance between “outward facing” and “inward facing” characters.

Mike Teskey responded that this is one of the issues being considered. Another challenge is not to overcomplicate the messaging.

X. Other Topics

Erik Speckman raised the question of meeting length.

Rich Roher replied that it was good to be flexible, with a bit of extra time for discussion.

Mela Kunitz stated that she would schedule the June AB meeting for 2 hours.

Paul Levy noted a marked absence of Chapter representatives present.

Marcia Yaross recognized that it was a problem, but without a clear solution. Unfortunately, the one's who are needed to help address the issue are the ones not present. Possibly we need to think more about succession, but if there are any ideas, the Outreach committee would like to hear them.

Chantal Sudbrack noted that, while we miss the presence of Chapter representatives, it may be that they miss the relevance of AB meetings.

Jessica Benjamin noted that putting things on the new calendar might help.

Greg Byshenk pointed out that email reminders are sent already.

Paul Levy asked if there was some way to get an *RSVP* from Chapters.

Jessica Benjamin responded that something similar was tried in Boston, but was not particularly successful.

Marcia Yaross noted that more personal outreach might be necessary, talking directly to the individuals involved.

Robin Tovey noted that there isn't a general problem, as most of the current SC members are doing really well for their Chapters. It may be that people find the Chapter calls more relevant.

Marcia Yaross responded that the last Chapter call was also poorly attended.

Jay Hubert suggested that possibly the AB meeting isn't valuable the Chapter representatives, in which case they might not need to be at the AB meeting. If they are doing their job well, is that enough?

Chantal Sudbrack responded that we don't want Chapters to be closed off from the Board. We want them to be advocates for Alumni, and want their ideas.

Marcia Yaross noted that we also want SC members to be appreciated. The Chapter calls will continue, as we need more meetings to see if this is a trend or an anomaly.

Paul Levy noted that a two hour meeting, while good for discussion, may also be a stretch for greater participation.

Jessica Benjamin suggested some specified procedure for cases when a Chapter representative is unable to make a meeting.

XI. Adjourn

The meeting adjourned for lunch at 12:27.

XII. Reconvene

The meeting reconvened at 12:35 PST for a Trustee report, Jan Liss and John Bergholz having arrived from the Trustee meeting.

VII. Trustees report (redux): Liss

Trustee meetings take place Friday and Saturday, with Friday mostly dedicated to committee meetings, and Saturday to reports. Currently the main issue is the presidential search. Reporting from deans and provosts at other institutions is very positive, with a very positive view of the College. The position statement is available, on Reed's web site, and there has been an advertisement in the *Chronicle of Higher Education*. The search committee, made up of six members of the Board of Trustees, six members of the faculty, and one student, working with search firm Isaacson Miller, has met with alumni, students, faculty, parents, and other constituencies, resulting in a list of over 100 candidates. The committee has already interviewed 14 semifinalists, with 5 more to be interviewed. They are still open to nominations. The search committee hopes to get down to three serious finalists, and a final candidate to recommend by the April Trustee meeting. The finalists will be brought to Portland at the end of March or beginning of April for confidential interviews with representatives of the various stakeholders. The focus is on someone with experience in academics, strategic planning, management, and outward-facing roles, although the most important factors are considered to be emotional leadership and the ability to present the College well to those outside the college.

The Academic Affairs committee approved 9 tenure appointments, which was all those faculty who were up for tenure. Others in tenure track had already left the College. The Mellon Foundation has given a grant to a consortium of local schools: Williamette, Lewis & Clark, Whitman, and Reed, for work on accreditation. Reed will be focusing on strategic goals for the next accreditation round. The Dean of the Faculty is working on getting all faculty on a 3/2 teaching load. Reed now has 24 faculty houses.¹ There has been an improvement in faculty interaction, possibly attributable to improved mentoring. A report on faculty salary differentials was presented by the faculty, but no decision was taken on the issue.

Scott Foster asked about the issue of salary differential.

Jan Liss explained that Reed is one of only two colleges that has no salary differentials for the faculty based on department, which makes it more difficult to recruit in certain departments. Colin stated that his one regret is that this issue is not solved. Other differentials seem not to bother the faculty, but pure salary seems to be a problem.

In other issues, Reed will have a float in the Rose Parade (*as already discussed*) and Colin will be traveling with the "Centennial on the Road" (*as discussed*).

A continuing issue is Moody's ratings for the College's bonds, with the concern that the college is

1 College-owned housing available to rent to faculty.

insufficiently selective.

Greg Byshenk asked if rejecting Moody's recommendations had been considered, recognizing that the cost of borrowing would be higher.

Jan Liss responded that the Trustees and the College are not considering it.

John Bergholz responded that there are a number of issues, including graduation rates, employment rates, and the weight of the government coming down on costs in the State of the Union that make it difficult to push back now.

Jan Liss reported that the capital campaign is at \$185M, and that the Trustees have given \$47M so far.

John Bergholz added that an additional gift was received, but it had already been recorded, and thus is not available to the current campaign.

Kathia Emery asked if there had been a gift from Peter Norton.

Jan Liss responded that a gift had been made.

Jon Paul Davis asked about the SotU and whether there were issues relating to a 'tuition bubble' at Reed.

Jan Liss responded that the tuition range for next year was just set. It is a range, with the exact number still to be determined, but at a 3-5% increase from last year, which is in line with peer institutions. Also agreed was equivalent financial aid, meaning that the net cost for those on financial aid (which is more than half) would remain the same. The real issue is students with over \$108K in family income, as they are not eligible for aid under existing guidelines.

There were also reports from Student Life, Audit, and Trusteeship committees.

XI. Adjourn (redux)

The meeting re-adjourned at 12:52.

Respectfully submitted,

Greg Byshenk

Submitted 5 April 2012

Reed College Alumni Association Board of Directors Meeting Minutes Saturday, April 14, 2012

Vice President Sudbrack called the meeting to order at 10:05 a.m. PST.

I. Roll Call: Byshenk

Executive Committee	Attendance
Jay Hubert '66 – president	N
Chantal Sudbrack '97 – vice president	Y
Greg Byshenk '89 - secretary	Y
Erik Speckman '91 – past president	Y
Alumni Trustees	
Jan Liss '74 (2013)	Y
John Bergholz '83 (2014)	Y
Jody Hoffer Gittel '84 (2015)	N
Members	
Kim Lambert '79 - 2012	Y
Larry Abramson '80 - 2012	Y
Heinrich Gompf '94 - 2012	N
Barbara Smith-Thomas '64 - 2012	Y
Jon Paul Davis '92 - 2012	Y
Scott Foster '77 - 2013	Y
Paige Ramsdell '04 - 2013	N
Lisa Saldana '94 – 2013	Y
Paul Manson '01 – 2013	N
Jessica Benjamin '93 – 2013	Y
Marcia Yaross '73 – 2013 (1 year)	Y
Adam Riggs '95 – 2013 (1 year)	Y
Jayne Loader '73 – 2014	Y
Alea Adigweme '06 – 2014	Y
Gloria Johnson '79 – 2014	Y
Deepak Sarma '91 – 2014	Y
Richard Roher '79 – 2014	Y
Ex Officio Members	
Bay Area Chapter	
Connie Brand '78 – chair	N
Ian Atlas '91– representative	N
Boston Chapter	
Dan Harris-McCoy '02 – chair	N
Emma Rowe '06 – new chair	N
Chicago Chapter	
Alison Birkmeyer-Aske '93 chair	N
Cindy Joe '08 – representative	N
Europe Chapter	
Mina Miller '04 – chair	N
New York Chapter	
Jake Luce '07 – co-chair	Y
Portland Chapter	
Jim Kahan '64 – chair	N
Rainier Chapter	
Ben Demboski '02 – chair	N
Southern California Chapter	
Amy Lindsay '81 – chair	N

Jennifer Rasmussen '93 – representative	N
Washington D.C. Chapter	
Jonathan Make '98 – chair	N
Paul Levy '73 – representative	Yt
Foster/Scholz Steering Committee	
Kathia Emery '67 – chair	N
Centennial Planning	
John Sheehy '82	N
Alumni and Parent Relations	
Mike Teskey HA	Y
Robin Tovey '97	N
Mela Kunitz '87	N

II. Approval of February 4, 2012 minutes: Sudbrack

The minutes were approved, as distributed with corrections.

III. Vice President's Report: Sudbrack

Chantal Sudbrack thanked AB members for all their hard work this past year and noted that it certainly has paid off with the success of Working Weekends, Outreach initiatives and programming / planning for Reedfayre.

AB members are encouraged to send the nomination committees suggestion of alumni who can help keep this good work going.

By participating in the Alumni Board, members support the institution. AB members are also encouraged to show their financial support by making a gift at a level that is meaningful.

Scott Foster has accepted the position of AB Secretary for the 2012-2013 year. The Executive committee is excited to bring Scott on this capacity.

AB members planning to attend Reedfayre are encouraged to register at <http://reunions.reed.edu/>.

IV. Trustees report: Liss

(Moved up on the agenda at Jan Liss's request.)

There is little official to report, as the Board has not met, but the Presidential Search Committee has been very active. A total of (?) candidates were nominated from various sources, which was reduced to (?) candidates interviewed by the Committee, and two interviewed by representatives from various constituencies of the College (trustees, faculty, staff, students, and alumni). It appears that the schedule is still on track for a final presentation to the Board of Trustees at their next meeting,

Mike Teskey noted that he had no additional official information, except that Hugh does expect there to be a vote at the Board meeting.

Jan Liss added that the 'vote' will be a yes/no vote on a single candidate presented by the Search Committee.

Mike Teskey added that, even if there is a vote to approve at the meeting, any formal announcement will be somewhat later.

Jan Liss agreed, pointing out that there will still be negotiations required between the College and the successful candidate.

Marcia Yaross asked if there has been any discussion on the Board of an interim president.

Jan Liss responded added that there may also be issues to be resolved with the successful candidate's current employer.that the Board is aware of the potential problem if the successful candidate cannot be available in July, but will make any decision after determining if there are scheduling problems.

V. Committee Reports

A. Nominations Committee: Speckman

The new three-year Board positions, as discussed at the last meeting, are:

Steven Seal '01
Adam Riggs '95
David Devine '96
Julia Chamberlain '03
Paul Levy '73

And for Alumni Trustee, Marcia Yaross '73.

The Nominations committee continues to seek nominations for the future, and asks that any nominations be sent via email to <ees@geekfun.com>, along with some background on why the nominee is being presented.

B. Future of the Alumni Board / Strategic Plan: Lambert

The final version of the "Reed College Alumni Board Strategic Plan" was approved, as distributed, with no dissent.

C. Life Beyond Reed: Johnson

The information from the survey of participants in the spring Working Weekend is being collated, and the committee will take it into consideration moving forward. Adam Riggs and John Bergholz are putting together a plan for continuing Working Weekends, and Erik Speckman and Mike Teskey are beginning work on a charter for LBR.

Adam Riggs added that, while they are still reviewing the results of the survey, they are already considering a change: splitting the "startup lab" from the general panels, because it seems that many students are interested in both, but cannot fully participate if they are concurrent. If it is split, then the event would need to be over two weekends, one of which might be Volunteer Weekend.

Jan Liss asked about the dates for Volunteer Weekend.

Mike Teskey responded that it is scheduled for Friday/Saturday, 21/22

September, although there are still some questions regarding a possible Presidential inauguration during the weekend.

Jan Liss pointed out that the inauguration ceremony needn't have any specific connection with the starting date of the new president.

Mike Teskey agreed, but added that something like VW would be a very good time to have the inauguration.

Adam Riggs continued that the last WW was an outstanding success, producing lots of good feelings and recognition. In the future there should be an article coming in the *REED* magazine, as well as followup with various local Chapters.

Gloria Johnson discussed the "Reed Switchboard", a group of mostly early-2000's alumni working on increasing contacts between alumni and current students. They have a presence on Facebook, Twitter, and their own website (at <<http://reedswitchboard.com>>), with Mara Zapeda '02 as lead contact.

Mike Teskey noted that RS is planning a creative presence at commencement and reunions, involving asking graduates and then alumni to describe their passions, which will then be calligraphed onto a board for a photo opportunity.

Greg Bysenk added that Mara had spoken with Outreach at the last meeting, and was interested in contacts in various cities for an expanded "superhost" program, that could provide temporary housing for students planning to visit cities around the country.

Alea Adigweme noted that such may not be necessary, as RS seems to be collecting sufficient "superhost" volunteers already.

D. Alumni Fundraising for Reed: Benjamin

AFR is doing well so far this year. The Young Alumni group now sits at 601 donors, and there are plans for a website to go live on 15 March, with an email to recent alumni on 27 March. Volunteers are still being recruited for an additional outreach starting 23 April, with a postcard planned to be sent 12 April. So far this year there are 410 donors at the Griffin-plus level (compared to 393 at this time last year), with a goal for the year of 530 (last year's goal was 500, with 498 achieved). There are currently 40+ volunteers making calls, but more are always welcome.

E. Reedfaire/Reunions: Foster

Very little new to report. All programming seems to be in place, and everything is moving along as expected.

All AB members are encouraged to register for Reunions. Getting the "who's coming" list populated helps build interest and momentum.

F. Outreach Committee: Yaross

Highlights from the last Outreach meeting: there is a new public calendar on the <<http://www.reedie.org>> website for chapter events. There was discussion with Mara Zapeda of the Reed Switchboard, resulting in some issues to be raised for the full Alumni Board. One of these was the issue of local “super” hosts and housing. One potential concern for hosts would be insurance and/or liability; is the College able to provide anything?

Mike Teskey responded that this is something that has been discussed, but without any real conclusion. If the College sanctions a volunteer, then that volunteer is normally covered under the College's policy, but so far this has only been an issue relating to campus activities. Away from the campus (in such cases as a volunteer's home in another city) the issue is unclear.

Jayne Loader suggested that, even apart from legal liability, it would be good to arrange a sort of “hotline” that students or hosts could use in case of problems.

Erik Speckman added that it is important not to rush this sort of thing. If the Board wishes to be involved, then we need to know what we are doing and what and who we are recommending.

Marcia Yaross continued by noting that the first “underrepresented alumni” event in Portland seems to have got things off to a good start, and there are now discussions about how to set up additional local meetings in other cities. There has also been some additional brainstorming on how to leverage Reedies interest in voluntarism for alumni events.

VI. Chapter Reports

A. Bay Area: Brand

Barbara Smith-Thomas reported that the SC found the Chapter Meeting discussions to be very useful. The Reed on the Road event with Arlene Blum was excellent, with very good attendance. For the future, the chapter is thinking about ideas for events in various different locations, such as in the South Bay, to better reach more dispersed alumni.

B. Southern California: Lindsay

Lisa Saldana noted that the chapter is now on its fifth or sixth “first Sunday” event (the LA version of TTT), which seems to be successful, and has set the dates for the August picnic.

Amy Lindsay noted that there are various other events under consideration, but nothing definite so far. The RotR event seemed very successful; bringing people from the college always seems to be a good draw.

C. Rainer: Demboski

Erik Speckman noted that the RotR event was successful and well-attended, adding that he enjoys the opportunity to make introductions. Additionally the SC now has some new blood, and is looking to plan some new types of events.

D. Portland: Kahan

Greg Byschenk reported that Jim Kahan had emailed saying that regular events were occurring, but nothing new to report from Portland.

E. New York City: Luce

The RotR event was very successful, and more similar events would be appreciated. The SC is currently working on a plan for a better 'vision' of what the chapter should do and be.

Jessica Benjamin added that there are others in other chapters who would be glad to help with that sort of thing.

Jake Luce added that he is looking forward to the next Chapters call and any advice that might be forthcoming.

Marcia Yaross noted that she would send the report of the Chapters call to the entire Board; it had been sent only to the Outreach Committee.

F. Washington, DC: Levy

Jan Liss reported that the RotR event drew over 100 people, and Paul Levy was very helpful in planning. Via Earl Blumenauer, the Caucus Room at the House Office Building was arranged for the event (which is amusing due to the fact that the Speaker controls the Room). Additional events include the regular restaurant club and the July picnic.

G. Chicago: Joe -No Report

H. Boston: Benjamin

The SC is being revitalized, with a new Chair, Emma Rowe '06, and two new SC members, Hilary Gray '08 and Alden Smith '07. There was an SC meeting 15 March at which events were planned out for the entire year. Additionally, the RotR event went very well in Boston.

I. London/Europe: Miller - no report

Mike Teskey reported that there is a new group of alumni that will be helping Mina out, but will be aiming for only 2-3 events per year, in keeping with the smaller alumni presence. These will include the traditional summer picnic and Thanksgiving party, along with possibly another special event.

VII. Foster-Scholz Club Report: Emery

In Kathia's absence, *Mike Teskey* reported that the spring theatre event went off well, and in March there was a "How things have changed" presentation by Mike Brody on student residential life, on request of FS members after hearing discussions of sexual assault. There is an event planned in May with Colin, that is expected to be interesting to the members.

VIII. College and Alumni Relations Report: Teskey

There is no new information about the Presidential Search other than what has already been discussed.

The College is managing RennFaire as well as possible. This year they are trying to be more specific about the locations of the “lodges”, so that the College is aware of what is where. Also attempting to eliminate or at least reduce the number of mattresses brought onto campus, as they could be a contributing factor to sexual assault.

The Grey Fund 20th anniversary event will be held at Schnitzer Concert Hall next Friday, and alumni are encouraged to request tickets. Note that all Grey Fund events are substance free, which means no alcohol will be served.

“Blue Like Jazz” received its premiere on campus last week. It was received mostly respectfully, but displayed a flimsy plotline and failed to capture the academic nature of Reed.

The Campaign for Reed stands now at \$194M, and hopes to reach the \$200M goal by the end of the calendar year.

Huge thanks to those helping with RotR. There were 861 attendees in all, with over 100 at every event – except Chicago, which has a smaller alumni presence.

Also thanks to all those helping organize Alumni College, and to Heinrich Gompf for helping to organize entertainment for Reunions.

Jessica Benjamin added that she put in a word for Marty Smith and Slutty Hearts.

Mike Teskey continued, noting that they were still hoping for 1500 attendees at Reunions this year, but the early registration numbers were low.

The Rose Parade float begins fabrication next Saturday. For the parade itself, they hope to have a representative marching from every Reed class; either a Reed alum, or a relative for some of the early years.

Chantal Sudbrack raised the matter of awards for volunteers and honorary alumni.

Mike Teskey responded that the 'Babson Award' is formally “The Jean L. Babson Award for Volunteer Service”. Also, by 'oral tradition', retiring faculty of long service have been awarded 'honorary alumni' status, along with certain staff members.

Recommends Catherine “Cricket” Parmalee '67 for the Babson Award, for her considerable work with the OHP. Also retiring faculty Steve Arch and Steve Black (Biology) and Uelker Goekberk (German), along with Librarian Victoria Hanawalt and President Colin Diver for 'honorary alumni' status.

Chantal Sudbrack noted that the Board should continue thinking about this and how to organize things.

Mike Teskey added that he has no say in the matter, but considers 'honorary alumni' status to be a very nice honor.

Jayne Loader asks what 'honorary alumni' status consists of.

Mike Teskey responds that it provides the standard alumni benefits of an email address, access to facilities, and so on, along with a special certificate and the honor itself.

All recommendations were approved, without dissent.

IX. Other Topics

No other topics were raised.

XI. Adjourn

The meeting adjourned at 11:29.

Respectfully submitted,

Greg Byshenk

Submitted 30 May 2012
Revised version submitted 30 August 2012

Reed College Alumni Association Board of Directors

Meeting Minutes

Saturday, June 2, 2012

President Hubert called the meeting to order at 9:04 a.m. PST.

I. Roll Call: Byshenk

Executive Committee	Attendance
Jay Hubert '66 – president	Y
Chantal Sudbrack '97 – vice president	Y
Greg Byshenk '89 - secretary	Y
Erik Speckman '91 – past president	Y
Alumni Trustees	
Jan Liss '74 (2013)	Y (t)
John Bergholz '83 (2014)	Y
Jody Hoffer Gittell '84 (2015)	N
Members	
Kim Lambert '79 - 2012	N
Larry Abramson '80 - 2012	Y
Heinrich Gompf '94 - 2012	Y (t)
Barbara Smith-Thomas '64 - 2012	N
Jon Paul Davis '92 - 2012	Y (t)
Scott Foster '77 - 2013	Y
Paige Ramsdell '04 - 2013	N
Lisa Saldana '94 – 2013	Y
Paul Manson '01 – 2013	N
Jessica Benjamin '93 – 2013	Y (09:30)
Marcia Yaross '73 – 2013 (1 year)	Y
Adam Riggs '95 – 2013 (1 year)	Y (t)
Jayne Loader '73 – 2014	Y
Alea Adigweme '06 – 2014	Y
Gloria Johnson '79 – 2014	Y (t)
Deepak Sarma '91 – 2014	Y
Richard Roher '79 – 2014	Y
Incoming (2012-2013) Members	
Julia Chamberlain '03 - 2015	Y (t)
David Devine '96 – 2015	Y (t)
Paul Levy '73 – 2015	Y
Steven Seal '01 – 2015	Y
Ex Officio Members	
Bay Area Chapter	
Connie Brand '78 – chair	N
Ian Atlas '91– representative	Y (t)
Boston Chapter	
Emma Rowe '06 – new chair	N
Chicago Chapter	
Alison Birkmeyer-Aske '93 chair	N
Cindy Joe '08 – representative	Y (t)
Europe Chapter	
Mina Miller '04 – chair	N
New York Chapter	
Jake Luce '07 – co-chair	Y
Julia Staverovsky '02 – co-chair	Y

Portland Chapter	
Jim Kahan '64 – chair	N
Rainier Chapter	
Ben Demboski '02 – chair	N
Southern California Chapter	
Amy Lindsay '81 – chair	N
Jennifer Rasmussen '93 – representative	N
Washington D.C. Chapter	
Jonathan Make '98 – chair	N
Paul Levy '73 – representative	Y
Foster/Scholz Steering Committee	
Kathia Emery '67 – chair	Y
Alumni and Parent Relations	
Mike Teskey HA	Y
Robin Tovey '97	N
Mela Kunitz '87	N

II. Approval of February 4, 2012 minutes: Hubert

The minutes were approved by acclamation, pending any corrections to be submitted before June 30, 2012.

III. President's Report: Hubert

Life Beyond Reed has succeeded beyond anyone's expectations. The Birds Of a Feather sessions for alumni have gone well, and there are opportunities for other alumni to be involved, but we need to show them how to do so.

ReedFayre has done well at connecting with Reddie entertainers and making other connections such as Robert Kirshner via Jayne Loader. Commendations go to Scott Foster for ReedFayre/Reunions, and also to Marcia Yaross for Outreach.

IV. Committee Reports

A. Nominations Committee: Speckman

With the appointment of the new members for next year, the Nominations Committee has almost completed its work. The last task is the collection of names for next year's committee. We have received a good response so far, but are still looking for more names. Please send any nominations to Erik <eas@geekfun.com>.

John Bergholz asks what makes an 'ideal' candidate.

Erik Speckman responds that the most important characteristic is the willingness to take initiative.

Greg Byshenk adds that diversity in class year is a desideratum.

Erik Speckman adds diversity in other areas, as well.

B. Life Beyond Reed: Johnson/Riggs

Adam Riggs reports on the next Working Weekend. He has been working with Mike Teskey and the College administration (along with John Bergholz and the Trustees), and particularly Brooke Hunter and Ron Albertson in Career Services for a second Working Weekend to be scheduled 1-3 February 2013. There will not be a separate weekend for startups, but there are plans for better coordination, such that there will be fewer difficult choices for attendees. There was a great article in the most recent *Reed* magazine; please send it to ten people so that we can build interest in participation among alumni. Adam will be sending a followup email next week, and if thirty people each contact ten people, then that is 300 contacts made.

Marcia Yaross asks if there are any particularly underrepresented areas.

Adam Riggs responds that he will check on that with Brooke and Ron and include that information in his followup email.

Gloria Johnson notes that there have been some requests from students.

Adam Riggs raises an additional issue, particularly for the Trustees. In many conversations with John Bergholz, it has seemed that it would be helpful in a lot of ways (not only for Working Weekends) if Alumni Board and Trustee meetings were coordinated. For example, the Leadership Summit / Volunteer Weekend in September is not the same as the Trustee meeting.

Jan Liss notes that the fall Trustee meeting is 5-6 October, which is also the first meeting with the new president. Working Weekend in February is a coordinated meeting, but April is not (although it could/should be).

Erik Speckman responds that this is a long-term issue that will not be solved today.

Paul Levy suggest that maybe there could be some movement from both sides.

Greg Byshenk notes that Trustee meetings are scheduled several years in advance.

Jay Hubert suggests continuing this discussion at a later date.

Gloria Johnson reports that the *ad hoc* LBR committee is working on a Charter for a more permanent structure. The goal was to have something on paper for this meeting. The latest draft was sent out to the EC and LBR, and we hope for a broader distribution after a month or so of discussion. The difficulty is in trying to capture the broad outlines, satisfying the needs of so many different groups within the College. Working Weekend is a good first step, but there are many other things we'd like to address.

Erik Speckman thanks Gloria for taking on the project, and notes that there

has been a lot of progress. The new document is a good first pass of how LBR will work with the College and the AB.

Jay Hubert notes that there is a meeting pending with Mike Teskey and Hugh Porter to discuss LBR.

Greg Bysenk asks if the relevant members of the College administration have arranged their internal meeting.

Jay Hubert answers that it is scheduled for next week. Jay adds that the draft is a great effort, and hopes for additional input from the administration group.

C. **Alumni Fundraising for Reed: Benjamin**

A lot is happening with AFR. At the “leadership” level, which is defined as Griffin (\$1000) or higher, the goal is to identify people who we think might give at that level and find a donor willing to match. At the leadership level, we have 468 donors to date with a goal for the end of the year of 530. At this point in 2011 there were 410, and in 2010 at 389, which puts us on track to reach the goal.

For younger alumni, there are two initiatives. The first, a “Help a Reenie Out” scholarship, raised \$14,600 for an incoming freshman, based on 14 volunteers doing solicitations from 11 October through 31 December 2011. The second, the “Spring Young Alumni Challenge” is still active and has so far reached 370 donors. This involves a \$100/donor matching challenge from Gary Rieschel '79, and a \$25K named scholarship in honor of the class with the most donors. There are 16 volunteers active in peer-to-peer solicitation for this challenge. Overall young alumni numbers are ahead of last year, with 769 year-to-date, against 728 in 2011.

Adam Riggs asks about existing matching programs.

Jessica Benjamin reports on the following outstanding challenges:

Griffin Challenge (GRIF) encourages people to make first-time leadership gifts: Trustee Suzan DelBene '83 will give the college \$1,000 (up to \$25,000 total) for each donor who joins the Reed Leadership Circle with a gift of \$1,000 or more this spring.

1911 Challenge (1911) encourages people to make first-time 1911 Society gifts: Dick Havel '46 and Gini Havel '47 will give the college \$1,000 (up to \$25,000 total) for each donor who joins the 1911 Society with a gift of \$1,911 or more this spring.

Renewal Challenge (RENEW) encourages last year's new leadership donors to renew their support at the same level: Trustee Linda Hamill Matthews '67 will give the college \$500 (up to \$50,000 total) for each donor who made their first leadership gift last year that renews their gift of \$1,000 or more this year.

\$500 Challenge (\$500) encourages people to make first-time gifts at the \$500 level: Konrad Alt '81 will give the college \$500 (up to \$50,000 total) for each donor who makes a first-time gift of \$500.

Young alumni challenge encourages young alumni to participate in giving: If 500 alumni from class years 2002 to 2011 make a gift of any amount before May 31, alumnus Gary Rieschel '79 will match each gift with \$100. That's \$50,000 for Reed. To encourage friendly class competition, Gary has offered an additional \$25,000 for a named scholarship in honor of the class with the most donors. The scholarship will be awarded in the fall to an incoming first-year student.

D. Reedfaire/Reunions: Foster

ReedFayre has tightened up the mechanics of the process, including documenting the entire process in a guidebook, which should help to alleviate the somewhat steep learning curve for new committee members taking over each year.

E. Alumni Outreach: Yaross

The main new Outreach item is an events calendar for chapters. We still need work, but it is moving. There has been little progress on local hosts; to some extent the 'Reed Switchboard' has moved better. The single 'superhost' from Switchboard may work better than the Iris 'local hosts' idea.

Greg Byshenk adds that having a single point of contact may be easier for people to deal with, rather than looking at a long list of contacts that may or may not provide what is wanted.

Marcia Yaross continues with the matter of whether it is possible to capture some of the energy from Switchboard, perhaps seeking an *ex officio* representative from the group. The Underrepresented Alumni group is still moving, as is the 'chapter community', with Amy Lindsay and Jim Kahan planning to continue that experiment for the upcoming year. For the calendar, we want to focus on events of unique interest for local people.

Greg Byshenk adds that, when it is fully active, we might try a more general mailing.

Marcia Yaross expresses thanks to the entire committee.

Chantal Sudbrack asks for the location of the calendar page.

Greg Byshenk responds that it is at <<http://www.reedie.org>> under 'alumni events calendar'.

V. Chapter Reports

A. Bay Area: Atlas

It has been a quiet quarter in the Bay Area. Colin with Reed on the Road

along with Arlene Blum's "Mountains and Molecules" talk examining disparate lifestyles. TTT has been on hiatus, but is starting up again. The Nitrogen Day event is coming up, along with a tour of the Hanna House in Stanford arranged by a local alum.

B. Southern California: Yaross for Lindsay

SoCal has had good success with 'Foodie First Sundays', an alternative to TTT because Thursday evenings are bad for travel in LA. Recently we connected it with another event, which was a photo exhibition. In June we will be having a restaurant event, in July a play with dinner. There is also a photo contest under way, along with the annual picnic in August. We are working on an event, such as a wine tour, in Santa Barbara in the spring. The SoCal chapter has liked the changes in Facebook.

Jessica Benjamin adds that it is good to make connections.

Marcia Yaross continues that Katy Mara has offered a home show, "Becky's New Car" as a possible event.

C. Rainer: Demboski

Erik Speckman reports that there has been a lot of activity in Seattle, based on the emails that he has seen, but he has not been keeping up.

D. Portland: Kahan

Jayne Loader reports that Jim told here there was nothing of significance to report for Portland.

E. New York City: Luce

Jan Liss reports that there is nothing of significance to report for NYC.

F. Washington, DC: Levy

Since the last meeting there have been a few events. A SC member held a mobile-making workshop for a few people, including one child. Some recent grads have a band, a performance of which was promoted as a chapter event. This prompted some discussion in the SC as to what makes a 'chapter event' as opposed to a 'self-organized event'. Two nights ago there was a play performance arranged as a chapter event, featuring a modest discount and discussion with the playwright, with six at dinner and 12-14 at the play itself. Several locals were involved with 'Artomatic', and arranged a dinner following that event. Regular TTT and restaurant club events continue. We have added a new SC member who is a recent grad and wants to focus on activities for recent grads. The chapter picnic and annual meeting is upcoming, and we hoped that Steve Raichlen could do the picnic, which is not possible; he will do an event at someone's house a few days later.

G. Chicago: Joe

There are several events planned for the summer. John Sheehy will be coming to do a *Comrades of the Quest* event, and there will be the annual summer picnic, usually in conjunction with a free concert in Grant Park.

There are continuing issues with TTT, and the question of whether to keep it or change it to something else, such as the Foodie Sunday. We are also thinking about other types of events, such as running or museum evenings, and a possible reprise of something like the Fermilab tour or other “really cool places” events. We've inviting commentary on events, such as knitting nights, calligraphy, or other types of 'skil workshops'.

Jay Hubert notes that all you can do is ask members what they might like, and whether there is a critical mass for such events.

Cindy Joe replies that some ideas seem to fail between design and implementation.

Jay Hubert adds that there are a lot of introverts among Reedies, and anything that can give them a push is a good thing.

Paul Levy notes that spedcialist events were popular. One thing that would be very helpful for chapters is information about who is where among the alumni, and who has an interesting job.

Cindy Joe replies that there has been a big push from the College for people to update their Iris profiles, as we only have the information that people provide.

Adam Riggs adds that the same problem arose for Working Weekends. In many cases, people didn't want to take the time to add their information to Iris because it is already available elsewhere.

Greg Byshenk adds that an additional problem is that much of the information is not easily searchable.

Adam Riggs replies that it is impossible to search if the information isn't there.

Erik Speckman notes that technology can take you only so far, and that sometimes personal contacts and networks work better.

Jay Hubert adds that Chris Lydgate has no trouble finding Reed authors for the magazine; authors at least seem to update their profiles.

Adam Riggs raises the possibility of having a student walking around with an iPad at Reed events, just gathering information from alumni.

Jay Hubert concludes that, as with many things, this is an ongoing conversation, and encourages everyone to continue talking to others about what might work.

H. Boston: Benjamin

Half our steering committee has had babies in the past year, we are retooling Emma Rowe's excellent schedule to add infant-friendly activities.

I've taken on responsibility to get more people involved in attending chapter events.

I. London/Europe: Miller - no report

VI. Foster-Scholz Club Report: Emery

No report.

VII. Trustees Report: Liss

The Trustee meeting was incredibly eventful. The new president, John Kroger, was appointed, following the recommendation of the search committee, made up of 6 faculty, 6 trustees, 1 student, and 1 staff member.

John Bergholz adds that a question was raised at breakfast as to whether Kroger applied or was recruited. The answer is that he was recommended by a current faculty member.

Greg Byshenk asks about some of the concerns that have been raised relating to his tenure in the AG's office; were those addressed by the Trustees?

Jan Liss responds that he was vetted by Isaacson Miller, just as were all the finalists, and there was a lot done behind the scenes. The general view is that his tenure was better than some of the media would suggest. Regarding concerns about his medical history, Roger Perlmutter, who is an MD, assured everyone that there should be no problems. Kroger seems very excited about the job and have a good background for it. The only negative is that many would have preferred something other than another white, male, Ivy League lawyer. That said, he did tackle some issues at what was seen as a 'sexist' AG's office.

In other matters, Colin Diver was elected emeritus president and trustee as of 1 July 2012, and Peggy Noto '75 was elected Secretary. Dr. Ed Lazowska was selected as the winner of the 2012 Vollum Award, and Barbara Ehrenreich '63 as the winner of the 2012 Eliot Award.

Thesis presentations were given by Claire Garner in dance and Laura Carly in biology.

A smaller freshman class was admitted for 2012 – 330 in comparison to 355 last year – in order to retain the student body at a 10:1 student:faculty ratio. Dena Hutto, an internal hire, was selected as the new Librarian. Pat McDougal was selected as acting Dean of Faculty for a second year. The 2012-13 budget was approved, including a 3.9% tuition increase. The 2012 accreditation report was approved, with core themes of “Intellectual Rigor” and “Independent Thought”.

The Development Committee is pleased to see the student body focused on development. Two students from 2014 are organizing “Reedies for Reed”.

John Bergholz adds that E. Randolph Labbe was elected emeritus Trustee, Marcia Yaross approved as alumni trustee for the next four years, and

Perlmutter and Wollenberg re-elected as Chair and Vice Chair. All faculty promotions and tenure decisions were approved, and spring degrees.

Paul Levy adds that he, also, had heard a lot about “another white guy”. To what extent was there success in getting others into the pool?

Jan Liss replies that there was enormous success in getting diversity in the semifinalist pool, but none were as strong as the finalist, Kroger. There was a lot of thought and energy given to the issue of diversity. Kroger's appointment is well-received by the Board of Trustees, who thanked the search committee for their hard work.

Greg Bysenk asks about the accreditation process and themes.

Jan Liss replies that it matches the new emphasis on student services and packaging the programs.

John Bergholz adds that the focus is on supporting a learning environment of intellectual rigor and independence of thought, inquiry, and expression.

VIII. College and Alumni Relations Report: Teskey

Thanks are in order, because the highlights of the year all came from the Alumni Board. The Centennial Reunion, with over 2500 attendees, not including “lurkers” who didn't register, is a hard thing to top. Colin's retirement tour, Reed on the Road, was terrific and had a great turnout, which is important, because how a president feels when he leaves can be important for the future. Barbara Ehrenreich will receive the Eliot Award, which was originated by a group of past presidents. Colin noted that it was an emotional feeling that current students could see themselves in Richard Danzig.

Marcia Yaross asks when the award will be given.

Mike Teskey responds that he hopes for Volunteer Weekend 2012, but that will depend on schedules.

People from the Oral History Project were interviewed for the OPB documentary on Reed. The first producer quit because he thought the community wasn't worth profiling, but the second took the OHP narrative and ran with it, which resulted in a terrific documentary.

This weekend with ReedFayre we will top 1000 attendees, the second highest ever, thanks to everyone, but we are still hoping for a “new normal” of 1500.

Regarding the inauguration, discussions are ongoing as to what is the “right” weekend. Currently considering Volunteer Weekend / Leadership Summit, but because of Kroger's connections, it might be possible to get a very interesting guest speaker, and then we would depend on his/her availability. Current thinking is that Leadership Summit is the best choice. Having it early in the year means that expectations of saying something significant are lower. Regarding Kroger, I met with him and told him that the job is easier if you love

it. But he is known here and his wife is Dean of Students at PSU. He seems to understand what things go up in students' lives, and may help to add some interesting textures and layers to the Reed experience.

IX. Other Topics

Jessica Benjamin raises the issue of CSO attitudes, noting that they seem to have changed dramatically, with respect to both students and alumni. There are some real horror stories from last night.

Mike Teskey replies that he checked in with Todd Hesse, who was on campus last night, and found CSO attitudes generally responsible. CSOs chose to look the other way in the face of certain infractions, but some issues, particularly those involving violence, need to be addressed.

John Bergholz notes that he has already discussed it in some quarters, but would like to provide a proposal for a Reed marathon team for the 2013 Portland Marathon.

Rich Roher adds that other schools have athletic teams to present themselves, and this might help improve the College's image.

Erik Speckman, in a related manner, asks if there is a plan to recognize Rob Mack's contribution to the Rose Parade float.

Mike Teskey replies that it is a real community effort. The structure will be done this weekend, with painting and then flowers starting next week. We are hoping for 30 people each night the week before the parade.

Jay Hubert asks what kind of recognition there might be.

Mike Teskey replies that there will be at least a letter of recognition from the President.

Chantal Sudbrack suggests a letter and some sort of promotion.

Jessica Benjamin suggests a beer mug with a gryphon and his name.

All approve.

X. Changing of the Guard: Board Membership

Jay Hubert thanks all the outgoing Board members.

Larry Abrahamson
Jon Paul Davis
Heinrich Gompf
Kim Lambert
Barbara Smith Thomas
Erik Speckman

Mike Teskey provides a gift of a special “MacWorld” cover for Erik Speckman in the event of his departure, noting that he can now focus on 'life after Reed'.

XI. Adjourn

The meeting adjourned at 11:08am.

Respectfully submitted,

Greg Byshenk

Submitted 3 September 2012
Updated 16 September 2012
Updated 17 September 2012

Reed College

Alumni Board of Directors

Documents 2011-12

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REED COLLEGE ALUMNI BOARD OF DIRECTORS
Alumni Board of Directors: July 1, 2011–June 30, 2012

Executive Committee

Jay Hubert '66 – president
Chantal Sudbrack '97 – vice president
Greg Byshenk '89 – secretary
Erik Speckman '91 – past president

Alumni Trustees

Jody Hoffer Gittell '84
Jan Liss '74
John Bergholz '83

Members

Kim Lambert '79
Larry Abramson '80
Heinrich Gompf '94
Barbara Smith-Thomas '64
Jon Paul Davis '92
Scott Foster '77
Paige Ramsdell '04
Lisa Saldana '94
Jessica Stern Benjamin '93
Richard Roher '79
Paul Manson '01
Adam Riggs '95
Marcia Yaross '73
Jayne Loader '73
Gloria Johnson '79
Deepak Sarma '91

Ex Officio Members:

Bay Area Chapter

Philip Wilk '95 – representative
Ian Atlas '91 – chair

Boston Chapter

Dan Harris-McCoy '02–chair

Chicago Chapter

Alison Birkmeyer-Aske '93 – chair
Cindy Joe '08 – representative

Europe Chapter

Mina Miller '04 – chair

New York Chapter

Jake Luce '07 – co-chair
Julia Staverosky '02 – co-chair

Portland Chapter

Jim Kahan '64– chair

Rainier Chapter

Ben Demboski '02 – chair

Southern California Chapter

Amy Lindsay '81 – chair
Jennifer Rasmussen '93 – representative

Washington D.C. Chapter

Paul Levy '73 – representative
Jonathan Make '98 - chair

Foster/Scholz Steering Committee

Kathia Emery '67 – chair

Non-voting members:

Centennial Planning Liaison

John Sheehy '82

**ALUMNI & PARENT RELATIONS
CONTACT INFORMATION**

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Fax: (503) 777-7798

Email: alumni@reed.edu

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The offices of Alumni & Parent Relations are located in the Greywood Building on the Reed Campus.

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Administrative Assistant

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REED COLLEGE ALUMNI ASSOCIATION
Alumni Board of Directors: July 1, 2011–June 30, 2012

Committee Assignments

2011-2012 Committee	Name	Class
Executive Committee	Jay Hubert	1966
Executive Committee	Chantal Sudbrack	1997
Executive Committee	Greg Byshek	1989
Executive Committee	Erik Speckman	1990
Future of the Alumni Board	Kim Lambert	1979
Future of the Alumni Board	Jay Hubert	1966
Life After Reed	Gloria Johnson	1979
Life After Reed	Erik Speckman	1990
Life After Reed	Jon Paul Davis	1992
Life After Reed	Jessica Benjamin	1993
Life After Reed	Adam Riggs	1995
Life After Reed	John Bergholz	1983
Nominations Committee, Chair	Erik Speckman	1990
Outreach	Marcia Yaross	1973
Outreach	Greg Byshek	1989
Outreach	Paige Ramsdell	2004
Outreach	Jayne Loader	1973
Outreach	Alea Adigweme	2006
Outreach	Paul Manson	2001
Outreach	Jan Liss	1974
Reunions	Scott Foster	1977
Reunions	Chantal Sudbrack	1997
Reunions	Barbara Smith-Thomas	1964
Reunions	Lisa Saldana	1994
Reunions	Richard Rohrer	1979
Reunions	Larry Abramson	1980
Reunions	Heinrich Gompf	1994
Reunions	Deepak Sarma	1991
Reunions	Jody Hoffer Gittell	1984
Alumni Fundraising for Reed	Jay Hubert	1966

REED COLLEGE ALUMNI ASSOCIATION

Alumni Board of Directors: July 1, 2011–June 30, 2012

Board meeting dates

Volunteer Weekend: September 23–24

Alumni Board conference call: November 12, 10 a.m. Pacific

Alumni Board meeting on campus simultaneous with trustees: February 3–4

Alumni Board conference call: April 14, 10 a.m. Pacific

Reunions Alumni Board meeting on campus: June 2

Alumni Board Conference Call Information

Our teleconferences are hosted by the same provider used by the rest of Reed College, Encounter Collaborative.

- To call in to a conference, dial the appropriate toll free number from the table below.
- Wait for the prompt and dial the appropriate PIN; the call will not be open until the presenter has called with the unique presenter PIN, so the presenter should call in a couple minutes prior to the published start time. For full board meetings, the President is the presenter and for committee meetings, the committee chair is the presenter. If the presenter is unable to participate in a teleconference, they are responsible for arranging a proxy presenter.
- You will hear a tone once you have been connected to your call.

Line	Used for meetings of the:	Toll-free Number	Presenter PIN	Participant PIN
Alumni1	Full Alumni Board, Executive committee	866-215-2003	8435	8114
Alumni2	Outreach Committee	866-215-2004	8342	9686
Alumni3	Reedfayre Committee	866-215-2229	7740	2163
Alumni4	Life After Reed	866-215-2406	2729	7882

For questions or troubleshooting, please call Encounter's Customer Care Department at 800/290-5900. You may also access more information about Encounter Collaborative online at www.encounter.net.

This information is provided to you in order to support and enhance alumni relations and programs. This information is provided only with the understanding that it cannot and will not be used for personal, commercial, or political purposes. Thank you.

Social-media tips for alumni volunteers
September 2011

Social media has transformed the way people interact online. People are experiencing email overload. Audiences have a finite attention span. With our alumni social-media channels (blog, videos, photo sharing, Facebook, and Twitter) we aim to create content that you can re-use on your own.

Facebook is a great tool for generating enthusiasm and participation around Reunions, chapter events, etc. We recommend creating a "page" (not a "group"!), as anyone can easily "like" it (no need to "approve" new members), and all fans will be alerted when new updates are posted.

Format tip: "page" good vs. "group" bad! (the ReediEnews page is a good example of the best "page" format)

Learn more at: <http://www.facebook.com/help/?topic=pages>

After you've created a page, remember to maintain it by posting comments and/or photos from recent events; link to it as a "status update" on your own personal profile so that your friends/classmates will notice and "like" it.

Please consult with Robin Tovey '97 at toveyr@reed.edu when establishing or revising the Facebook presence for your chapter or reunion.

Resources:

<http://www.facebook.com/ReediEnews>

<http://www.facebook.com/ReedCollegeCentennialReedfayre2012>

http://twitter.com/reed_alumni

http://blogs.reed.edu/the_riffin_griffin/

http://www.flickr.com/groups/reed_alumni/

<http://www.youtube.com/user/reedalumni>

<http://www.reed.edu/hub/alumni/>

Prepared by Robin Tovey '97
For Alumni Relations
September 22, 2011

CONSTITUTION OF THE REED COLLEGE ALUMNI ASSOCIATION

ARTICLE I

The name of this organization is the "Reed College Alumni Association."

ARTICLE II Purpose

The Reed College Alumni Association exists to foster the continuing welfare of both the college and its alumni by promoting mutually beneficial interaction and a sense of community among alumni and between the college and its alumni.

ARTICLE III Membership

Section 1. Any person who has attended Reed College for one full year or more and who is not presently attending the college as an undergraduate shall be a member of this association.

Section 2. The president of this association shall confer honorary membership upon such persons as the board of directors shall select.

Section 3. Any member may withdraw from this association by giving written notice of resignation to the secretary.

ARTICLE IV Board of Directors

Section 1. The board of directors shall govern and direct the business of the Alumni Association. The board may adopt bylaws for the Alumni Association and amend them from time to time. The board of directors shall meet not less than once annually and shall consist of:

- a. Three officers: a president, a vice-president, and a secretary. They shall be elected for terms of one year by and from the members of this association.
- b. Up to fifteen at-large directors, each elected by and from the members of this association for a term of three years, with five directors elected each year in three consecutive years.
- c. One representative of each recognized chapter.
- d. The chair of the reunions steering committee, if the chair of the reunions steering committee is not otherwise a director of the Alumni Association.
- e. Four alumni trustees of the Reed Institute, one of whom shall be elected each year for a four-year term, from and by the members of this Association under the limitations set forth in Article V.
- f. The immediate past president of the Alumni Association.
- g. Not more than two directors appointed in accordance with Section 2 of this Article.

Section 2. As may benefit the interests of the Alumni Association, the president of the Alumni Association, with the consent of the board of directors, may appoint not more than two persons to serve on the board for a term of one year.

Section 3. All terms of office shall begin July 1 following the election.

Section 4. The three officers plus the immediate past president shall constitute the executive committee, which shall discharge all day-to-day duties of the board of directors between meetings of the full board of directors. Three members of the executive committee shall constitute a quorum.

Section 5. Vacancies on the board

- a. The President of the Alumni Association may declare a vacancy on the board of directors in any of the following circumstances:
 1. resignation of a director of the Alumni Association;
 2. death or incapacitation of a director of the Alumni Association;
 3. failure of a director of the Alumni Association to attend (either in person or by telephone conference) a majority of the meetings of the full board held in a single year
- b. In the event of a vacancy on the board of directors, the President shall appoint a replacement with the advice and consent of the Executive Committee. The term of the appointed member will begin upon appointment and end at the conclusion of the term of the vacated seat.

ARTICLE V Alumni Trustees

Section 1. There shall be four alumni trustees of the Reed Institute serving four-year terms and until their successors are elected. One such trustee shall be elected each year by and from the members of this association in accordance with the procedure set forth in Article VII, except that the names of all nominees must be approved by the trustees of the Reed Institute. No member of the Alumni Association shall serve as a member of the board of trustees for two consecutive terms as the official representative of the Alumni Association.

Section 2. In the event of any resignation or vacancy, the board of directors shall recommend to the board of trustees a candidate to fill such vacancy.

Section 3. The alumni trustees shall attend the meetings of the board of directors whenever possible and shall make presentations to the board of directors concerning the affairs of the college and shall bring to the attention of the trustees matters of interest to the Alumni Association.

ARTICLE VI Local Chapters

Section 1. The policy of the Alumni Association shall be to encourage the organization of local chapters wherever a significant population of alumni has settled and desires to establish a chapter.

Section 2. The board of directors of the Alumni Association shall be responsible for recognizing local chapters according to standards set forth in the bylaws.

ARTICLE VII Nominations and Elections

Section 1. A nominating committee shall be constituted annually consisting of the immediate past president; the current president; and three additional members nominated and elected by the members of the Alumni Association pursuant to the procedures provided in subsections 2-7 of this Article VII; and the chair (see section 2, following). Four members of the nominating committee shall constitute a quorum.

Section 2. The immediate past president shall serve as chair of the nominating committee. If, for any reason, the past president is unwilling or unable to serve in this capacity, the past president shall not serve on the nominating committee, and, instead, the president shall appoint another member of the board of directors to serve as chair of the nominating committee.

Section 3. Terms of nominating committee members begin on July 1 and conclude when, the President of the Alumni Association determines that the work of the committee is completed.

Section 4. The president of the Alumni Association shall take necessary steps to ensure that information about the nominating process is published and received by alumni prior to June 1, that alumni board members, chapter leadership, board of trustees, incoming nominating committee members, college staff, and other college-affiliated individuals and groups are consulted, and that alumni are directly solicited for nomination.

Section 5. The nominating committee, on or before October 1, shall nominate one candidate for each position to be filled except for representatives of local chapters.

Section 6. As soon as possible after October 1, notice of the nominees, including a brief biographical sketch of each, and procedure for proposing alternate nominees will be printed in a college publication sent to all alumni. Additional nominations for each vacant position may be submitted by petition from the membership. Said petitions must contain the name and a brief biographical sketch of the nominee, the office to be filled, and the signatures of 50 or more members of the Alumni Association. Petitions must be received in the alumni relations office on or before February 15.

Section 7. Petitioners for each of the officer positions shall indicate the office for which they seek nomination. Those seeking one of the vacant at-large positions on the board of directors should indicate only that they seek one of these seats, and are not to indicate that they wish to stand for election in opposition to any specific nominee.

Section 8. In all offices for which there is only one nominee on February 15, the nominee shall be considered elected as of that date.

Section 9. Election for all offices for which there are more nominees than positions available shall be by ballot. On or before April 5, ballots shall be mailed to all members of the Alumni Association. The nominees shall appear on the ballot by name and class only. All ballots shall be accompanied by a copy of the appropriate constitutional provisions and a list of the nominees, with a brief biographical summary listing the nominees' professional, civic, and alumni activities prepared by the alumni director. Candidates may submit a statement on behalf of their candidacy of not more than 300 words. This statement will be transmitted with the ballot and other information by the college at no cost to the petitioners.

Section 10. Any member may require the alumni relations office to distribute one additional mailing, containing material supporting a nominee. All material so distributed shall include the names and classes of all sponsoring members. The member requiring such a mailing shall reimburse the alumni relations office in advance for all expenses incident to the mailing.

Section 11. All ballots must be received by the alumni relations office by May 10 in order to be counted. The supervision of the election and the counting of the ballots shall be by the board of directors. The nominees receiving the greatest number of votes for each office shall be elected. Candidates for the vacant at-large seats on the board of directors will be ranked according to the number of votes received, and the vacancies filled beginning with the candidate receiving the greatest number of votes. In the event of a tie vote, the board of directors shall elect the candidate from among the tied candidates.

ARTICLE VIII Amendments

Section 1. Amendments to this constitution may be proposed by a two-thirds vote of those present at any meeting of the board of directors. Such amendments shall be published as soon as practicable in a college publication sent to all members of the Alumni Association.

Section 2. The amendment will take effect 30 days after publication in accordance with Section 1 unless, prior to that date, the alumni office receives written objections from 50 or more members of the Alumni Association.

Section 3. If the alumni office receives written objections from 50 or more members of the Alumni Association within 30 days after publication in accordance with Section 1, a ballot of the members of the Alumni Association will be held. The board of directors shall supervise the balloting.

BYLAWS

ARTICLE I Duties of the President

Section 1. The duties of the president shall be:

- a. to act as chair of the board of directors and of its executive committee;
- b. to preside at all meetings of the Alumni Association;
- c. to appoint, with the consent of the board of directors, all committees and committee chairs, except as otherwise provided in the constitution or these bylaws;
- d. to serve as a member of all committees;
- e. to issue a call for all meetings as provided in the bylaws; and
- f. to present an annual report to the Alumni Association.

ARTICLE II Duties of the Vice President

The vice president shall discharge the duties of the president in the absence or inability of that officer to act and shall serve as a member of the executive committee.

ARTICLE III Duties of the Secretary

The secretary shall keep a record of the proceedings of the Alumni Association and the board of directors and shall serve on the executive committee.

ARTICLE IV Duties of the Immediate Past President

The immediate past president shall serve as chair of the nominating committee and shall serve as a member of the executive committee and shall perform such other duties as may pertain to the office.

ARTICLE V Duties of the Board of Directors

Section 1. In addition to the duties of the board of directors delineated in the constitution, the board of directors shall establish such committees as the affairs of the Alumni Association require.

Section 2. No member of the board of directors may receive remuneration for services to the Alumni Association.

ARTICLE VI Decisions of the Board of Directors

Section 1. Eleven or more members of the board of directors, including at least two members of the Executive Committee, shall constitute a quorum of the board of directors.

Section 2. All decisions of the board of directors shall be by majority vote of the directors in attendance at a duly constituted meeting of the board of directors. Such a majority vote shall also signify the “consent” of the board consistent with the requirements of these bylaws.

ARTICLE VII Committees

Section 1. The president, with the consent of the board of directors, shall appoint members and chairs of the committees.

Section 2. All committees of the Alumni Association, except the nominating committee, shall work under the direction of the board of directors and shall submit reports as the board may require.

Section 3. A quorum of each committee shall consist of a majority of the members of such committee, except as otherwise provided.

ARTICLE VIII Meetings

There shall be an annual meeting of the Alumni Association at the time of the annual class reunions. At this meeting, the president of the Alumni Association will report on the activities of the association.

ARTICLE IX Recognition of Local Chapters

Section 1. To secure recognition as a local chapter, members of the Alumni Association living in the same geographical area shall submit to the board of directors a written application which includes:

- a. a statement of the geographical area the chapter plans to cover, and
- b. an organizational plan for the chapter, specifying the manner in which leadership will be chosen and records kept.

Section 2. Local chapters will choose chapter chairs to lead volunteers in chapter activities. Chapter chairs may serve a term of up to three years in length with a one-year extension if agreed upon by the chapter volunteers.

Section 3. The board may declare a chapter inactive if the chapter does not operate as specified in its organizational plan, does not recruit and install new leadership as specified in Section 2 above, or if it otherwise fails to organize alumni activities on a regular basis.

Section 4. Each chapter may designate one representative to vote on behalf of the chapter at meetings of the board of directors. In the event that more than one person purports to represent a chapter, the President of the Alumni Association will decide which person is entitled to vote on behalf of the chapter.

Section 5. The board of directors may recognize the existence of a new chapter or declare an existing chapter inactive at any meeting of the board of directors.

Section 6. All activities of any chapter shall be open to all alumni within the geographical area.

Section 7. Local chapters shall report on their activities and finances to the board of directors at least once a year.

Section 8. Where there are no organized local chapters, the board of directors and the alumni office shall encourage and assist in the formation of informal local groups.

Reed College Alumni Association Board of Directors

Meeting Minutes

Sunday, October 3, 2010

[Action items are in *bold italics*]

President Speckman called the meeting to order at 11:00 a.m. PST.

I. **Roll Call: Hubert for Sudbrack**

Executive Committee	Attendance
Erik Speckman '91 – president	Y
Jay Hubert '66 – vice president	Y
Chantal Sudbrack '97 – secretary	Y
Sandy Blake Boles '90 – past president	Y

Alumni Trustees

John Bergholz '83 (2014)	N
Steven Falk '83 (2011)	Y
David Gossett '91 (2013)	Y
Jan Liss '74 (2012)	Y

Members

Shelley Emond '96 - 2011	N
Don Green '54 - 2011	N
Peter Guss '78 - 2011	Y
Owen Shapiro '84 - 2011	N
Mara Zepeda '02 - 2011	Y
Kim Lambert '79 - 2012	Y
Larry Abramson '80 - 2012	Y
Heinrich Gompf '94 - 2012	Y
Barbara Smith-Thomas '64	Y
Jon Paul Davis '92 - 2012	Y
Greg Byshenk '89 – 2012 (1 year)	Y
Scott Foster '77 - 2013	Y
Paige Ramsdell '04 - 2013	Y
Lisa Saldana '04 – 2013	Y
Paul Manson '01 – 2013	Y
Richard Roher '79 – 2012 (1 year)	Y
Jessica Benjamin '93 – 2013	Y
Marcia Yaross '73 – 2013	Y

Ex Officio Members

Bay Area Chapter

Philip Wilk '95 – chair	N
Ian Atlas '91– representative	Y

Boston Chapter

Jessica Benjamin '93 – chair	Y
Dan Harris-McCoy '02 – representative	N

Chicago Chapter

Alison Birkmeyer-Aske '93 chair	N
Beverly Lau '06 – representative	Y

Europe Chapter

Mina Miller '04 – chair	N
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New York Chapter

Reed Balmer '99 – chair	N
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Julia Staverosky '02 – representative	Y
Portland Chapter	
Paul Manson '01 – chair	Y
Rainier Chapter	
Ben Demboski '02 – chair	N
Southern California Chapter	
Amy Lindsay '81 – chair	Y
Jennifer Rasmussen '93 – representative	Y
Washington D.C. Chapter	
Jonathan Make '98 – chair	N
Paul Levy '73 – representative	Y
Foster/Scholz Steering Committee	
Kathia Emery '67 – chair	N
Guest: Michael Tippie '80	Y

II. Trustees report: Falk, Gossett, Liss

Roger Perlmutter '73, chairman of the board of trustees, brings in a new era that will focus on engagement and activism. A survey of the student body suggests that illegal drugs are overused relative to comparable institutions. Trustees are concerned that with the two recent overdoses on campus this is a problem that may affect admissions, attraction of new faculty, success of students and success of the college. They support Colin Diver being proactive and see the new healthy living programming developed by Michael Brody, VP and Dean of Student Services, as a step in the right direction. They noted the new head of community of safety has adapted well to Reed and seems suited to handle such issues well.

Two facility development projects have been brought forward: i) New Performing Arts Center (\$37M) and ii) Greywood Rebuild (\$13M). A decision as to which project will go forward will be made by the next board meeting (February). Greywood will be put on hold if sufficient funds are raised for the Arts Center. The recent Capital Campaign has had limited success so far, raising only \$2.5M toward the Arts Center. Board of trustees is evaluating their own contributions after strong prompting from Colin Diver. Their goal is to raise at least half themselves.

Endowment suffered an over \$100M hit with the stock market crash a couple years ago. This year the endowment had an 11% gain. Some of this recovery resulted from additional tuition with higher enrollment.

Other updates: admissions are generally in good shape and stable with the exception of fewer students of color matriculating; college is addressing this adequately. Board continues to serve as a resource to the faculty for curriculum development. Board will iron out plan for this next year at upcoming retreat.

III. Approval of June, 2010 minutes: Speckman

The minutes were approved with no corrections.

IV. President's Report: Speckman

Erik says the alumni board is coming to a transition point. The last ten years focused on Centennial celebration. With the Centennial less than a year away, we need to close it out properly and focus on beyond. Alumni Relations' goal is to double average reunions attendance, which is realistic. Erik mentions reunions attendance is pivotal to alumni giving and strongly encourages the board to do all we can to encourage attendance. Erik appreciates everyone attending today and looks forward to great year.

A proposal for amending the nomination process in the by-laws was passed out.

V. Committee Reports

A. Nomination Committee: Boles

Sandy reports that they don't have yet have the list of next year nominees; they will present it to the board in the near future. The list is currently with Alumni Relations, who is in the process of preparing biographies for the committee. The nomination amendment brought forward today proposes to extend deadline for nominations from the September to the November meeting. Current protocol allows adequate time for 1) posting a nomination list to Reed magazine and 2) open consideration by Reed community at large. This list can now be sent out electronically with a much shorter lead time. If deadline is extended, potential nominees can be courted in person at volunteer weekend.

B. 2012 Beyond: Foster

The 2012 and Beyond reunions committee wants to build on the success of the Centennial and maintain enthusiasm. The committee is in an organizational stage and will provide their direction in the near future.

C. Centennial recruitment: Guss

Peter Guss gave the committee report for Don Green, who is on travel. The Centennial recruitment committee has a goal of 50-100% above regular reunion attendance. They are working with class chairs to increase attendance. Registration is going online as soon as possible. They are working to help organize viewing parties of the Reed Centennial videos at the chapter cities. They look to employ a tribe recruitment approach, in which "tribes", such as dancing, KRRC, Quest, would be started and members of tribes would encourage other members to attend.

D. Centennial planning: Smith-Thomas

The Centennial planning committee would like to thank Alumni Relations' staff for their support, particularly Mela, who has been critical to developing the schedule. There are five types of programming planned:

- i. Off-campus excursions (e.g. Mt. Saint Helens, sustainable Portland) are set.
- ii. Alumni College (Jim Kahan and Kristin Earl) as the intellectual programming is set. This year alumni college will be integrated throughout rather than being before other programming.
- iii. Music programming (John Paul Davis) that focuses on getting Reed musicians back to campus is in progress. Dance programming (Amy Lindsay) is also in progress.
- iv. Typical reunion programming (e.g. wine tasting) is set.
- v. Do-it-Yourself Orientation week like activities (Barbara Smith Thomas) is in progress, e.g. thrift stores tour, ski cabin excursion, coast trip.

Any feedback or suggestions can be emailed to Barbara at smiththomas@att.net

E. Outreach: Yaross

At the Outreach Committee meeting today, every chapter was represented except Europe. The Committee discussed making changes to charter document to make it more inclusive to alumni not represented by a chapter. They brainstormed ideas for signature events that are particularly good at drawing crowds (e.g. special access, Old vs. new Reed). Greg Byshenk is spearheading a social media campaign that includes migrating chapter Facebook group pages to Facebook fan pages. Local host program is continuing, and will no longer be referred to as the buddy program. They are looking at ways to increase alumni involvement in career networking.

VI. Alumni Development Committee (ADC): Hubert

The ADC committee has been renamed Alumni Fundraising for Reed (AFR) in order to be more inclusive. Konrad Alt remains chair of the steering committee for AFR. They have created a final version of their strategic plan for the first five years that will be issued shortly. They polled alumni on barriers to alumni giving with two online surveys. They had a high response with 1500 alumni taking the surveys. Two main goals they have are to: i)

increase Griffin donors (\$1000+) from 400 to 500 and ii) increase the number of recent graduates who contribute to the alumni fund. Michael Stapleton '10 joined AFR. He helped bring 80 new donors from the class of 2010.

VII. FAB-STUF: Speckman

Erik reports that FAB-STUF has not met since spring. At the June board meeting, he reported on the life internship program (i.e. life after Reed) that they are building. Over the summer, Erik and Mike worked on it. Recently, Erik spoke with Hugh Porter, Vice President for College Relations, and was encouraged by his support. They are in the process of determining what additional support is needed.

VIII. Chapter Reports

A. Bay Area: Atlas

The chapter continues their Thirsty Third Thursdays (TTTs). South Bay does its own TTT. The summer picnic was very successful. Pizza night was also a success with 3 new graduates and 12 more in attendance.

B. LA/Southern California: Lindsay

The chapter planned several events this year including a career networking event, a summer picnic at a new venue, and pizza night. They see mostly younger alumni at TTTs and hope a younger alum will take on organizing their TTT. They are looking at the possibility of doing a sailing event.

C. Rainier: Speckman for Demboski

Erik submitted the report for the chapter. The chapter's summer picnic went well despite the poor weather. The chapter has several new steering committee members.

D. Portland: Manson

The chapter had a healthy attendance at the pizza event with 40 people, half of whom were new grads. Their annual summer picnic went well and attendance for Westwind looks good. They have outings to a museum, theater, and ski cabin planned. They have the challenge of getting new members to join the steering committee.

E. Washington, D.C.: Levy

The chapter has a new chapter chair, who is Jonathan Make. Their restaurant club is going well with usually one event a month. A mobile-making demonstration geared towards kids was well attended. The cheese tasting they had planned happened during a blizzard and there were no other attendees besides Paul. Both the pizza and summer picnic went well. A sub chapter has been started in Baltimore. The chapter was interested connecting with Reedies who are planning on attending the Jon Stewart rally at the end of October, including offering housing to out of towners.

F. New York: Staverosky

Julia reported that they have had varied attendance at their TTTs and was not sure what the reason is. Their summer picnic was sparsely attended. Their pizza event went well with five or six new grads. They had an off-Broadway theater event that went well.

G. Chicago: Lau

Alison Birkmeyer-Aske is the new chapter chair and Beverly is serving as chapter representative. The steering committee has added new members as several members have recently left the area. TTTs have been dragging and they have replaced some them with board-game nights, which offer an even lower-cost alternative. Both the dim sum brunch and annual picnic were well attended this year. The chapter went to see Under America, a play by Jacob Juntunen '99, and had a back-stage talk with Jacob. They have planned a tour of Fermi lab and starting a reading group.

H. Boston: Benjamin

Jessica reports there are now eight people on the steering coming. Their pizza night was a success, as was a trivia event they held. Upcoming events including dim sum brunch and holiday party.

I. London/Europe: Byshenk

Greg gave the report for Europe chapter. They did a pizza night in London and he believes that 12 people attended. There also did TTT in London recently.

IX. Foster-Scholz Club Report: Teskey for Emery

Mike gave the report for Kathia. He reports that the committee has not met since the last meeting and will update us in November of their activities.

X. College and Alumni Relations Report: Teskey

Mike reported that the Quest is now online. The Quest has had money flow issues and approached Alumni Relations for help. Mike suggested they seek additional advertisement and initially told the students “no”. He told the student Alumni Relations could help out if the Quest could demonstrate more responsible reporting. Mike was happy to tell the board that the students really rose to challenge and improved. They have also accepted oversight from Chris Lydgate '90, editor of Reed magazine and former Quest editor. Alumni relations will provide help out taking out ads consistently and providing some financial support.

On the heels of the alumni engagement survey and the development survey, the college is also conducting a survey that assesses the interest in and the readership of the college's communication vehicles: Reed magazine; Reed E-news; and others. It should be completed in November.

Alumni Relations has been increasing their social media presence. Mike and Robin co-wrote a case-study on social media. A new blog targeting alumni called 'The Riffin Griffin' has been launched. A new fan page for the Centennial Reunion has been added to Facebook.

Mike reported that David Goines, the artist designing the commemorative Centennial poster, visited campus last week. He met with faculty and staff and attended a humanities lecture. Overall, he had a great visit. The design is set to be finished in December.

Mike reported that Ed Segal, Professor of History and Humanities, will go on the road for Reed this year. Also career networking events sponsored by Reed will go on the road.

Mike wanted to let the board know that this could be a year of flux for Alumni Relations. Greywood may potentially be demolished over the holidays. Alumni Relations and other Greywood occupants would need to move to trailers.

XI. Adjourn

The meeting adjourned at 12:30 p.m.

Respectfully submitted,

Chantal Sudbrack

Revised 28 Oct 2010

Reed College Alumni Association Board of Directors

Meeting Minutes

Saturday, November 13, 2010

[Action items are in *bold italics*]

President Speckman called the meeting to order at 10:05 a.m. PST.

I. Roll Call: Sudbrack

Executive Committee	Attendance
Erik Speckman '91 – president	Y
Jay Hubert '66 – vice president	Y
Chantal Sudbrack '97 – secretary	Y
Sandy Blake Boles '90 – past president	Y
Alumni Trustees	
John Bergholz '83 (2014)	N
Steven Falk '83 (2011)	N
David Gossett '91 (2013)	Y
Jan Liss '74 (2012)	Y
Members	
Shelley Emond '96 - 2011	Y
Don Green '54 - 2011	Y
Peter Guss '78 - 2011	Y
Owen Shapiro '84 - 2011	Y
Mara Zepeda '02 - 2011	N
Kim Lambert '79 - 2012	N
Larry Abramson '80 - 2012	Y
Heinrich Gompf '94 - 2012	N
Barbara Smith-Thomas '64	N
Jon Paul Davis '92 - 2012	Y
Greg Byshenk '89 – 2012 (1 year)	late
Scott Foster '77 - 2013	late
Paige Ramsdell '04 - 2013	Y
Lisa Saldana '94 – 2013	N
Paul Manson '01 – 2013	Y
Richard Roher '79 – 2012 (1 year)	Y
Jessica Benjamin '93 – 2013	Y
Marcia Yaross '73 – 2013	N
Ex Officio Members	
Bay Area Chapter	
Philip Wilk '95 – chair	N
Ian Atlas '91– representative	Y
Boston Chapter	
Dan Harris-McCoy '02 – chair	N
Chicago Chapter	
Alison Birkmeyer-Aske '93 chair	N
Beverly Lau '06 – representative	N
Europe Chapter	
Mina Miller '04 – chair	N
New York Chapter	
Reed Balmer '99 – chair	N
Julia Staverosky '02 – representative	N

Portland Chapter	
Paul Manson '01 – chair	Y
Rainier Chapter	
Ben Demboski '02 – chair	N
Southern California Chapter	
Amy Lindsay '81 – chair	N
Jennifer Rasmussen '93 – representative	N
Washington D.C. Chapter	
Jonathan Make '98 – chair	Y
Paul Levy '73 – representative	N
Foster/Scholz Steering Committee	
Kathia Emery '67 – chair	Y

II. Approval of October 2010 minutes: Speckman

The minutes were approved with no corrections.

III. President's Report: Speckman

Erik felt that overall volunteer weekend went well. He received mostly positive feedback. One exception brought to his attention was the minimal orientation given to new members, which led to some confusion. Board members should feel prepared and well oriented to what is involved in being on the alumni board. Any questions, please ask your committee chair or an executive committee member. The executive committee will work with Alumni Relations to ensure that next volunteer weekend in 2011 will have a better orientation and that induction to the board will improve. Erik is looking forward to working with everyone this year and to an exceptional Centennial celebration.

IV. Committee Reports

A. Nominations Committee: Boles

Prior to the meeting, Sandy circulated a document with the biographical sketches of the nominees for next year's at-large members. The new members' three-year term commences July 1, 2011. The committee had an excellent list of candidates and is excited about the five nominees selected. Nominations for alumni trustees are in progress and not listed in the document. Sandy will notify the board via email with trustee nominees soon. Challenges to a nomination are open until February 15, 2011 and that the entire list of nominees will appear in the next Reed magazine. If anyone has questions or feedback on the nominees, please email Sandy at boles.sandy@gmail.com.

Regarding alumni trustees, Jan Liss mentioned that John Bergholz, the new trustee this year, received a poor orientation to the board and thus has missed several recent teleconferences, including this call. She suggested that the board keeps alumni trustees in mind as improvements are made.

B. Centennial Recruitment: Green

Don has scheduled a committee conference call for later in the week. The Centennial class leaders for the major years (except 1961 and 1966) and most shoulder years have been identified. Alumni Relations has arranged for class letters and those are in the process of being sent out. Alumni events in chapter cities promoting the Centennial are moving ahead and some events for non-chapters cities are also planned. Don mentioned that Artist David Goines, to better his familiarity with Reed for the commemorative poster, visited campus in September and met with faculty and staff. Georgie Greenwood '60, trustee Stephen Falk, and Don plan to meet with David Goines in Berkeley to see its progress. The poster design will be ready and published in next issue of Reed magazine. Don wanted to acknowledge and thank Mike Teskey and Alumni Relations for all their hard work and

support. Also, Don noted on his recent trip to Israel he met with Reedies, and a new group has formed with 10 or so alumni and Thirsty Third Thursday is planned.

C. Centennial planning: Speckman for Smith-Thomas

Erik Speckman gave the report for Barbara Smith-Thomas. The committee is in the process of tying up loose ends for the Centennial events planning. One remaining task that could use some help is the DIY (Do-it-yourself) orientation; a thrift shop tour, Pacific coast excursion and ski cabin excursion are planned, they specifically need help with setting up other interesting tours and activities in Portland, contact Barbara at smiththomas@att.net to help.

Erik says Jon Paul, who has worked with Alumni Relations on music programming, has lined up several bands, including: Jody Bleyle '92, two all female bands from the 90s, Love Butt and Egg Dog, and other acts. Jon Paul thanks everyone for their recommendations; any additional ones can be emailed to him at jonpauldavis@gmail.com.

D. *2012 and Beyond: Boles for Foster*

Sandy Boles gave the report for Scott Foster. Reunions 2012 continues to build on the success of the committee, and aims to attract a greater number of alumni from the Pacific Northwest. They will work on involving Centennial leaders in planning for 2012. The committee has put together a program to contact class leaders that will start in February 2011.

E. *Outreach: Sudbrack for Yaross*

Chantal Sudbrack gave the report for Marcia Yaross. The Outreach committee has four major projects in progress:

- Greg Byshek is leading an effort to develop alumni social media presence, including helping chapter leaders migrate existing Facebook group pages, which are less functional and interactive, to fan pages. The committee would like to develop with Alumni Relations an alumni website portal that would guide alumni to useful websites and social media.
- Ian Atlas has taken over the local host program from Marcia. The program's next step is to reach out to recent graduates with alumni contact information who currently would welcome a call or an email.
- The committee as a whole is in the process of revising its charter with the help of chapter chairs.
- Mara Zepeda has led an effort to increase visibility of the local host and career network options in IRIS. A test pilot is ready and will be launched soon to a sub-group, the class of 2002, testing the pilot's effectiveness.

V. *FAB-STUF: Speckman*

FAB-STUF has remained mostly dormant this last year, while putting energy towards the Centennial. Their focus is on how the alumni association can help with life after Reed; a life internship program has been suggested. Many alumni and board members don't believe they have a lot to offer new graduates, yet we all have connections and have developed a life after Reed. The life internship program would help recent graduates transition by encouraging alumni to contribute and build awareness to what a Reed community can

offer after gradation. Erik received a good reception and input on moving forward with this project from Colin Diver and Hugh Porter. Jessica Benjamin suggested that the committee should also consider how to include mentoring to older alumni.

VI. Chapter Reports

A. Bay Area: Atlas

Ian says that the last couple months have been a slow time. The chapter is gearing up to celebrate the winter solstice with a big party and is planning a dim sum event for the Chinese New Year. Alumni Relations has helped them secure a venue in Berkeley for the solstice party. In mid-February, they will tour Prelinger Library, a private library co-owned by a Reedie.

B. Rainier: Speckman for Demboski

Erik reports that they have had a noticeable increase in the number of events in recent months. Debbie Prince '71 led a tour of the Chinese garden, which was under construction. The chapter also toured the Seattle Art Museum. They expect a high attendance for winter's career networking event with Don Asher '83, career and life issues book author, organized by the college.

C. Portland: Manson

Paul says the chapter has held many recent events. In October, a super-sized bus was chartered to take 76 alumni and friends to Westwind. Thirty attended an open house workshop on climate change that had break out sessions. Other events include a trip to the ski cabin and booze cruise. The chapter is working at being more decentralized by supporting ad hoc events and a new blog.

D. New York: Liss for Staverosky

Jan mentioned that the chapter went to the theater recently to see a one woman show about the life of Sylvia Plath; after the performance, a talk back with the actress and the director was arranged and led to a very interesting discussion.

E. Washington, D.C.: Make

Jon reports that the chapter continues to have a good attendance at their monthly TTTs and restaurant nights. Sixteen people attended the happy hour after Jon Stewart's rally to Restore Sanity. The steering committee meets tonight. The chapter is looking forward to the Don Asher '83 career network event in January and a superbowl party.

F. Chicago: Teskey for Birkmeyer-Aske

Mike tells the board that Don Asher '83 (career networking event) and Prof. Ed Segal (Reed on the Road) will visit Chicago in 2011.

G. Boston: Benjamin for Harris-McCoy

Jessica reports that Dan Harris-McCoy is now the chapter chair; the steering committee continues with only a chair. Dan would like to see Boston to do a TTT every month. The chapter is planning for an open house party in October and a dim sum event in December. Dan hopes to establish a chapter listserv.

H. London/Europe: Teskey for Miller

Mike says that Alumni Relations is working with the European chapter to boost attendance at their events.

I. Southern California: no report

VII. Alumni Fundraising for Reed (AFR): Benjamin

A telephone Thank-a-thon is in progress; each AFR member is making roughly 20 calls. They aim to improve alumni fundraising and increase Griffin donors (\$1000+) from 400 to 500. During the calls, they also ask alumni if they're interested in volunteering for Reed. Another solicitation is planned for Spring 2011. Sara Rasmussen '05 has joined AFR; she will lead the effort to increase giving amongst younger alumni. Chris Moses '02 article in Reed magazine, *Raising Reed*, has brought positive attention to alumni fundraising.

VIII. Foster-Scholz Club Report: Emery

Foster-Scholz Club plans social events; Reed alumni from class years 1971 and earlier are automatically members. The community connection to Foster and Scholz has become distant; for this reason, several members proposed the club change its name. Informal inquiry received push back and it was decided the name should not change. This was mainly due to the poor timing and wanting to retain consistency through the Centennial year.

The next brown bag luncheon is with an associate professor of religion and is titled *History of Islam*; the club encourages folks in Portland to attend. The following Brown Bag will be a humanities lecture and is scheduled for February 2011. The club also is planning to attend the upcoming student production of Tennessee Williams' *Glass Menagerie*. A tour of the canyon is scheduled for May 5th, 2011.

IX. Trustees report: Liss

The Board of Trustees have not met since the last meeting in October. Board of Trustee meetings are scheduled two years in advance. The alumni board often meets just before the Board of Trustee meetings. Maybe the alumni board should consider rescheduling its meetings to occur after the Board of Trustee meetings.

X. College and Alumni Relations Report: Teskey

The capital fund has raised monies needed for the new performance art center, so Alumni Relations will stay in Greywood. Mike is preparing with Erik and Hugh Porter, a long-range plan for the board to justify what is needed for staffing levels and project funding after the Centennial. The attendee database for reunions has been more tightly managed this year, delaying online registration. The college in the interim has posted a PDF registration online. The web page with electronic registration looks pleasing and functional, and should be released in mid December 2010. Alumni Relations staff will host and have hosted several non-chapter city events (Austin, Albuquerque, Boulder, Philadelphia, Detroit, Vancouver), which are helping spread the word about the Centennial. Mike observes that the Centennial is clearly on people's radars. Several Reedies ran for public office in national and regional positions: we had 2 wins and 3 losses.

XI. Adjourn

Next board meeting will be February 5, 2011. The meeting adjourned at 11:05 p.m.

Respectfully submitted,
Chantal Sudbrack

Reed College Alumni Association Board of Directors

Meeting Minutes

Saturday, February 5, 2011

[Action items are in *bold italics*]

President Speckman called the meeting to order at 11:05 a.m. PST.

I. Roll Call: Sudbrack

Executive Committee	Attendance
Erik Speckman '91 – president	Y
Jay Hubert '66 – vice president	Y
Chantal Sudbrack '97 – secretary	Y
Sandy Blake Boles '90 – past president	Y
Alumni Trustees	
John Bergholz '83 (2013)	N
Steven Falk '83 (2011)	N
David Gossett '91 (2013)	N
Jan Liss '74 (2012)	N
Members	
Shelley Emond '96 - 2011	late
Don Green '54 - 2011	Y
Peter Guss '78 - 2011	Y
Owen Shapiro '84 - 2011	Y
Mara Zepeda '02 - 2011	Y
Kim Lambert '79 - 2012	Y
Larry Abramson '80 - 2012	N
Heinrich Gompf '94 - 2012	N
Barbara Smith-Thomas '64	Y
Jon Paul Davis '92 - 2012	Y
Greg Byshenk '89 – 2011 (1 year)	Y
Scott Foster '77 - 2013	Y
Paige Ramsdell '04 - 2013	Y
Lisa Saldana '94 – 2013	Y
Paul Manson '01 – 2013	Y
Richard Roher '79 – 2011 (1 year)	Y
Jessica Benjamin '93 – 2013	late
Marcia Yaross '73 – 2013	Y
Ex Officio Members	
Bay Area Chapter	
Philip Wilk '95 – chair	N
Ian Atlas '91– representative	N
Boston Chapter	
Dan Harris-McCoy '02 – chair	N
Chicago Chapter	
Alison Birkmeyer-Aske '93 chair	N
Beverly Lau '06 – representative	Y
Europe Chapter	
Mina Miller '04 – chair	N
New York Chapter	
Jake Luce '07 – chair	N

Julia Staverosky '02 – representative Portland Chapter	late
Paul Manson '01 – chair Rainier Chapter	Y
Ben Demboski '02 – chair Southern California Chapter	N
Amy Lindsay '81 – chair	Y
Jennifer Rasmussen '93 – representative Washington D.C. Chapter	N
Jonathan Make '98 – chair	N
Paul Levy '73 – representative	Y
Foster/Scholz Steering Committee Kathia Emery '67 – chair	Y

II. Approval of October 2010 minutes: Speckman

The minutes were approved with no corrections.

III. President's Report: Speckman

Erik reports that we moving full speed ahead towards the Centennial celebration. The commemorative poster designed by artist David Goines is ready and en route to the college; alumni relations' staff is in the process of deciding how the poster will be distributed. Erik wants to acknowledge the great efforts put forward by the board and alumni relations to develop the programming; it will be a great week and no pre-reading required! Erik encourages everyone to register early, tell friends, and take advantage of the free on-campus housing offer by registering before March 1. Erik also would like to thank everyone for all their efforts this year; the alumni board is well on track.

IV. Committee Reports

D. Nominations Committee: Boles

Sandy reports that the slate of five new board members for next term have all accepted. Jodie Gittell '84 will be our next alumni trustee. The committee is working on putting together a proposal on how both the selection process and notification process for alumni board nominations can be improved. Also, the committee will soon put together their list of nominees for terms commencing in 2012. If you have suggestions for improving the process or names of folks who might be good alumni board candidates, please get in touch with Sandy at boles.sandy@gmail.com.

E. Centennial Recruitment: Green

Don reports that the outreach visits to various cities by Mike have really helped spread the word about the Centennial. There is good buzz around the free on-campus housing with early registration, a nice incentive that allows folks to avoid the extra expense of a hotel room. 250 people have already registered for the Centennial. The college has set a goal of 1500 attendees. The commemorative poster project is complete; posters prepared by artist David Goines have been delivered and a copy is featured in the current issue of the Reed magazine, facing the last page. The poster is available for purchase through the Bookstore. The proceeds of sales will go to the college scholarship program.

C. 2012 and Beyond: Foster

Scott reports that committee is building on the successes of past reunions committees. Past and current reunion class leaders will have a special breakfast event at reunions, where they will discuss lessons learned and work towards next year. Lisa Saldana has taken lead on arranging this event. The committee is revisiting the format of the reunions. The tribe recruitment tool established this year is one the committee would like to see become a permanent fixture at reunions. Richard Roher is leading this effort to see how to make this happen. Scott would like to thank Sandy for all the advising she's given to committee this year.

D. Outreach: Yaross

Marcia extends a thank you to all committee members for their hard work. Greg Byshenk has led the effort to establish better social media on Facebook and the web. Ian Atlas is coordinating the local hosts program and is ramping up their efforts; specifically, getting ready for a recruitment campaign at graduation 2011. The IRIS participation tool, spearheaded by Mara Zepeda, has been launched to a test group, which has led to good number of new volunteers. Marcia reports that the chapter events with Don Asher and Ed Segel have been well received and well attended. Lastly, the committee has drafted a new charter thanks to Mara and Dan Harris-McCoy, which outlines the current vision for the committee. This new charter draft and the current charter were distributed just prior to this meeting. Please email any feedback you may have to Mara Zepeda at mara.zepeda@gmail.com by February 19, 2011. The next meeting for Outreach committee will be some time in March.

V. FAB-STUF: Speckman

Erik reports that the committee is working on their ten-year plan. The committee has come out of its hiatus and is becoming more active.

VI. Chapter Reports

A. Southern California: Lindsay

Amy says the chapter is organizing an alumni showcase and idea-networking extravaganza with Dan Wolf '82. Dan will present an informal presentation followed by wine and snacks. Lisa Gillette '78 and Amy have been working hard on outreach for the reunions' dance tribe, and they encourage everyone to check out their website <http://www.reediesdance.com>, which outlines the dance programming at reunions. Amy is also working with the college on the possibility of bringing an interactive musical installation to the Centennial. It would feature a video-controlled interactive performance instrument that is played by movement (dancers), which was designed by David Reeder '90.

D. Rainier: Speckman for Demboski

Erik mentions that the recent tour of the Picasso exhibit at the Seattle Art Museum was well attended and very interesting; Thanks to Debbie Prince 71, the group was able to enter early and had guaranteed entry. Erik mentions that Ben has been working hard at bringing new folks into the steering committee.

E. Portland: Manson

Paul says the chapter organized an on-campus feeding frenzy for students during finals in December. In November, they attended a reading of a Lee Blessing '71 play. The chapter hopes to do an outing to the ski cabin soon. They are in the process of organizing alumni volunteering for Renn Fayre. A tequila tasting event with Clayton Szczech '00 at Cha Cha was so popular that they had to turn people away. Paul is working on using social media to boost attendance and management, including starting a word press blog.

D. New York: Staverosky

Julia reports that the Annual Career Networking event in New York went well. Robin flew out for it. It is typically their most well attended event; this year was no different. The "Cracking the Hidden Job Market" event with Don Asher was also successful. There have been some recent changes to the steering committee. Their steering committee met in February, Jake Luce '07 and Julia are now co-chairs. Reed Balmer is still involved, but more peripherally, since he has moved out of NYC proper and has a lovely new daughter. The chapter is still looking for more people to organize events.

J. Washington, D.C.: Levy

Paul says that chapter has successfully transitioned to a new chair, Jonathon Make '98. Recently, they held their annual potluck and the Don Asher event. It snowed for Don Asher's visit and attendance was low, but about 20 folks made it out and Mike Teskey was there. Their restaurant clubs nights are still going, might be getting a bit stale as it seems the same folks attend each time. The chapter is brainstorming ways of bringing in new people. They are planning a Super Bowl oriented event, where a Reed alum in advertising will talk about Super Bowl ads. The Ed Segel victory tour is coming up.

K. Chicago: Lau

Beverly reports that Chicago hosted Don Asher in January, roughly 30 people attended, including Robin. They had 10 people attend their recent board game night. Coming soon is their popular dim sum event; it will be the tenth annual (longest running event for the chapter)! With the help of Greg Byschenk, the chapter has migrated from a group to a Facebook fan page, about 50% have transitioned.

L. Boston: Benjamin for Harris-McCoy

Jessica says that Dan has really been doing a great job as chair. There have been lots of events: including TTTs and trivia nights. They have a new steering committee member, Emma Rowe '06. Soon they will be do a karaoke / pub night, plus a house party at Jessica's home. The Don Asher event with Mike went great. The recent events have sparked lots of chapter interest.

M. London/Europe: no report

N. Bay area: no report

VII. Foster-Scholz Club Report: Emery

Foster-Scholz Club plans social events; Reed alumni from class years 40 years out (1971) and earlier are automatically members. Kambiz GhaneaBassiri, associate professor of religion and humanities, recently presented a talk on Muslims in America, 37 people attended. After having complaints about the food at their events, Kathia wants to acknowledge Mela and Todd for upgrading from the usual sandwiches and soup to a more satisfying menu at this event. Kathia says those in attendance were very pleased with the change. Ann Dellahanty, associate professor of French, will give the next brown bag on February 10. The focus will be Humanities 110 and 28 people have already registered. On April 14, the club will attend a student production of Tennessee Williams' Glass Menagerie at Reed's theater. This event usually fills up quickly. There will also be a Canyon tour in May with guide Zac Perry, a member of the Reed facilities staff and a biologist / naturalist. Foster-Scholz Club is soliciting suggestions for nominees for the distinguished service award, which honors alumni who have made major contributions to the community and the college. Often nominees are of a reunion year but not exclusively, some past recipients include Barry Hansen '63 (aka Dr. Demento) in 2008, Fred Ellis, '38 in 2009, and Constance Putnam '65 and Shirley Gittelsohn '49 in 2010. Please send possible nominations to Kathia Emery at kathiaemery@comcast.net by March 31, 2011.

VIII. Student Relations Outreach Activity: Saldana

Board member Lisa Saldana, a psychologist with background in substance abuse and intervention, reported on her recent meeting with Mike Brody, the VP and Dean of Student Services. Mike wanted to convey that the college has done more than it has done in the past about this issue. His office is working on both policy and response to substance abuse on campus. There is a strong effort being made to ensure that both are consistent with the Reed community while simultaneously providing emphasis on community wellness and safety. As the board's liaison, Lisa is seeking comments to convey to Mike's office on A) what do you think about where Reed currently is in this process? B) What is the board's

response to the efforts that are being made? And C) How, if at all, does the board want to respond / be involved? Please email Lisa with your thoughts at lisas@cr2p.org by February 28, 2011.

IX. College and Alumni Relations Report: Teskey

Mike says that 154 million has been raised to date by the capital campaign. Most areas that they hoped to target have been covered. The college had suggested that the trustees defer the construction of Performing Arts Center (\$32 million project) and revamp the Greywood building instead. Trustees will discuss whether there is sufficient funding for the project at today's meeting. It would take two years and open in Fall 2013 if approved. The new arts center will have a large theater and be a centralized place for creative work, which would include spaces for the community to practice their crafts. It will be located south of Kaul Auditorium, some parking spaces in front the asylum block dorms will be taken away and the tennis courts would move. You can check out the conceptual drawings of the building at www.reediesdance.com. Mike also mentions that the center is completely different from other buildings on Reed's campus. The lovely design has gotten a lot of positive input from Reed faculty. If it goes forward, a high-energy ground breaking ceremony is planned for reunions that would include music, a parade and the opening of the 100 year-old time capsule. To assist in the fundraising, there has been real pressure on the folks at top of the pyramid to be "angels" and give 10 million dollars or more.

Mike received a request from Bruce Smith, new Assistant Dean of Student Services for Inclusion, Engagement, and Student Success, to help support the effort to make Reed more multi-cultural. Alumni Relations is putting together a list of folks who could help support Bruce's office.

Mike says that this week there has been a somber mood on campus with the death of a student on-leave. College has been busy trying to support students during this difficult time.

Mike has been on the road, spreading the word about the Centennial. He has attended a good number of the Don Asher career events, all of which have seemed quite well received. Mike has spoken to Don Asher about doing another program that would focus on transition.

Alumni Relations has been busy getting ready for the Centennial. Mike has picked up the Goines poster from northern California. His office is determining how the posters will be distributed through the bookstore.

John Sheehy is finishing up the Centennial book that combines historical materials with the voices of Reed from oral history project interviews to create a compelling picture of the "Reed experience." The book will be submitted to the University of Oregon Press for review in May 2011. The final product should be ready in the fall. Reed has given Oregon Public Broadcasting the rights to prepare a television documentary about Reed. OPB producer Beth Harrington will be producing the documentary. The college has relinquished editorial control, however Jon Sheehy will work closely with Beth, so the show parallels the material in the Centennial book.

Alumni Relations is working with chapters to identify Reedies (e.g. Barbara Ehrenreich, Richard Danzig) for the spring Reed on the Road tour, leading to culminating Centennial event, Reunions 2012.

XI. Trustees Report: Hubert and Liss

Members of the Board of Trustees were also on campus for their February meeting. As a consequence, none of the alumni trustees were in attendance. Jay mentions that the chairman, Roger Perlmutter '73, has brought a lot of new energy, and the trustees are very active. With regard to scheduling conflicts, Barbara Smith-Thomas brought up re-scheduling the alumni board meeting in June, which is currently in conflict with the three presidents panel event at reunions. Erik will propose options for a new time. The reunions schedule is available at <http://reunions.reed.edu>.

Those on campus were fortunate to receive a brief report over lunch from alumni trustee Jan Liss, who stopped by while on a break. As mentioned last meeting, the Board of Trustees meetings are scheduled two years in advance. The alumni board often meets just before the Board of Trustees meetings (Note:

this meeting was unfortunately scheduled at the same time). To be in better sync, Jan suggested that the alumni board hold their meetings after trustee meetings. In general, the alumni board schedule is finalized in late summer before volunteer weekend, and typically uses the previous year's calendar as a guide. Executive committee plans to work with Mike and Alumni Relations staff to ensure that the two calendars are in better sync next year.

Jan was happy to report that the trustees approved the plan to build the Performing Arts Center. The general vision for the building is that it will be a new social center on campus. The cost will be \$28.4 million. Approximately \$14 million has been raised. The rest is yet to be raised. A bond will cover the additional costs until the money has been raised. The larger theater will cost an additional \$9 million. The \$28 million building will be constructed to be able to add the \$9 million theater at a later date to cause as little disruption as possible. Jan also mentioned that the trustees discussed the college's drug and alcohol policy and response. Jan wanted to extend the trustees' congratulations on the board successes this year, particularly the preparation for the Centennial.

VII. Alumni Fundraising for Reed (AFR): Hubert in Appendum

Jay reports: The main AFR focus this spring is on the Griffin Initiative. In 2010 there were 5,123 donors to the Annual fund. 549 of them contributed at the Griffin level (\$1,000) or above. Almost 400 of these were alumni. Those 549 individuals (11% of the total) contributed 82% of the \$3.4 million dollars raised by the annual fund in 2010. The goal is to add 100 more Griffin+ donors in 2011.

This spring, there will be two rounds of contacts. The first will be in March followed by a second round in May. The first step in each round is a letter to selected alumni from Konrad Alt introducing AFR and asking them to consider joining the Griffin Society. The college will follow up with a similar request a week later. Shortly after that, volunteers will begin contacting these alumni. Contacts will be by phone or email as the volunteer deems appropriate.

AFR and the Development office are holding a series of forums to recruit alumni callers for the Griffin initiative. The first forum was held March 3 in San Francisco. Other forums will be held in Palo Alto on March 17, in Los Angeles on March 22, and in Portland in mid April. Next year, similar forums will be held in most chapter cities. Jessica Benjamin has set up a training program for volunteer callers. She conducts the training sessions via conference call.

There is a second initiative focused on young alumni (classes 2001-2010). An AFR subcommittee is working to increase the number of young alumni donors from 777 in 2010 to 800 in 2011.

The initiatives above are supported by various challenge grants from AFR steering committee members.

XI. Adjourn

This meeting adjourned at 12:08 p.m. Next board meeting will be April 9, 2011.

Respectfully submitted,

Chantal Sudbrack

10 March 2011

Reed College Alumni Association Board of Directors

Meeting Minutes

Saturday, April 9, 2011

[Action items are in *bold italics*]

President Speckman called the meeting to order at 10:05 a.m. PST.

I. Roll Call: Sudbrack

Executive Committee	Attendance
Erik Speckman '91 – president	Y
Jay Hubert '66 – vice president	Y
Chantal Sudbrack '97 – secretary	Y
Sandy Blake Boles '90 – past president	Y
Alumni Trustees	
John Bergholz '83 (2013)	N
Steven Falk '83 (2011)	N
David Gossett '91 (2013)	N
Jan Liss '74 (2012)	N
Members	
Shelley Emond '96 - 2011	N
Don Green '54 - 2011	Y
Peter Guss '78 - 2011	Y
Owen Shapiro '84 - 2011	N
Mara Zepeda '02 - 2011	N
Kim Lambert '79 - 2012	Y
Larry Abramson '80 - 2012	Y
Heinrich Gompf '94 - 2012	Y
Barbara Smith-Thomas '64	Y
Jon Paul Davis '92 - 2012	Y
Greg Byshenk '89 – 2011 (1 year)	Y
Scott Foster '77 - 2013	N
Paige Ramsdell '04 - 2013	Y
Lisa Saldana '94 – 2013	N
Paul Manson '01 – 2013	Y
Richard Roher '79 – 2011 (1 year)	Y
Jessica Benjamin '93 – 2013	N
Marcia Yaross '73 – 2013	Y
Ex Officio Members	
Bay Area Chapter	
Philip Wilk '95 – chair	N
Ian Atlas '91– representative	N
Boston Chapter	
Dan Harris-McCoy '02 – chair	N
Chicago Chapter	
Alison Birkmeyer-Aske '93 chair	N
Beverly Lau '06 – representative	N
Europe Chapter	
Mina Miller '04 – chair	N
New York Chapter	
Jake Luce '07 – chair	N

Julia Staverosky '02 – representative	N
Portland Chapter	
Paul Manson '01 – chair	Y
Rainier Chapter	
Ben Demboski '02 – chair	N
Southern California Chapter	
Amy Lindsay '81 – chair	N
Jennifer Rasmussen '93 – representative	
Washington D.C. Chapter	
Jonathan Make '98 – chair	N
Paul Levy '73 – representative	N
Foster/Scholz Steering Committee	
Kathia Emery '67 – chair	N
Guest	
Lisa Gillette '78 – chapter secretary, So-Cal	Y

II. Approval of February 2011 minutes: Speckman

The minutes were approved with no corrections.

III. President's Report: Speckman

Erik wants to acknowledge that most of the alumni board work happens in our committees. We have had a good year and Erik would like to thank everyone for his or her hard work. He is looking forward to hearing committee updates. In a month or so will be the Centennial reunions: Mike Teskey will give us an update.

IV. Committee Reports

F. Nominations Committee: Boles

Sandy has been working on how to improve and streamline the nominations process. To ensure a full slate of nominees, the board has taken in the past an aggressive “strong-arm” approach: encouraging every board member to submit a person for consideration, usually on scraps of paper. Though this approach has yielded a long list of names, it has given limited and inconsistent background about the nominees. This year an email solicitation will be sent out instead (in the near future), which will ask you take the time to fill out a nomination form that includes background information. There is no requirement to make a submission. In addition to being less coercive, this new approach will allow submissions to be more standardized and help streamline the selection process.

G. Centennial Recruitment: Green

Don says that his committee is past the main recruitment effort and there is not much to report. He defers to Mike Teskey's update on the Centennial.

C. *2012 and Beyond: Roher for Foster*

Rich described the Reedfayre concept that the committee has developed. The main idea is to make reunions a Reedfayre with a consistent theme that alumni can connect to and secondly make Reedfayre inviting to all class years. The committee conducted a phone call with Mela & Mike in early March about the nature of Reedfayre and it was generally agreed that a) it would maintain the reunions events as one core element of the weekend, and b) that Centennial would provide guidance about what kind of activities would make a Reedfayre event successful. The college will do its evaluation of Centennial events. We'll also ask our 2012 leaders and non-leader volunteers who attend Centennial to act as eyes and ears on events they attend. The committee may ask volunteers about attending specific events for that purpose.

Class leaders have been determined for all classes in years 2 and 7 (starting with '62), and, in addition to being asked to plan to attend fall volunteer weekend (all responded in the affirmative), those class leaders and 2012 reunion volunteers who attend Centennial are being invited to attend an early Sunday morning brunch on Centennial weekend; at least 5 of next year's leaders will be at

Centennial. The purpose of the brunch will be to get acquainted and discuss Reedfayre, including what elements of Centennial weekend should be included. The invitation for the Centennial Sunday morning brunch will go shortly and with very adequate lead-time.

The class leader recruitment effort produced additional enthusiastic volunteers wishing to assist in either in the reunion effort or, after being informed about the Reedfayre concept, to help in pursuing or promoting it. Several of these, at least 4, are attending Centennial. Those who are will be asked to let us know which events they are attending and to provide feedback. The committee may ask they attend other events for that purpose, or enlist their help with our 2012 Reunions table In Eliot Hall. To maintain their interest, we will be back in contact with them this week.

A Reunions 2012 table will be set up at Centennial to recruit for next year and, presumably, starting talking up the Reedfayre concept. It is too soon to attempt any pre-registration. The good feeling/positive energy engendered from the Centennial experience will make this a useful and effective activity. The committee is looking to have stickers made up that folks can affix to their name badges, something like “COME BACK! Reedfayre 2012 May 29-June 3”. Staffing for this table is to be determined, but it assumed it would come from the volunteer pool established by the committee.

D. Outreach: Yaross

Marcia tells the board that the Outreach committee last met about a month ago. The committee continues to work on four main areas. One is updating the committee charter, which has been spearheaded by Mara Zepeda and Dan Harris-McCoy. A proposed draft was distributed to the board after the last meeting and consists of a consolidated and goal list. The goals include providing support and fostering alumni events, virtual participation, features for leaderships, and career services. The new charter was adopted. Thanks to Mara and Dan for their work on that. Greg is currently working on a demonstration of a Reed alumni portal, which would act as gateway to every Reed resource on the web (e.g. Reedic blogs, college, social networking). Ian is working on the local host project, which will help create networking opportunities. There will be targeted advertising for the program at reunions.

Mara is doing person –to person outreach through the IRIS project. Signature chapter events with Ed Segal and Don Asher were well received.

V. FAB-STUF: Speckman

The group last convened near the end of last year to consider the future of alumni board after the preparation of the Centennial reunion. Erik has done some work on his own in consultation with the Executive Committee since then. Erik will launch a new committee on the alumni board this next year; one focal point will be the life internship program developed. The vision also includes a series of communication between sophomore students and alumni, i.e. “conversations”, with the ultimate goal of a summer internship program. Conversations themselves are an integral part of this process. The full program will help students realize the value of the alumni, which might bring a sense of obligation and possibility of becoming an engaged alumnus.

VI. Alumni Fundraising for Reed: Hubert

Jay mentions that AFR has planned a number of recruiting meetings on the west coast, including in LA, San Francisco and Portland. They hope to get new volunteers and raise funds. Currently, they have about 50 volunteers. AFR may not meet their goal of 500+ Griffin donors; they certainly have learned a lot through the process.

VII. Chapter Reports

A. Southern California: Lisa Gillette for Lindsay

Lisa mentions they had a networking idea event with Don Wolf, which was very successful. Amy has been working very hard on dance programming at reunions. The chapter will have their annual picnic in August. They have decided to make the new grad pizza night a taco night instead

F. Rainier: Speckman for Demboski

Erik says the chapter steering committee will meet next week.

G. Portland: Manson

Paul says things have been pretty quiet for the Portland chapter. Renn Fayre is coming up; this year it looks like there will be less alumni involvement. Many alumni are involved in the feasting frenzy, which is coming up. Chapter leaders are looking for new blood for the steering committee to help reinvigorate.

H. Boston: Gompf for Harris-McCoy

Heinrich says that the chapter has had several good events recently, including a party at Jessica's house, the Ed Segal victory tour and Thirsty Third Thursday. They have talked about going to Red Sox game and to the roller derby. They have been happy to see many new faces at their events, and generally, things are coming along smoothly.

I. London/Europe: Byshenk for Miller

Greg tells us that Peter Steinberger visited European Reedies in Paris, unfortunately the event was the same day as the demonstrations, and so although the event was excellent, attendance was low.

J. Chicago: Lau in Addendum

Chicago chapter has elected new leadership. Beverly Lau '06 will be chapter chair and Cindy Joe '08 will be chapter representative. The 10th annual dim sum brunch happened on a day with terrible weather; still 12 attended, plus spouses and kids. The Ed Segal event was pretty well attended --- probably about 15-20 were there. A board game night is scheduled for Friday, April 22nd at a board game store on the north side of Chicago. A Reed alumnus who frequents our events, Mike Solontoi ('00, physics) is a high school friend of one of the owners of the store. This board game store allows customers to play the games before buying them, and some of us Reedies already go there once in a while. We decided on a date for our summer picnic --- Wednesday, June 15th, at Millennium Park. The Grant Park Symphony will be playing Ravel and Berlioz.

K. No report from New York, Washington DC and Bay area

VIII. Foster-Scholz Club Report: Teskey for Emery

Mike will say some words about the club's recent activity in his report.

IX. College and Alumni Relations Report: Teskey

Mike start with the college's experience with public relations in respect to the recent Oregon Live article criticizing how Reed handles sexual assaults cases on campus. On campus debate has focused on the honor principle. Reed's student-judicated process (i.e. J-board oversight on assault cases) is not

understood by the outside and is deemed strange. Mike asks board members to consider weighing in on the comment section for the article. The college really appreciates those who step forward to help shape the public debate. Mike is unsure what will happen to the student-judicated process, but assumes some change will happen.

Mike mentions that this year's Renn Fayre czars are not interested in much formal program by alumni and will not be doing an alumni coffee house this year, in lieu, they will have an alumni designated open space.

Mike is in the process of identifying a space.

Mike has been traveling around the country hosting: happy hours, the Don Asher career event and the Ed Segal victory tour. He and Ed Segal were most recently in Chicago, Boston, and New York City. In Chicago, there were about 15 people there. There was a similar turnout in Boston, while 40 or so showed up in DC. The DC group had a very spirited conversation, which was fun. Mike flew to London for Peter Steinberger, also to drum up support for recruiting folks to get involved in the European chapter. Mike leaves tomorrow for San Francisco to attend a house reception for alumni. Mike will be flying out to New York for alumni reception, which will be held at Peter Guss's home.

Mike sent the registration numbers out, there were 900+ alumni and friends registered, 650+ alumni. Of this number, almost 1/3 of alumni registered are not actively involved alumni (i.e. engaged). He takes this high percentage to mean that there is good energy out there. Reunions website is allowing alumni to contribute directly to the college when they register, this has been successful, raising \$12,000 already; normally with the box donation, the college only receives a few thousand.

Centennial programming has done a great job. Tours are in place, alumni college and dance programming has been well done. College didn't really anticipate well the extra expense of a large turnout: they will order next week a dinner tent for 1700, which has created some budget issues. But the college could not be more pleased that there will be a large turnout.

Sales of Centennial commemorative poster are trickling with only one email and one advertisement in the Reed magazine. Some more press will bring more sales. Some posters have been framed and displayed around the college.

Hugh Porter has asked Alumni Relations to put together the anticipated programming support needs for after the Centennial. Mike is looking towards a career services focus consistent with the board's direction. Mike met with several other alumni directors in New York at Cornell's House club, where they discussed how a 21st alumni career network looks like.

Mike brings to the attention of the board two awards: Foster-Scholz distinguished service award and Jean Babson Award for Outstanding Volunteer Service. Mike will circulate nominees for board consideration next week.

Mike has invited past presidents back to campus and had discussion whether there should be an award from college for achievement. Consensus was "yes". Their recommendation has worked its way through the system and met approval by the faculty, Colin, board of trustees' development committee, and now on to the full board of trustees. It has been suggested to confer the award during the trustee's October meeting on campus.

X. *Other items*

Heinrich Gompf brought up that a similar issue with sexual assault happened this week in New Hampshire. The media's scrutiny might be because it is currently a national issue. Alumni board had some discussion about Reed's policy and how sexual assaults should be addressed on campus.

Barbara Smith-Thomas appealed to the board for help with organizing a pub crawl the Thursday night of reunions. Mike and Paul agreed they would help Barbara.

Chantal Sudbrack brought to the attention to the board the executive committee did make arrangements to move the reunions alumni board meeting so there would be less programming conflict. It will be 9 am on Saturday of reunions.

XI. Adjourn

This meeting adjourned at 11:04 a.m. Next board meeting will be June 11, 2011.

Respectfully submitted,

Chantal Sudbrack

Reed College Alumni Association Board of Directors

Meeting Minutes

Saturday, June 11, 2011

[Action items are in *bold italics*]

President Speckman called the meeting to order at 9:03 a.m. PST.

I. Roll Call: Sudbrack

Executive Committee	Attendance
Erik Speckman '91 – president	Y
Jay Hubert '66 – vice president	Y
Chantal Sudbrack '97 – secretary	Y
Sandy Blake Boles '90 – past president	Y
Alumni Trustees	
John Bergholz '83 (2013)	Y
Steven Falk '83 (2011)	Y
David Gossett '91 (2013)	Y
Jan Liss '74 (2012)	Y
Members	
Shelley Emond '96 - 2011	Y
Don Green '54 - 2011	Y
Peter Guss '78 - 2011	Y
Owen Shapiro '84 - 2011	N
Mara Zepeda '02 - 2011	N
Kim Lambert '79 - 2012	Y
Larry Abramson '80 - 2012	Y
Heinrich Gompf '94 - 2012	Y
Barbara Smith-Thomas '64	Y
Jon Paul Davis '92 - 2012	N
Greg Byshek '89 – 2011 (1 year)	Y
Scott Foster '77 - 2013	Y
Paige Ramsdell '04 - 2013	Y
Lisa Saldana '94 – 2013	Y
Paul Manson '01 – 2013	Y
Richard Roher '79 – 2011 (1 year)	Y
Jessica Benjamin '93 – 2013	Y
Marcia Yaross '73 – 2013	Y
Ex Officio Members	
Bay Area Chapter	
Philip Wilk '95 – chair	N
Ian Atlas '91– representative	Y
Boston Chapter	
Dan Harris-McCoy '02 – chair	N
Chicago Chapter	
Beverly Lau '06 – chair	Y
Cindy Joe '08 – representative	Y
Europe Chapter	
Mina Miller '04 – chair	N
New York Chapter	
Jake Luce '07 – chair	N
Julia Staverosky '02 – representative	Y

Portland Chapter	
Paul Manson '01 – chair	Y
Rainier Chapter	
Ben Demboski '02 – chair	N
Southern California Chapter	
Amy Lindsay '81 – chair	Y
Jennifer Rasmussen '93 – representative	N
Washington D.C. Chapter	
Jonathan Make '98 – chair	N
Paul Levy '73 – representative	Y
Foster/Scholz Steering Committee	
Kathia Emery '67 – chair	Y

II. Approval of April 2011 minutes: Speckman

Barbara Smith-Thomas brought up a correction to the April minutes: the last sentence of the third to last paragraph in Section IX, College and Alumni Relations Report: Teskey, is missing the word “century”. Note, the sentence with this correction added reads: “Mike met with several other alumni directors ... they discussed how a 21st century alumni career network looks like.” The minutes were approved with this correction.

III. President’s Report: Speckman

Erik thanks everyone for making it to campus for the Centennial reunions, which kick-off the Centennial year celebration. He is sorry that those alumni board members that are attending this meeting by phone will not see the many years of their hard work in person. Erik mentions that so far, the alumni college programming, the tours, dance and music events have all been tremendously successful. Erik encourages those reporting today to please keep it brief, so we can return to reunions. Erik thanks everyone for making this year such a success.

IV. College and Alumni Relations Report: Teskey

Mike asked to go first and will brief as he is being pulled in many directions to support the celebration. Mike would also like to thank everyone for their hard work, especially this year, where it could not be truer. Mike reports that we surpassed all our attendance goals: 2,300 (goal: 2000) attendees, 1,536 (goal: 1500) alumni, which could not have happened with out all the help of the alumni board. Mike has been blown away by the support and generosity from alumni this week, and is looking forward to the rest of celebrations today.

Mike acknowledged Don Green for his work on the commemorative poster and leading Centennial recruitment. (Applause) Shelley Emond for her work on the schedule for Centennial and leading Centennial planning. (Applause) Peter Guss for his work on organizing the theater outing in New York. (Applause) Mara Zepada for her work on boosting IRIS participation. (Applause) Mike saved a special “thank you” for last, Sandy Boles, outgoing Past President of the alumni board. Mike reminded the alumni board members that Sandy recently won a t-shirt that said, “I was the shit at pub trivia.” In the meeting, Mike turned to Sandy, saying, “ You are the shit!” (with respect to the alumni board work). Mike recalls some details of Sandy’s work these last four years, and mentioned her interests in thrift shops and independent music, as well as how she tastes dairy products for her job with the Food and Drug Administration. With these things in mind, alumni relations arranged to make a one-of-kind ice cream for Sandy called “Nifty Thrifty”. Sandy was gracious enough to share and ice cream pints of “Nifty Thrifty” were passed around to try. Mike thanked everyone, and announced he needed to leave the meeting. The

alumni board members present gave around of applause for Mike. Many board members also expressed their gratitude verbally to Mike.

V. Committee Reports

H. Nominations Committee: Boles

Sandy tells the board that she leaves the nominations committee with a good slate of eight candidates for the 2012-2013 year. Changes discussed at last meeting to the nominations timeline are in the process of being finalized.

I. Centennial Recruitment: Green

Don shows the group the commemorative poster for the Centennial designed by artist David Goines. At the start of Centennial reunions, the posters were priced at \$50. They are now discounted to \$40 and are available for sale at the bookstore. The poster proceeds will go to financial aid and aid in Reed's effort to become need-blind. There will be an announcement about this at the Three Presidents panel this afternoon. Don encourages everyone to advocate poster sales today.

C. *2012 and Beyond: Foster and Roher*

Scott tells the group that tomorrow morning at 9 am in the lobby of Kaul Auditorium, the committee will host a breakfast. They will have a facilitated discussion about programming at the Centennial reunions and past reunions on what worked, what doesn't work, and what are successful strategies. David Gossett asked that an email reminder about the breakfast meeting be circulated. Scott promised he would and mentioned that there will be pastries.

Rich talked how 2012 reunions and beyond would be a "Reed Fayre" with more of an all class focus. The committee has made 2012 reunions stickers, which he has been passed around. Rich encourages each alumni board member to take a dozen to pass around. He says it is worth specifically targeting folks who are geographically close in the Pacific Northwest and in California. Rich passed out the stickers. Erik mentioned to the board that Biology is considering an all year for the 2012 reunion.

D. *Outreach: Yaross*

Marcia says that Outreach had a wrap up meeting on May 22. Outreach initiatives have led to a new Facebook presence, a reunion bulletin board created by Paul Manson <http://www.rennfayre.com/>, and a reedie portal website created by Greg Byshenk <http://www.reedie.org>. The number of alumni selecting to be local hosts in IRIS has doubled from last year. Mara Zepeda's effort to increase IRIS participation has focused on a targeted effort with her class year; it has been a laborious process, which they have learned a lot from. The committee is looking to identify successful signature events.

E. **Life after Reed: Speckman**

Erik mentions that Life After Reed will be a full committee next year. As most of you know, the committee will focus on connecting recent grads to alumni, introducing them to "life after Reed". The committee will work towards this goal, in conjunction with independent initiatives by alumni Mara Zepada and Adam Riggs have also started.

VI. Chapter Reports

A. **Bay Area: Atlas**

Ian tells the board that the Bay Area is wrapping up a very successful year. Their Don Asher career networking event had 45 people attend. Thirsty Third Thursdays have alternated between the East Bay and San Francisco, and have been well attended. Don Green mentions to the alumni board that a young reedie in Bay Area is directing a new cancer center at the University of San Francisco, C. Athena Aktipis '02. This center has been very successful and is called the Center for Evolution and Cancer.

L. Southern California: No report.

Amy was at the meeting earlier by phone, but not at the time of the report.

M. Rainier: Speckman for Demboski

Erik mentions that Seattle has their annual picnic coming up.

N. Portland: Manson

Paul tells the group that they have had a number of Thirsty Third Thursdays. The Westwind trip is scheduled for the fall. He encourages everyone to check out the Centennial Reunions bulletin board he created at <http://www.rennfayre.com/>. Any feedback that you may have can be sent on to Paul. This website has been used as Renn Fayre bulletin board and could be used in the future as a chapter resource board.

E. New York: Staverosky

Julia reports that things have been slow in New York lately. Thirsty Third Thursdays have had irregular attendance and organizers are trying to figure out why. The Ed Segal victory tour talk went well. Their summer picnic is coming up. They are in the process of trying to identify new leaders. Julia will be leaving New York soon. Jake Luce '07 has taken over as chair.

F. Washington, D.C.: Levy

Paul reports that it has been pretty quiet in DC. They have tried a few new places for Thirsty Third Thursdays, which was slow at first, but is getting better. Monthly restaurant club has had regular attendance. The organizer for that is leaving for grad school soon, so they hope to identify a new organizer. They have a kayak trip planned. Leslie Overstreet '71 will do a tour of the Smithsonian's library, which is a popular and fills up quickly.

G. Chicago: Joe

Cindy tells the group that both events with Ed Segal and Don Asher went well. The annual picnic is coming up and will be a concert in Millennium Park. Next month they have scheduled a tour of Fermi National Accelerator Laboratory, where Cindy works. Beverly mentions they seem to miss some area folks in their e-blasts. It was mentioned that areas are based on zip codes and the alumni contact information in IRIS. If the contact information is not current, local area folks could be missed.

H. Boston: Benjamin for Harris-McCoy

Dan mentions that have had a number of great events recently, Ed Segal's talk, Don Asher's career networking event, a party at Jessica Benjamin's home. Dan also mentions that they have 63 Facebook fans, which is double the number from a couple years ago.

I. London/Europe: Byshenk for Miller

Greg reports that the Europe group has been less active than in past years. Peter Steinberger gave a talk recently, which was scheduled on the same day as the large union demonstration in London, so only about 20 people attended.

VII. Foster-Scholz Club Report: Emery

Kathia is often asked what is a good turn out for a Foster-Scholz event. She tells the group that having 30-35 folks attend is a good turn out. This year the club hosted a brown bag centered around Muslims in America in the fall, another on Evolutions and Revolutions of Humanities 110 in the winter, and they attended the student production of Tennessee Williams' Glass Menagerie this past spring.

VIII. Trustee's Report: Falk

Steven tells the group that it has been an interesting and productive year. He thanked Dan Greenberg for his 12 years as chairman of the board of trustees. This year they welcomed a new chairman, Roger Perlmutter '73. Roger is a dynamic guy and Steven anticipates that this should be an interesting time for the board. The endowment and market are both up, which is good. There were 355 students admitted. At their last meeting, there was a great deal of discussion on the drug and alcohol policy. The board of trustees is standing behind Colin and his efforts to prevent unnecessary accidents on campus related to

drug use. There will be a board of trustees' retreat next week in Sun River, Oregon. Board will talk about big questions, such as: What will Reed be like in the next century? What kind of student body will it have? How can we become more diverse? How do we prepare students for the outside world? How do we improve the financial strength of the college, perception of the college, and its makeup?

To go forward with the building of the performance arts center, there were a few compromises due to the budget issues. The capital campaign that supports the project has a \$50 million fundraising goal for December, which is a lofty sum.

The board of trustees has not met since Colin Diver announced his departure. In the past, the college has announced a committee of trustees to handle the search. Stephen has had conversations with academic world, and has gotten the sense that we will have a strong applicant pool.

XI. Adjourn

This meeting adjourned at 9:45 a.m. Next board meeting will be Saturday September 24, 2011 at 11:15 am PST during volunteer weekend.

Respectfully submitted,

Chantal Sudbrack

Reed College

Alumni Board of Directors

**Documents
2010-11**

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REED COLLEGE ALUMNI ASSOCIATION
Alumni Board of Directors: July 1, 2010–June 30, 2011

Executive Committee

Erik Speckman '91 – president
Jay Hubert '66 – vice president
Chantal Sudbrack '97 – secretary
Sandy Blake Boles '90 – past president

Alumni Trustees

Steven Falk '83
David Gossett '91
Jan Liss '74
John Bergholz '83

Members

Shelley Emond '96
Don Green '54
Peter Guss '78
Owen Shapiro '84
Mara Zepeda '02
Kim Lambert '79
Larry Abramson '80
Heinrich Gompf '94
Barbara Smith-Thomas '64
Jon Paul Davis '92
Greg Byshenk '89
Scott Foster '77
Paige Ramsdell '04
Lisa Saldana '94
Richard Roher '79
Marcia Yaross '73

Ex Officio Members:

Bay Area Chapter

Philip Wilk '95 – chair
Ian Atlas '91 – representative

Boston Chapter

Jessica Stern Benjamin '93 – chair
Dan Harris-McCoy '02 – representative

Chicago Chapter

Alison Birkmeyer-Aske '93 – chair
Beverly Lau '06 – representative

Europe Chapter

Mina Miller '04 – chair

New York Chapter

Reed Balmer '99 – chair
Julia Staverosky '02 – representative

Portland Chapter

Paul Manson '01 – chair

Rainier Chapter

Ben Demboski '02 – chair

Southern California Chapter

Amy Lindsay '81 – chair
Jennifer Rasmussen '93 – representative

Washington D.C. Chapter

Jonathan Make '98 – chair
Paul Levy '73 – representative

Foster/Scholz Steering Committee

Kathia Emery '67 – chair

**ALUMNI & PARENT RELATIONS
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REED COLLEGE ALUMNI ASSOCIATION Alumni Board of Directors: July 1, 2010–June 30, 2011

Board meeting dates

Volunteer Weekend: October 1–3
 Alumni Board conference call: November 13
 Alumni Board meeting on campus simultaneous with trustees: February 4–5
 Alumni Board conference call: April 9
 Reunions Alumni Board meeting on campus: June 11

Alumni Board Conference Call Information

Our teleconferences are hosted by the same provider used by the rest of Reed College, Encounter Collaborative.

- To call in to a conference, dial the appropriate toll free number from the table below.
- Wait for the prompt and dial the appropriate PIN; the call will not be open until the presenter has called with the unique presenter PIN, so the presenter should call in a couple minutes prior to the published start time. For full board meetings, the President is the presenter and for committee meetings, the committee chair is the presenter. If the presenter is unable to participate in a teleconference, they are responsible for arranging a proxy presenter.
- You will hear a tone once you have been connected to your call.

Line	Used for meetings of the:	Toll-free Number	Presenter PIN	Participant PIN
Alumni1	Full Alumni Board, Executive committee	866-215-2003	8435	8114
Alumni2	Outreach Committee	866-215-2004	8342	9686
Alumni3	Centennial Committee	866-215-2229	7740	2163
Alumni4	Backup Line	866-215-2406	2729	7882

*Alumni4 is a backup line and is only to be used if another line isn't working or if we ever need to have four calls simultaneously.

For questions or troubleshooting, please call Encounter's Customer Care Department at 800/290-5900. You may also access more information about Encounter Collaborative online at www.encounter.net.

This information is provided to you in order to support and enhance alumni relations and programs. This information is provided only with the understanding that it cannot and will not be used for personal, commercial, or political purposes. Thank you.

Social media for alumni volunteers
September 2010

It goes without saying that “web 2.0,” or “social computing,” has transformed the way people interact online. People are experiencing email overload. Open rates are declining. Audiences have a finite capacity for email bombardment. Official, site-specific web content has given way to user-generated, portable content. With our blog, videos, photo sharing, and Facebook and Twitter presence, we aim to create content that you can re-use on your own sites.

Specifically, Facebook is a great tool for generating enthusiasm and participation around Reunions, chapter events, and all manner of alumni gatherings, formal or informal. We recommend creating a “fan page” for your milestone reunion or Thirsty Third Thursday get-together; anyone can become a fan (whether or not they are part of the Reed “network”), and all fans will be alerted when new updates are posted to the page.

Check out the ReediEnews fan page for reference and then learn more at:
<http://www.facebook.com/help/?topic=pages>

After you’ve created a fan page, post an enticing comment and include the link as a “status update” on your own profile. The idea is that your friends will notice and become fans themselves. If you live in a regional chapter area, post something about your efforts on the “wall” of that chapter fan page or group.

Reed alumni presence:

<http://www.facebook.com/pages/ReediEnews/154979527817?ref=ts>

https://twitter.com/reed_alumni

http://blogs.reed.edu/the_riffin_griffin/

http://www.flickr.com/groups/reed_alumni/

<http://www.youtube.com/user/reedalumni>

Prepared by Robin Tovey '97
For Alumni Relations
October 1, 2010

CONSTITUTION OF THE REED COLLEGE ALUMNI ASSOCIATION

ARTICLE I

The name of this organization is the "Reed College Alumni Association."

ARTICLE II Purpose

The Reed College Alumni Association exists to foster the continuing welfare of both the college and its alumni by promoting mutually beneficial interaction and a sense of community among alumni and between the college and its alumni.

ARTICLE III Membership

Section 1. Any person who has attended Reed College for one full year or more and who is not presently attending the college as an undergraduate shall be a member of this association.

Section 2. The president of this association shall confer honorary membership upon such persons as the board of directors shall select.

Section 3. Any member may withdraw from this association by giving written notice of resignation to the secretary.

ARTICLE IV Board of Directors

Section 1. The board of directors shall govern and direct the business of the Alumni Association. The board may adopt bylaws for the Alumni Association and amend them from time to time. The board of directors shall meet not less than once annually and shall consist of:

- a. Three officers: a president, a vice-president, and a secretary. They shall be elected for terms of one year by and from the members of this association.
- b. Up to fifteen at-large directors, each elected by and from the members of this association for a term of three years, with five directors elected each year in three consecutive years.
- c. One representative of each recognized chapter.
- d. The chair of the reunions steering committee, if the chair of the reunions steering committee is not otherwise a director of the Alumni Association.
- e. Four alumni trustees of the Reed Institute, one of whom shall be elected each year for a four-year term, from and by the members of this Association under the limitations set forth in Article V.
- f. The immediate past president of the Alumni Association.
- g. Not more than two directors appointed in accordance with Section 2 of this Article.

Section 2. As may benefit the interests of the Alumni Association, the president of the Alumni Association, with the consent of the board of directors, may appoint not more than two persons to serve on the board for a term of one year.

Section 3. All terms of office shall begin July 1 following the election.

Section 4. The three officers plus the immediate past president shall constitute the executive committee, which shall discharge all day-to-day duties of the board of directors between meetings of the full board of directors. Three members of the executive committee shall constitute a quorum.

Section 5. Vacancies on the board

- a. The President of the Alumni Association may declare a vacancy on the board of directors in any of the following circumstances:
 1. resignation of a director of the Alumni Association;
 2. death or incapacitation of a director of the Alumni Association;
 3. failure of a director of the Alumni Association to attend (either in person or by telephone conference) a majority of the meetings of the full board held in a single year
- b. In the event of a vacancy on the board of directors, the President shall appoint a replacement with the advice and consent of the Executive Committee. The term of the appointed member will begin upon appointment and end at the conclusion of the term of the vacated seat.

ARTICLE V Alumni Trustees

Section 1. There shall be four alumni trustees of the Reed Institute serving four-year terms and until their successors are elected. One such trustee shall be elected each year by and from the members of this association in accordance with the procedure set forth in Article VII, except that the names of all nominees must be approved by the trustees of the Reed Institute. No member of the Alumni Association shall serve as a member of the board of trustees for two consecutive terms as the official representative of the Alumni Association.

Section 2. In the event of any resignation or vacancy, the board of directors shall recommend to the board of trustees a candidate to fill such vacancy.

Section 3. The alumni trustees shall attend the meetings of the board of directors whenever possible and shall make presentations to the board of directors concerning the affairs of the college and shall bring to the attention of the trustees matters of interest to the Alumni Association.

ARTICLE VI Local Chapters

Section 1. The policy of the Alumni Association shall be to encourage the organization of local chapters wherever a significant population of alumni has settled and desires to establish a chapter.

Section 2. The board of directors of the Alumni Association shall be responsible for recognizing local chapters according to standards set forth in the bylaws.

ARTICLE VII Nominations and Elections

Section 1. A nominating committee shall be constituted annually consisting of the immediate past president; the current president; and three additional members nominated and elected by the members of the Alumni Association pursuant to the procedures provided in subsections 2-7 of this Article VII; and the chair (see section 2, following). Four members of the nominating committee shall constitute a quorum.

Section 2. The immediate past president shall serve as chair of the nominating committee. If, for any reason, the past president is unwilling or unable to serve in this capacity, the past president shall not serve on the nominating committee, and, instead, the president shall appoint another member of the board of directors to serve as chair of the nominating committee.

Section 3. Terms of nominating committee members begin on July 1 and conclude when, the President of the Alumni Association determines that the work of the committee is completed.

Section 4. The president of the Alumni Association shall take necessary steps to ensure that information about the nominating process is published and received by alumni prior to June 1, that alumni board members, chapter leadership, board of trustees, incoming nominating committee members, college staff, and other college-affiliated individuals and groups are consulted, and that alumni are directly solicited for nomination.

Section 5. The nominating committee, on or before October 1, shall nominate one candidate for each position to be filled except for representatives of local chapters.

Section 6. As soon as possible after October 1, notice of the nominees, including a brief biographical sketch of each, and procedure for proposing alternate nominees will be printed in a college publication sent to all alumni. Additional nominations for each vacant position may be submitted by petition from the membership. Said petitions must contain the name and a brief biographical sketch of the nominee, the office to be filled, and the signatures of 50 or more members of the Alumni Association. Petitions must be received in the alumni relations office on or before February 15.

Section 7. Petitioners for each of the officer positions shall indicate the office for which they seek nomination. Those seeking one of the vacant at-large positions on the board of directors should indicate only that they seek one of these seats, and are not to indicate that they wish to stand for election in opposition to any specific nominee.

Section 8. In all offices for which there is only one nominee on February 15, the nominee shall be considered elected as of that date.

Section 9. Election for all offices for which there are more nominees than positions available shall be by ballot. On or before April 5, ballots shall be mailed to all members of the Alumni Association. The nominees shall appear on the ballot by name and class only. All ballots shall be accompanied by a copy of the appropriate constitutional provisions and a list of the nominees, with a brief biographical summary listing the nominees' professional, civic, and alumni activities prepared by the alumni director. Candidates may submit a statement on behalf of their candidacy of not more than 300 words. This statement will be transmitted with the ballot and other information by the college at no cost to the petitioners.

Section 10. Any member may require the alumni relations office to distribute one additional mailing, containing material supporting a nominee. All material so distributed shall include the names and classes of all sponsoring members. The member requiring such a mailing shall reimburse the alumni relations office in advance for all expenses incident to the mailing.

Section 11. All ballots must be received by the alumni relations office by May 10 in order to be counted. The supervision of the election and the counting of the ballots shall be by the board of directors. The nominees receiving the greatest number of votes for each office shall be elected. Candidates for the vacant at-large seats on the board of directors will be ranked according to the number of votes received, and the vacancies filled beginning with the candidate receiving the greatest number of votes. In the event of a tie vote, the board of directors shall elect the candidate from among the tied candidates.

ARTICLE VIII Amendments

Section 1. Amendments to this constitution may be proposed by a two-thirds vote of those present at any meeting of the board of directors. Such amendments shall be published as soon as practicable in a college publication sent to all members of the Alumni Association.

Section 2. The amendment will take effect 30 days after publication in accordance with Section 1 unless, prior to that date, the alumni office receives written objections from 50 or more members of the Alumni Association.

Section 3. If the alumni office receives written objections from 50 or more members of the Alumni Association within 30 days after publication in accordance with Section 1, a ballot of the members of the Alumni Association will be held. The board of directors shall supervise the balloting.

BYLAWS

ARTICLE I Duties of the President

Section 1. The duties of the president shall be:

- a. to act as chair of the board of directors and of its executive committee;
- b. to preside at all meetings of the Alumni Association;
- c. to appoint, with the consent of the board of directors, all committees and committee chairs, except as otherwise provided in the constitution or these bylaws;
- d. to serve as a member of all committees;
- e. to issue a call for all meetings as provided in the bylaws; and
- f. to present an annual report to the Alumni Association.

ARTICLE II Duties of the Vice President

The vice president shall discharge the duties of the president in the absence or inability of that officer to act and shall serve as a member of the executive committee.

ARTICLE III Duties of the Secretary

The secretary shall keep a record of the proceedings of the Alumni Association and the board of directors and shall serve on the executive committee.

ARTICLE IV Duties of the Immediate Past President

The immediate past president shall serve as chair of the nominating committee and shall serve as a member of the executive committee and shall perform such other duties as may pertain to the office.

ARTICLE V Duties of the Board of Directors

Section 1. In addition to the duties of the board of directors delineated in the constitution, the board of directors shall establish such committees as the affairs of the Alumni Association require.

Section 2. No member of the board of directors may receive remuneration for services to the Alumni Association.

ARTICLE VI Decisions of the Board of Directors

Section 1. Eleven or more members of the board of directors, including at least two members of the Executive Committee, shall constitute a quorum of the board of directors.

Section 2. All decisions of the board of directors shall be by majority vote of the directors in attendance at a duly constituted meeting of the board of directors. Such a majority vote shall also signify the “consent” of the board consistent with the requirements of these bylaws.

ARTICLE VII Committees

Section 1. The president, with the consent of the board of directors, shall appoint members and chairs of the committees.

Section 2. All committees of the Alumni Association, except the nominating committee, shall work under the direction of the board of directors and shall submit reports as the board may require.

Section 3. A quorum of each committee shall consist of a majority of the members of such committee, except as otherwise provided.

ARTICLE VIII Meetings

There shall be an annual meeting of the Alumni Association at the time of the annual class reunions. At this meeting, the president of the Alumni Association will report on the activities of the association.

ARTICLE IX Recognition of Local Chapters

Section 1. To secure recognition as a local chapter, members of the Alumni Association living in the same geographical area shall submit to the board of directors a written application which includes:

- a. a statement of the geographical area the chapter plans to cover, and
- b. an organizational plan for the chapter, specifying the manner in which leadership will be chosen and records kept.

Section 2. Local chapters will choose chapter chairs to lead volunteers in chapter activities. Chapter chairs may serve a term of up to three years in length with a one-year extension if agreed upon by the chapter volunteers.

Section 3. The board may declare a chapter inactive if the chapter does not operate as specified in its organizational plan, does not recruit and install new leadership as specified in Section 2 above, or if it otherwise fails to organize alumni activities on a regular basis.

Section 4. Each chapter may designate one representative to vote on behalf of the chapter at meetings of the board of directors. In the event that more than one person purports to represent a chapter, the President of the Alumni Association will decide which person is entitled to vote on behalf of the chapter.

Section 5. The board of directors may recognize the existence of a new chapter or declare an existing chapter inactive at any meeting of the board of directors.

Section 6. All activities of any chapter shall be open to all alumni within the geographical area.

Section 7. Local chapters shall report on their activities and finances to the board of directors at least once a year.

Section 8. Where there are no organized local chapters, the board of directors and the alumni office shall encourage and assist in the formation of informal local groups.

**Reed College Alumni Association Board of Directors
Meeting Minutes
Saturday, September 26, 2009**

[Action items are in *bold italics*]

Pre-Meeting Presentation: Abby Richard '84

Abby described an Alcoholics Anonymous Group established by Reed students in 1979. The group has actively involved members of the Reed community ever since. Abby would like to have assistance in holding AA meetings on campus without paying fees usually charged to outside groups. *Mike Teskey said he would assist Abby in seeking meeting space on campus at no charge.*

Roll Call: Hubert

Executive Committee	Attendance 9/26	
Sandy Blake Boles '90 – president	Y	
Erik Speckman '91 – vice president	Y	
Jay Hubert '66 – secretary		Y
Rachel Hall Luft '95 – past president	Y	

Alumni Trustees

Steven Falk '83 (2011)	N	
David Gossett '91 (2013)		Y
Sheldon Hochheiser '73 (2010)	Y	

Members

Kristen Earl '05	Y	
Michael Tippie '80	Y	
Marcia Yaross '73 (replacement)	Y	
Shelley Emond '96	Y	
Don Green '54	Y	
Peter Guss '78	Y	
Owen Shapiro '84	Y	
Mara Zepeda '02	N	
Larry Abramson '80	Y	
Greg Byshenk '89 (1 year)	Y	
Jon Paul Davis '92	Y	
Heinrich Gompf '94	Y	
Kim Lambert '79	N	
Barbara Smith-Thomas '64	Y	
Chantal Sudbrack '97 (1 year)	Y	

Ex Officio Members

Bay Area Chapter

Philip Wilk '95 – chair	N	
Ian Atlas '91 – representative	Y	

Boston Chapter

Greg Lam '96 – co-chair	N
Eve Lyons '95 – co-chair	N
Jessica Stern Benjamin '93 – representative	Y

Chicago Chapter

Julia Chamberlain '04 – co-chair	Y
Gregory Clarke '88 – co-chair	N

Europe Chapter

Mina Miller '04 – chair	N
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New York Chapter

Reed Balmer '99 – chair	N
Julia Staverosky '02 – representative	Y

Portland Chapter

Paul Manson '01 – chair	Y
Joanne Hossack '82 – representative	N

Rainier Chapter

Ben Demboski '02 – chair	Y
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Southern California Chapter

Amy Lindsay '81 – chair	N
Jennifer Rasmussen '93 – representative	Y

Washington D.C. Chapter

Paul Levy '73 – chair	N
Jonathan Make '98 – representative	Y

Foster/Scholz Steering Committee

Kathia Emery '67 – chair	Y
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Approval of June, 2009 minutes: Boles

Revisions were made to the minutes as originally reported. The minutes were approved with those corrections.

President's Report: Boles

Sandy reported creation of the Centennial Alumni College Committee (CACC) with Jim Kahan as Chair. The CACC will work primarily with Alumni Relations, outside of the auspices of the Alumni Board and focused entirely on the curriculum and implementation of the Centennial Alumni College. Kristen Earl is the liaison between the CACC and the Centennial Committee of the Alumni Board (AB).

Sara Nichols has resigned as Alumni Trustee. Sandy reported that she has nominated Jan Liss '74 to replace Sara on the Reed Institute Board of Trustees. In October, the Board of Trustees will vote on Jan's nomination. If approved, her term will expire in 2012.

Sandy introduced three initiatives to be discussed later in the board meeting: the formation of FABSTUF (Future of the Alumni Board Special Task Ultra Force), the new Three-Year Plan, and the proposal to form an Alumni Development Committee.

Sandy encouraged all board members to go to their IRIS listings on the College website, to ensure that address, phone and email info is up to date and visible. Under "Your Info" there is a link called Volunteer. Note that users can check the box for Alumni Local Host. Local Hosts are expected to respond to students with advice and information about their community, not necessarily to offer them free lodging.

Nominating Committee Report: Luft

Rachel provided the following report of the Nominating Committee:

The Nominating Committee is chaired by the immediate past president of the AB, the current president, and three other members. The committee's duties are to convene during the summer and select the following members of the AB for the following year: five regular members, one alumni trustee, and the members of the next Nominating Committee. In addition, the committee considers for approval the Executive Committee's selection for the incoming Secretary of the Board. The Committee's nominations are published in a college publication sent to all alumni (the November issue of Reed Magazine). Additional nominations may be submitted by petition from Alumni Association members. Alumni Relations must receive petitions by February 15. In all offices for which there is only one nominee on February 15, the nominee shall be considered elected as of that date.

This year's committee comprising Rachel Luft, Sandy Boles, Gwen Lewis, Willie Koo, and Michelle Jonsson Funk met twice over the summer. They offered the following slate of members whose terms begin July 1, 2010:

Alumni Board Members (2010-2013):

Jessica Stern Benjamin '93
Scott Foster '77
Paul Manson '01
Paige Ramsdell '04
Lisa Saldana '94

Alumni Trustee: John Bergholz '83

Nominating Committee:

Sandy Blake Boles '90, Chair
Erik Speckman '91
John Neumaier '83
Richard Cuthbert '73
Kristen Earl '05

Secretary of the Alumni Board: Chantal Sudbrack '97

The Nominating Committee solicits nominations every year from current and past AB members. Self-nominations are also welcome. Nominators should provide a rationale to support their nomination. Alumni and Parent Relations asks these nominees for a brief biography and at the same time gives nominees an opportunity to decline service on the AB. The submitted biography should include a description of the nominees' service to and support for the College. ***AB members should forward nominations to Rachel Luft.***

Centennial & Reunions Planning: Emond

Shelly distributed the tentative schedule for the 2011 Centennial Reunion. This includes dinners, tours, and goals. More alumni volunteers need to be recruited. The timeline of administrative events needs more attention. The Committee is discussing incentives to attend. The possibilities include signing a "name" band such as Pink Martini, which might draw more attendance, especially from Portland-area alumni. ***Larry Abramson will do some market research to understand the costs and benefits of various performers.*** Shelly also announced that the Committee is pursuing a contract with a well-known artist to produce a poster to commemorate the centennial, on behalf of the Alumni Association.

Centennial Alumni College (CAC): Earl

Kristen handed out a sample version of the course catalog for the Centennial Alumni College. This is available online at <http://reedcac.blogspot.com>. She hopes that the offerings shown there will encourage alums to submit proposed courses for the Alumni College. The form for course submissions can be found at

<http://tinyurl.com/ReedCAC> She pointed out that unlike previous Alumni Colleges, the one for the centennial will be embedded within Reunions rather than preceding it.

Reed Oral History Project: Sudbrack and Earl

Chantal and Kristen reported that 271 interviews have been completed to date. They expect to have a total of 300 by June 2010 when interviewing will end. A book of interviews will be created for the Centennial.

Proofreaders and editors are still needed for the project.

Alumni Outreach: Shapiro

Social Media: Speckman

Erik described efforts to increase use of Facebook, Twitter, and various web sites maintained by the College. The objective is to evolve from one-way communication that flows from the College to alumni toward two-way communication.

Career Networking: Yaross

Marcia described efforts to increase utilization of the “Buddy Program”. She also reported that career networking events in various chapter cities are increasing in number and effectiveness.

Alumni Surveys: Shapiro

Owen reported that two alumni surveys were carried out recently. He was responsible for the first one that focused on interaction between alumni and local chapters. Alumni and Parent Relations commissioned the second survey, which addressed more general alumni attitudes toward the College. The second survey provided a breakdown of responses by class-year group and donor/non-donor status. Because the survey firm has done similar surveys for other institutions, results for Reed were compared to results from “peer” institutions. *Owen said that he and Jay Hubert would provide the AB with a summary of recommendations based on these surveys.*

Chapter Reports

1. Bay Area: Atlas

Ian reported that Thirsty Third Thursday (TTT) events are now held in both Berkeley and the South Bay. Pizza Night attendance was down somewhat from 2009. The Steering Committee now has 16 volunteers. In the coming year the chapter is planning a solstice party, Nitrogen day, and an alumni hike led by Arlene Blum. Phil Wilk is the Chapter Chair and Ian Atlas is Secretary.

2. LA/Southern California: Rasmussen

Jennifer reported that travel time in Los Angeles makes TTT planning a challenge. However, TTT events in the greater San Diego and Santa Barbara areas are easier to arrange. The chapter had a successful career event with about 45 attendees. Other events included: a writing workshop with an alumni author; pizza night; a port and chocolate party, a picnic, a museum tour, and a solstice party (in Orange County) with a hands-on Raku creation. The Solstice-Raku event will encore in the San Fernando Valley this December. In addition, Southern California is planning a 2010 museum event with an alum who works at the Getty Center.

3. Rainier: Demboski

Ben reported that the book group and TTT events continue to be successful. Pizza night was better attended this year than in the past. The chapter held a picnic at the end of July. They are trying to build participation in the chapter steering committee and to add more irregular events to the schedule.

Portland: Manson

Paul reported that the pizza party was successful with about 60 participants. The picnic was subdued with about 12 attendees. A tour of three distilleries planned for 30 participants attracted a total of 36. A hike at Multnomah Falls attracted seven. Westwind weekend will be October 9 and 10 and has about 40 reservations. TTT (held on the fourth Thursday this September) was at Lucky Labs. Food banking, a museum tour, and a theater event are being planned. The Portland Chapter is now using Twitter. Paul and Sandy are working on a forum for sharing information and coordinating activity. While they hope it will be useful for Chapter chairs and for an AB member group, they will test it with the Executive Committee first.

New York: Staverosky

Julia reported that the Chapter is attracting new members. Both pizza night and the picnic had lower attendance than in the past. However, TTT attendance is now 15 – 20 participants rather than 8 – 10. East Village seems to be a better location than in any of the boroughs. There are plans for a tour of Bard Gallery, a Sunday hike, career night. Their Facebook page has about 80 participants.

Washington, D.C.: Make

Jonathan said they are adding new Steering Committee members. Catherine Dalton held a Dim Sum luncheon in Baltimore. TTT participation is good at most events. However attendance of 20 – 25 at both the picnic and the pizza night is down from prior years. They are trying to plan family-oriented events suitable for alumni with children (not teenagers). However, a recent event scheduled at the zoo attracted only the organizer. David Gossett was the host for a cheese tasting event, which attracted about 25 people covering a broad range of ages. Jonathan distributed an interesting menu for this event. Other events include a Segway tour, a kayak tour on the Potomac, the first career night, and a solstice party.

Chicago: Chamberlain

Julia reported that many Steering Committee members are moving away. Owen Shapiro and David Colt are newly recruited members of the Steering Committee. There was a Reed on the Road event in April, a pizza party in June that was attended by about a dozen, and a picnic held in patchy weather, which was attended by five alumni and their family members. Attendance at TTT has also been patchy.

Boston: Benjamin

Jessica reported they have about 28 alumni on their Facebook page. They had a Reed on the Road event in March. The pizza party attracted 10-15 people. TTTs are only held on months when they don't have another event. A Shakespeare theater event was rained out. A whale-watching trip attracted seven. Other events include candle-pin bowling, a dim sum lunch planned for November, and game day in December hosted by game designer Greg Lam. Next year's plans include a Sam Adams brewery tour, a trip to the Museum of Science, a hike, pizza party, dim sum, and TTTs (where attendance has dramatically increased)!

London/Europe: Byshenk

Greg reported that there was a picnic in England, which he was not able to attend.

Foster-Scholz Club Report: Emery

Kathia reported that the club is open to alumni who graduated at least 40 years ago. New club members include Gay Walker and Leonard Shapiro. Most club members are from the Portland area. The club is discussing changing its name with a mixed response from the membership. The name change is motivated by the fact that few members remember Foster and Scholz, the first two Presidents of the College. Furthermore the club has had other names in the past. The club hosts brown bag luncheons and usually has a speaker who is a Reed faculty member. They are planning a van trip to Timberline Lodge and a dinner theater event. At the end of the year, the club makes an annual distinguished service award to an alum. The selection process for the award is just beginning.

It was suggested that the Foster-Scholz Club might think about ways to extend its reach beyond Portland. Kathia said she thought that was a good idea.

Trustee Report: Hochheiser

Sheldon had no new information to report. He said that the Board of Trustees has not met since April and that that meeting was reported in the June AB minutes. The next Board of Trustees meeting is October 3.

College and Alumni Relations Report: Teskey

Mike reported that the school year was off to a smooth start. A record 606 parents attended parent weekend. Reinvigoration of the College drug and alcohol policy is going well. Mike mentioned an incident involving a student in distress on September 24. The police were called after communication with the student broke down. The police used a Taser to subdue the student. Because of confidentiality concerns, Mike provided little more detail. The incident is under review, but Mike indicated that the College seems to have followed approved procedures.

Alumni Relations is reviewing the results of recent surveys (see VII-3 above), crunching data, and looking at volunteer engagement. Alumni Relations will assist with Capital Campaign launch events in chapter cities and will strive to strengthen chapter leadership and programming.

New Business

FAB-STUF: Speckman

The acronym stands for the fanciful name, Future of the Alumni Board, Special Task Ultra Force. In particular, the objective of the committee is to formulate strategic goals for the AB in the decade following the Centennial celebration. There may also be some near-term adjustment to the AB committee structure and to the Three-Year Plan (2009- 2012) for the AB. Erik reported that the committee plans to have a draft of the strategy ready to circulate for comment by next April and hopes to have approval of the strategic plan at the June AB meeting. *Since the AB is already operating under the Three-Year plan, a paragraph needs to be added to describe the FAB-STUF committee.*

Three-year Plan: Boles

David Gossett asked about 2010 Reunion plans. The formation of class Reunion committees is well underway. The Alumni College theme is Science and Technology. Mela Kunitz will begin her serious scheduling efforts in January.

Peter Guss was concerned about the role of the AB in College development activities. Mike Teskey pointed out that Alumni Relations never participates in a direct solicitation of donations. Jonathan Make and Chantal Sudbrack noted that calls about chapter events are sometimes perceived (at least at the outset) as soliciting donations for the College. These comments provoked related comments and concerns from many other AB members. Sheldon and Marcia both had minor corrections that they wanted to make to the Three-Year Plan. *AB members should send corrections to Sandy before November 1.*

There was a motion to accept the Three-Year Plan. The outcome of the roll-call vote was 14 in favor, 6 opposed, and 6 abstained.

Alumni Development Committee (ADC) Charter: Alt

Konrad described the creation of the document that was included in the AB book distributed prior to the meeting. He noted that alumni want to be included in development activities. There were questions about the prominence of the phrase “Need Blind Admission” in the title of the document. Sheldon felt that the AB role was not fundraising but that alumni involvement in development was necessary and appropriate. Michael Tippie and Don Green both wanted to participate in the ADC. David Gossett commented that there were conflicts between the length of member’s terms in Section 3 and the length of terms detailed in Section 4. *Konrad said that he would review the charter again and would bring future revised versions to the attention of the Board*

Greg Byshenk moved that the AB support the principle of creating an ADC with the structure as defined in the distributed document. The motion passed unanimously.

Adjourn

The meeting adjourned at 4:21 p.m

Respectfully submitted,

Jay Hubert

2 Oct 2009

Reed College Alumni Association Board of Directors

Meeting Minutes

Saturday, November 14, 2009

[Action items are in *bold italics*]

President Boles called the meeting to order at 10:00 a.m. PST.

I. **Roll Call: Hubert**

Executive Committee	Attendance
Sandy Blake Boles '90 – president	Y
Erik Speckman '91 – vice president	Y
Jay Hubert '66 – secretary	Y
Rachel Hall Luft '95 – past president	N

Alumni Trustees

Steven Falk '83 (2011)	N
David Gossett '91 (2013)	Y
Sheldon Hochheiser '73 (2010)	N

Members

Kristen Earl '05	Y
Michael Tippie '80	Y
Marcia Yaross '73 (replacement)	Y
Shelley Emond '96	late
Don Green '54	Y
Peter Guss '78	N
Owen Shapiro '84	Y
Mara Zepeda '02	Y
Larry Abramson '80	Y
Greg Byshenk '89 (1 year)	Y
Jon Paul Davis '92	Y
Heinrich Gompf '94	Y
Kim Lambert '79	Y
Barbara Smith-Thomas '64	Y
Chantal Sudbrack '97 (1 year)	Y

Ex Officio Members

Bay Area Chapter

Philip Wilk '95 – chair	Y
Ian Atlas '91 – representative	N

Boston Chapter

Jessica Stern Benjamin '93 – chair	N
Dan Harris-McCoy '02 – representative	Y

Chicago Chapter

Julia Chamberlain '04 – co-chair	Y
Gregory Clarke '88 – co-chair	N

Europe Chapter

Mina Miller '04 – chair N

New York Chapter

Reed Balmer '99 – chair Y

Julia Staverosky '02 – representative N

Portland Chapter

Paul Manson '01 – chair N

Joanne Hossack '82 – representative N

Rainier Chapter

Ben Demboski '02 – chair Y

Southern California Chapter

Amy Lindsay '81 – chair N

Jennifer Rasmussen '93 – representative N

Lisa Gillette '78 Y

Bob Hadley '53 Y

Washington D.C. Chapter

Paul Levy '73 – chair Y

Jonathan Make '98 – representative N

Foster/Scholz Steering Committee

Kathia Emery '67 – chair Y

II. Approval of September, 2009 minutes: Boles

Barbara Smith-Thomas submitted an email correction to the September minutes: The hike sponsored by the Portland chapter was to Ramona Falls, not Multnomah Falls. The minutes were approved with that correction.

III. President's Report: Boles

Volunteers have been telephoning alumni and encouraging their participation in the Annual Fund. Sandy said she would like to see 100% participation by Alumni Board (AB) members in the Annual Fund.

Sandy said she had been working on documenting best practices to aid Chapters in organizing various activities.

IV. Nominating Committee Report: Luft

Rachel was not able to participate in the call, but Sandy presented the following report which Rachel had sent to her by email:

The Nominating Committee did the majority of its work over the summer, which was reported at the last full board meeting. The remainder of our work cannot be done without the help of fellow board members. The strength of the Alumni Board depends on recruiting new members. *Please take a moment to think of someone you think would benefit the board and email your nominee's name and email address to Rachel Luft at rluft@me.com.*

Rest assured that no names will be added to the list for consideration without their consent and hearty approval. Someone from the committee or the Alumni Office will contact all nominees in a friendly and unassuming manner to ask how they would feel about serving. Remember: the more names you give us, the richer our pool will be for future consideration, so be daring, be thoughtful, be helpful, and give up those names!

V. Committee Reports

A. Centennial & Reunions Planning: Boles

Shelley was unable to join the call until late, so Sandy gave her report. Shelley has established new subcommittees: Shelley and Barbara Smith-Thomas are responsible for Portland Tours/Events for the

2010 reunion; Larry Abramson, Peter Guss, and Heinrich Gompf will work on the Saturday Night Event; and the Poster Project is being handled by Don Green, Jon Paul Davis, and Ian McCullough. Kristen Earl is liaison to the Alumni College Committee which is headed by Jim Kahan. The first conference call for the Centennial & Reunions Planning Committee is scheduled for Tuesday, November 17.

Saturday Night Event: Abramson

Larry will survey alumni living in the Pacific Northwest about their interest in a big event on Saturday night. *He will email those who have not recently attended a reunion and follow up with them by phone.* Michael Tippie volunteered to assist Larry with the follow up.

Centennial Alumni College (CAC): Earl

Kristen reported that the course catalog for the Alumni College is available online at <http://reedcac.blogspot.com> Advertising for the Alumni College will begin in November. Mike Teskey said he would be pushing out information through email, Twitter, and Facebook. Unfortunately, advertising about the Alumni College that was submitted for the autumn issue of Reed Magazine was cut due to a lack of space. Paul Levy asked if any thought had been given to setting up a poster session: a time and place where alumni could display posters that provide a brief synopsis of any topic of interest to the presenter. Other alums could then stroll through the posters, find an interesting topic, and discuss it in more depth with the presenter.

B. Alumni Outreach: Shapiro

Social Media

The Outreach Committee is looking for ways to increase alumni use of Facebook, Twitter, and various web sites maintained by the College. Mike Teskey connected Owen with a group of current students, Reedies for Reed, who will provide their perspective on more effective use of social media.

Alumni Surveys

Owen said that he has asked Outreach Committee members for input on two alumni surveys that were carried out earlier this year.

C. FAB-STUF: Speckman

This Committee is developing a focus for the AB after the Centennial. Erik reported that in the near term the Committee will deliver a vision statement and identify important measures and appropriate milestones. He plans to deliver a draft outline to AB members within a few weeks. Conference calls, email exchange, and one-on-one telephone calls will be held as needed to resolve issues that may arise. By June 2010 FAB-STUF will suggest changes to the AB Constitution and Committee structure.

VI. Chapter Reports

A. Bay Area: Wilk

The chapter organized a very successful hike in Tilden Park led by alumna, Arlene Blum. Planning is underway for a solstice party to be held at the Hillside Club in Berkeley.

B. LA/Southern California: Gillette

Last fall there was a successful tour of the LA County Museum of Art. Lisa reported that the chapter is now planning two behind-the-scenes tours of the Getty Museum. There will be two tours in the second quarter of 2010 led by an alum who works there.

The chapter is planning a networking event and panel discussion for local alumni. They are looking for a venue for Raku.

C. Rainier: Demboski

Ben submitted his report via email:

Our main focus has been on steering committee membership. We picked up a couple of new members and are hoping to pick up a couple more. We have a steering committee meeting this Sunday where we will discuss committee membership and plan events for the coming months.

Erik added that the Chapter is planning a “speed Paideia” — five lightening talks followed by 90 minutes of group discussion. Also, one of the new steering committee members is an event planner by vocation.

D. Portland: Manson

Sandy read the following report that Paul submitted by email:

Camp Westwind 2009:

This was a great year - about 60 people attended and we had three days of sunshine. It was a great turnout based on concerns about the economy, and we had some new families and good reconnections. The budget appears to have balanced well and we are already booked for 2010 and 2011.

Food Bank Volunteering:

The other event since the last meeting was a Food Bank event. 15 people participated and worked on packing a ton (literally) of food with other volunteer groups. It was a good event that was followed up with a meal and social at the Kennedy School.

Upcoming events:

Events include a Reed Theatre showing, a guided tour of the China Design Now show at the Portland Art Museum and our annual feeding of the hungry masses during reading week at Reed.

E. New York: Balmer

Reed reported that the Chapter held an art gallery tour that was followed by a group dinner. A fall leaf hike was held. Although a good number signed up for the hike, the number of participants was significantly smaller. TTT draws 8 – 20 participants. A career networking event is planned for January 15.

F. Washington, D.C.: Levy

A Dim Sum luncheon was held in Baltimore. This is now a semi-annual event. Peter Parshall, former professor of Art History and Humanities at Reed, led a tour of the National Gallery. TTT is now being held in Baltimore. A holiday potluck will be held in December in lieu of TTT. A restaurant club is doing very well. Only restaurants located in the suburbs are being selected. The Chapter plans to participate in a kinetic sculpture race in Baltimore. A career networking event has been scheduled for March.

G. Chicago: Chamberlain

Julia reported that Chapter activity has been quiet. New Steering Committee members are being recruited. TTT attendance is down. A Dim Sum brunch is being planned for January or February.

H. Boston: Benjamin

Jessica reported on a recent pizza party and Dim Sum lunch. TTT is held every other month. Plans are underway for game day in December hosted by game designer Greg Lam and for a Sam Adams brewery tour.

I. London/Europe: Byshenk

Greg reported that there will be a late Thanksgiving dinner in London on November 28.

VII. Foster-Scholz Club Report: Emery

Kathia reported on a recent brown bag luncheon which featured physics professor Mary James. She was very well received. In the spring, the Club plans another brown bag luncheon and a theater event. Some of their members need physical support. For those who need it, the College is now providing shuttle service with a golf cart and driver.

VIII. Trustee Report: Gossett

David said the Board of Trustees is focused on the Capital Campaign: how to raise additional funds to reach the goal and how to spend the capital once the goal is attained. The Board continues to support need-blind admission, but it is “shockingly expensive” to implement. The Board wants to move from the current faculty/student ratio of 10.6:1 toward 10:1.

The Board is interested in staffing against sabbatical leaves. In general, this would result in more tenure track faculty and fewer visiting faculty positions. Among other things, this policy adds strength to the faculty and provides better advisors for student theses. David gave the hypothetical example of a department with 6 tenured faculty members. Rather than hire a visiting professor each year to cover the sabbatical of one tenured professor, another tenured position would be added to the department. This approach assumes that the remaining six professors can cover the courses taught by the faculty member on sabbatical, so it is inappropriate for departments with many specialists, e.g. Chinese. Therefore, the Board proposes to allow departments choose whether to add a tenured position or continue to cover sabbatical leaves with visiting professors. This change in policy has long-term budget consequences. As the career of the new tenured faculty member progresses, her salary will exceed that of the visiting professor hired under the current policy.

David reported that applications were down by about 9%, but enrollment was up and quality was steady. The need for financial aid has increased due to the economic downturn.

The College is still looking for a major donor for the performing arts center.

On the personnel front, a search is underway to replace Peter Steinberger as Dean of Faculty. The replacement is expected to be found among current faculty members. Don Greenburg is stepping down as chair of the Board. Steven Falk '83 is a member of the search committee. This is the first time an alum has participated in the search for a new chair of the Board. Mike Brody was named as Dean of Students. He had filled that role on an interim basis. There is also a search for a new Dean of Admissions.

IX. Alumni Development Committee (ADC): Hubert

Jay is liaison between the AB and the ADC. The ADC is independent of the AB and held its first meeting in San Francisco on November 13. Alumni members are Konrad Alt (chair), Jessica Benjamin, Steven Falk, Jay Hubert, Linda Matthews, Chris Moses, Sara Rasmussen, and John Sheehy. Staff members are Jan Kurtz, David Rubin, and Mike Teskey. The broad objective is to increase philanthropy to Reed, to encourage alumni to increase their financial support, and to mobilize volunteer fundraisers in support of these goals. The meeting began with staff presentations on why additional fundraising is needed and an analysis of historical trends in giving, especially from alumni. There was also discussion of recent alumni surveys both at Reed and among Reed's peer institutions. The next steps are to refine a high-level mission statement, to develop an approach that will motivate alumni ownership of the challenge, and to market that approach to alumni. For the immediate future, the ADC plans to have bimonthly conference calls and to meet face to face at Reunion time in June.

X. College and Alumni Relations Report: Teskey

5-6 weeks ago there was a mock story about the Holocaust in a student publication, The Pamphlette. The story created turmoil on campus, in the Portland Jewish community, and in the Portland media. Colin is working to help students understand what satire is appropriate and what isn't. There have been public meetings, but no censure. Colin and student leaders have apologized. Another educational opportunity arose when the Student Senate expelled an unworthy member. Unfortunately, the expulsion itself seems to be a violation of the Senate's constitution.

Mike will soon forward recent copies of the Quest to AB members to provide background on some of these issues. Alumni and Parent Relations (APR) is working with Chris Lydgate, editor of Reed Magazine, to help editors of student publications put these issues in perspective. Chris will help Quest editors develop a rate sheet for ads that APR plans to run in the Quest. He will also teach a class on journalism during Paideia.

Members of Greenboard (a student-run organization) barged into a Q&A session that Colin held with parents during Parent Weekend and demanded that the college adopt greener policies. A YouTube video is included in the following link:
<http://itsgettinghotinhere.org/2009/11/13/reed-college-students-sing-their-way-onto-parents-weekend-stage-seeking-climate-action-from-president/>

Mike is participating in various Capital Campaign launch events around the country. The next events are in Washington, D.C. and Seattle. Plans are underway for a second round of Centennial events in fall 2010. Part of the plan is to schedule these events during breaks, so that current Reed students can participate. He is also participating in happy hour discussion and TTT events when he is on the road.

APR recently posted videos from last spring's centennial events on YouTube. See <http://www.youtube.com/reedalumni#g/c/a> *Send your comments and reactions on these vides to Mike.* Later on, the videos will be posted on the Reed alumni Facebook page and on Twitter.

Jim Kahan has organized a winter Alumni College during Paideia. There are currently 12 signups toward the minimum requirement of 20. Colin will teach a course in the summer Alumni College.

Mike has set up a web site independent of the College so that the student group Reedies for Reed can test interactive software without raising concerns about potential impact College operations.

XI. Adjourn

The meeting adjourned at 11:15 a.m.

Respectfully submitted,

Jay Hubert

18 Nov 2009

**Reed College Alumni Association Board of Directors
Meeting Minutes
Saturday, February 6, 2010**

[Action items are in *bold italics*]

President Boles called the meeting to order at 11:05 a.m. PST.

I. Roll Call: Hubert

Executive Committee	Attendance
Sandy Blake Boles '90 – president	Y
Erik Speckman '91 – vice president	Y
Jay Hubert '66 – secretary	Y
Rachel Hall Luft '95 – past president	Y
Alumni Trustees	
Steven Falk '83 (2011)	N
David Gossett '91 (2013)	N
Sheldon Hochheiser '73 (2010)	N
Jan Liss '74 (2012)	N
Members	
Kristen Earl '05	Y
Michael Tippie '80	Y
Marcia Yaross '73 (replacement)	Y
Shelley Emond '96	Y
Don Green '54	Y
Peter Guss '78	Y
Owen Shapiro '84	Y
Mara Zepeda '02	Y
Larry Abramson '80	N
Greg Byshenk '89 (1 year)	Y
Jon Paul Davis '92	Y
Heinrich Gompf '94	Y
Kim Lambert '79	Y
Barbara Smith-Thomas '64	Y
Chantal Sudbrack '97 (1 year)	Y
Ex Officio Members	
Bay Area Chapter	
Philip Wilk '95 – chair	Y
Ian Atlas '91– representative	N
Boston Chapter	
Jessica Stern Benjamin '93 – chair	Y
Dan Harris-McCoy '02 – representative	Y
Chicago Chapter	
Julia Chamberlain '04 – co-chair	N
Gregory Clarke '88 – co-chair	N
Europe Chapter	
Mina Miller '04 – chair	N
New York Chapter	
Reed Balmer '99 – chair	N
Julia Staverosky '02 – representative	N

Portland Chapter	
Paul Manson '01 – chair	N
Joanne Hossack '82 – representative	N
Rainier Chapter	
Ben Demboski '02 – chair	N
Southern California Chapter	
Amy Lindsay '81 – chair	Y
Jennifer Rasmussen '93 – representative	N
Washington D.C. Chapter	
Paul Levy '73 – chair	N
Jonathan Make '98 – representative	Y
Foster/Scholz Steering Committee	
Kathia Emery '67 – chair	N

II. Approval of November, 2009 minutes: Boles

Corrections to the November minutes were received via e-mail from Jessica Benjamin, David Gossett, and Robin Tovey for Michael Teskey. Minutes were approved as corrected (copy attached).

VI. President’s Report: Boles

Sandy thanked board members for their efforts as we ramp up to the events in celebration of Reed’s centennial year. She then expressed regret for any offense caused by her entreaty for 100% participation in the Annual Fund by board members in November’s conference call. Feedback from some board members indicated that the message was not conveyed in the most diplomatic language, and Sandy made an effort to clarify her basis for asking for full participation by the board in the Annual Fund. It is hoped that most or all members of the board will engage with the college by giving to the Annual Fund in some meaningful amount each year, but this is in no way required for participation.

VII. Nominating Committee Report: Luft

Rachel said that she had been working with Hugh Porter, Vice President, College Relations, to tweak the process for Alumni Board (AB) appointments to the Board of Trustees. The intention is to get administration feedback sooner in the appointment process.

The strength of the Alumni Board depends on recruiting new members. Rachel passed out cards to AB members present in Portland and asked for their nominations to the AB. She is also looking for nominations to the Board of Trustees. *Please take a moment to think of someone you think would benefit the board and email your nominee's name, qualifications, and email address to Rachel Luft at rluft@me.com.*

No names will be added to the list for consideration without their consent and hearty approval. Someone from the committee or the Alumni Office will contact all nominees to ask how they would feel about serving.

VIII. Committee Reports

C. Centennial & Reunions Planning: Emond

The Centennial Alumni College (CAC) will not have any single theme; rather it will be a Paideia style composite. Portland tours and events will include Willamette Valley wineries and some half-day tours around Portland. Shelly reported that the poster subcommittee of Don Green, Jon Paul Davis, and Ian McCullough unanimously recommended the selection of David Lance Goines as the artist to design a poster to commemorate the Reed Centennial. Pledges to cover the cost of producing the poster have been secured from alumni donors. The next step is to finalize a contract with Goines and to provide images and ideas for him to use in poster design. After surveying a number of alumni, it was determined that a “Big Draw” event for Saturday night was not a major factor in their decision about whether or not to attend reunions. Therefore, throughout the reunion week there will be a showcase of past Reed bands.

Centennial Alumni College (CAC): Earl

Kristen reported that the course catalog for the Alumni College is available online at <http://reedcac.blogspot.com> Additional ideas for courses may be submitted there.

**D. Alumni Outreach: Shapiro
Social Media**

The Outreach Committee will concentrate on improving the use of Facebook to communicate with alumni, especially the most recent graduates.

Alumni Surveys

Owen said that alumni surveys carried out earlier this year generated useful lists of alumni volunteers for many chapters. He suggested repeating the surveys periodically.

New Grad Pizza Night

The Portland Chapter will hold its New Grad Pizza night on June 17 (third Thursday) shortly after Commencement (May 17). Other Pizza nights will be held in the fall after recent graduates have relocated. Many of these events will be held September 16 (third Thursday), but depending on local circumstances there will be some variation from that date. Jonathan Make has volunteered to help coordinate Pizza Night events.

Reed on the Road

There will be a shift in organizing these signature events for alumni in chapter cities. In the past, Alumni and Parent Relations took primary responsibility for providing a speaker, locating a venue, and providing publicity. In the future, chapters will have a major role in selecting a speaker and a venue. The objective is to get more local input and involvement in the planning process, to increase attendance, and to reduce expenditures per attendee.

C. FAB-STUF: Speckman

This Committee is developing a focus for the AB after the Centennial. Originally, the Committee planned to deliver a vision statement, identify important measures and appropriate milestones, and suggest changes to the AB Constitution and Committee structure by June, 2010. The task has proven to be daunting, so the timetable for delivery has been revised. The vision statement will be delivered by June, with the balance to be completed in the following year. *Erik will send AB members a copy of the current overview.* This includes: Ambitions, Challenges, Opportunities, and Key Activities for the AB in the future. He will also set up several conference calls to get input from AB members.

VI. Chapter Reports

A. Bay Area: Wilk

A successful solstice party was held at the Hillside Club in Berkeley. This was organized by Ian Atlas. Over forty people attended this pot luck. Alumni and Parent Relations provided the \$500 deposit for the venue. Attendees were asked to contribute toward the cost of the facility, so the net cost was only \$180. Future plans include Thirsty Third Thursday, Pizza Night, and an annual picnic.

J. LA/Southern California: Lindsay

The steering committee is still in transition. Good event planning continues, nonetheless. There is now a wait list for upcoming tours of the Getty Museum by an alum who works there. Future plans include: Pizza Night to be held in September; career networking which will include career development discussion; and possibly another Raku firing if a suitable location can be found.

K. Rainier: Speckman

A communication coordinator has been designated to provide better linkages with Alumni and Parent Relations and Facebook. Continuing events are Thirsty Third Thursday, a reading group, and the annual picnic. The chapter is looking for a venue for a career networking event to be held this spring. Michael Tippie volunteered to assist with this event.

L. Portland: Smith-Thomas

Barbara reported relatively low energy in the steering committee. Thirsty Third Thursdays and the reading group continue regularly. A tour of the Clear Creek Distillery will be rescheduled. Future plans include an Oregon Food Bank drive and group attendance at a theater performance which is part of a Reed senior thesis. Barbara commented that even though a number of people declined to participate in the steering committee, they still offered valuable volunteer support.

M. New York: Teskey

Mike reported that the New York Chapter held a successful career networking event in collaboration with Career Services. There were 55 attendees and many cards were exchanged.

N. Washington, D.C.: Teskey

The monthly restaurant club attracts good participation. A non-super bowl party will be held Sunday, February 7. This will feature a cheese tasting. As an additional incentive, the host has no television. However, the event may be cancelled because the weather is abominable at the time of this writing. Other planned events are bowling and a career networking event on March 18.

O. Chicago: Earl for Chamberlain

Kristin reported for Julia that Thirsty Third Thursday draws about ten alums. Future plans include a Dim Sum brunch.

P. Boston: Harris-McCoy

Dan reported that Thirsty Third Thursday continues on a regular basis. An alum will be reading from his recently published book. A hiking event is planned.

Q. London/Europe: Byshenk

The Thanksgiving potluck held in London will be described in the forthcoming issue of Reed magazine. Thirsty Third Thursday is being held both in London and Berlin.

VII. Foster-Scholz Club Report: Smith-Thomas

Barbara reported for Kathia Emery that the Foster-Scholz Club plans to organize a group to attend a performance of Antigone on April 8.

VIII. Trustee Report:

The Board of Trustees meeting did not adjourn until after the AB meeting, so no alumni trustee was able to join the official meeting of the Alumni Board. However, Sheldon Hochheiser and Jan Liss joined AB members for lunch after both meetings adjourned. Their comments are appended to these minutes.

IX. College and Alumni Relations Report: Teskey

The alumni holiday party attracted 255 attendees. A number of attendees posed for photographs. See link

Paideia featured many alumni-led classes including: Jim Kahan, "How to Dance like a Greek"; Andy McLain, "The Law and your Ass"; and "The Economics of Stripping." Another class, "How to Choke a Chicken" attracted interest from both on-campus animal rights activists and the local media. Jim Kahan organized a winter Alumni College during Paideia. The topic was "Science and Society" and there were 18 attendees.

Volunteer Weekend will be moved to the first weekend in October (October 1 – 3). This will coincide with the Board of Trustees meeting.

The reimbursement policy will be changing. Among other things, the form itself will change. In particular, there will no longer be an option to check a box to indicate that expenditures are a donation to the college. Instead, the college will issue a check. The payee can then return the check or deposit it as desired. New guidelines will be provided for air fare, hotel, and car rental expenditures.

Registration for reunions just began. Please go to <http://reunions.reed.edu/> to register.

Best practices of similar colleges will be examined with respect to alumni support. There seem to be two groups of alumni: those who graduated in the last 15 years and those who graduated more than 15 years ago. The kind of support needed by these two cohorts is significantly different.

X. Adjourn

The meeting adjourned at 12:08 p.m.

Respectfully submitted,

Jay Hubert

18 Mar 2010

Unofficial Addendum to Alumni Board Minutes for February 6, 2010

Alumni Trustees Sheldon Hochheiser and Jan Liss joined AB members in Portland for lunch after the Board of Trustees meeting adjourned. Student body President Celia Hassan was also present.

Celia said that the current high-profile issues are salaries for new Economics faculty (see more detail below) and the process for selection of a new Dean of the Faculty. Her primary objective is to provide the student body with accurate information with which to form an opinion. She wants student input and she wants to serve as a facilitator to help students with their agenda. She is also interested in publicizing and promoting alumni presence on campus. One of the key issues in her platform was sexual assault prevention. This is a growing concern about student behavior. The focus is on the importance and meaning of consent. The problem is to keep the message positive and to engage the community on this issue.

At the moment, the Student Senate is evaluating requests for funding student organizations. Celia issues an email on various topics to the student body twice a week.

Sheldon explained that there have been two searches for an additional professor of economics in the last three years. Both searches failed because the salary Reed offered was not competitive with other offers received by the candidates. At the moment, offers to two prospective faculty members in economics are outstanding. After evaluating the situation President Diver decided to offer these candidates a higher annual compensation than the prevailing schedule dictates. On the one hand this deviates from a long-standing practice to maintain the same salary schedule for all faculty members regardless of discipline. On the other hand, attracting faculty in economics with ability and credentials comparable to faculty in other departments clearly comes at a higher price in the current job market. The current debate centers whether or not the college should pay higher salaries to fill the jobs in the economics department. Other issues are what implications this decision might have for other faculty members in that department and did President Diver exceed his authority (or deviate from long-standing practice) in making the job offers to the candidates.

Sheldon also said that two new members had been named to the Board of Trustees: Konrad Alt '81 and Matt Bergman '84. A new Hum 110 syllabus has been approved. It expands the coverage of early Mediterranean civilizations from the Greeks and Romans to include the Egyptians, Persians, and Israelites. The tuition increase next year will be in the range from 3 to 5%. The new Dean of Faculty should be announced very soon.

**Reed College Alumni Association Board of Directors
Meeting Minutes
Saturday, June 5, 2010**

[Action items are in *bold italics*]

President Boles called the meeting to order at 10:05 a.m. PDT.

I. Roll Call: Hubert

Executive Committee	Attendance
Sandy Blake Boles '90 – president	Y
Erik Speckman '91 – vice president	Y
Jay Hubert '66 – secretary	Y
Rachel Hall Luft '95 – past president	Y
Alumni Trustees	
Steven Falk '83 (2011)	N
David Gossett '91 (2013)	Y
Sheldon Hochheiser '73 (2010)	Y
Jan Liss '74 (2012)	Y
Members	
Kristen Earl '05	N
Michael Tippie '80	Y
Marcia Yaross '73 (replacement)	Y
Shelley Emond '96	Y
Don Green '54	Y
Peter Guss '78	Y
Owen Shapiro '84	Y
Mara Zepeda '02	N
Larry Abramson '80	Y
Greg Byshenk '89 (1 year)	Y
Jon Paul Davis '92	Y
Heinrich Gompf '94	Y
Kim Lambert '79	Y
Barbara Smith-Thomas '64	Y
Chantal Sudbrack '97 (1 year)	Y
Ex Officio Members	
Bay Area Chapter	
Philip Wilk '95 – chair	N
Ian Atlas '91 – representative	Y
Boston Chapter	
Jessica Stern Benjamin '93 – chair	Y
Dan Harris-McCoy '02 – representative	Y
Chicago Chapter	
Julia Chamberlain '04 – co-chair	N
Gregory Clarke '88 – co-chair	N
Europe Chapter	
Mina Miller '04 – chair	N
New York Chapter	
Reed Balmer '99 – chair	N
Julia Staverosky '02 – representative	Y
Portland Chapter	
Paul Manson '01 – chair	N
Joanne Hossack '82 – representative	N
Rainier Chapter	
Ben Demboski '02 – chair	Y
Southern California Chapter	
Amy Lindsay '81 – chair	Y
Jennifer Rasmussen '93 – representative	N
Washington D.C. Chapter	
Paul Levy '73 – chair	N
Jonathan Make '98 – representative	Y
Foster/Scholz Steering Committee	
Kathia Emery '67 – chair	Y
New Alumni Board Members (as observers): Lisa Saldana '94 and Paige Ramsdell '04	

II. **Approval of April, 2010 minutes: Boles**

The minutes were approved as submitted.

I. **President's Report: Boles**

Sandy expressed her thanks for the efforts of the Centennial and Outreach Committees and gratitude for the sunny weather for Reunion weekend. She noted that this was her last meeting as President of the AB and welcomed Erik Speckman as incoming President.

II. **Nominating Committee Report: Luft**

Rachel asked each meeting participant for nominations to the AB. AB members participating by phone can submit nominations by email to Rachel at rluft@me.com

Rachel then discussed the process for reviewing nominations to the AB.

III. **Committee Reports**

A. **Centennial & Reunions Planning: Boles**

Sandy presented this report on behalf of the Committee Chair, Shelley Emond. The Centennial Committee will be restructured in the coming year. Barbara Smith-Thomas will lead Centennial Events, Don Green will lead Recruitment and Attendance, and Scott Foster will lead 2012 Reunions and Beyond. *An email with more detail will be forthcoming soon.*

The attendance goal for the Centennial Reunion is 1500-2000. Although reunion attendance this year is 700-800, attendance in several recent years has been over 1000.

B. **Alumni Outreach: Shapiro**

Owen reported that Outreach will focus on improving use of social media to communicate with alumni. Greg Byshenk will lead an effort to integrate Chapter Facebook pages with Centennial activity in the coming year. After discussing this issue, the AB approved a motion that reads: "Greg Byshenk is authorized by the Alumni Board to create a Facebook page for the Alumni Association and its Chapters, subject to approval by Alumni and Parent Relations."

C. **FAB-STUF: Speckman**

Erik reported that recent conference calls with AB members provided useful feedback. The AB faces daunting challenges and opportunities. The Constitution of the AB lays out the purpose of the organization:

http://www.reed.edu/alumni/board_of_alumni/alumni_board_pdfs/AB%20constitution_7.07.pdf

However, a new interpretation of AB objectives is needed to animate progress.

Erik proposed that after the Centennial Reunion the AB should sponsor a program he called "life internship opportunities." He said that this was only an interim name and that he would like to find a better one. In broad terms this program would involve perhaps 100 students (1/3rd of an average Reed class) in the summer between their Sophomore and Junior years. A corresponding number of alumni would mentor and advise students in preparing for their lives after graduation. This program would provide longer-term involvement between students and a mentor, build student awareness of the AB, involve many more alumni than the Reed Oral History Project, and complement existing reunion and chapter activities. A more detailed plan will be prepared in coordination with Career Services. By September Erik hopes to have a formal proposal for consideration by the AB. In the meantime, AB members who want more detail should contact Erik. Marcia Yaross suggested that when a

plan has been developed, it would be useful to survey students and alumni to test their reactions to the plan.

VI. Chapter Reports

A. Bay Area: Atlas

Ian said that Nitrogen Day was attended by over 40 people. Summer plans include a hike and the annual picnic in August.

A. LA/Southern California: Lindsay

Amy said that Don Asher and Mike Teskey participated in a career networking event, but turnout was disappointing. A picnic is planned for later this year.

B. Rainier: Demboski

Ben said that their book club and Thirsty Third Thursday events continue. They are contacting respondents to the recent survey to build steering committee participation. They have plans for a picnic and a pizza night.

C. Portland: no report

D. New York: Staverosky

Julia said that their career networking event in January was very successful with 60+ participants. They are planning a picnic and a kickball day.

E. Washington, D.C.: Make

Jonathan provided the following report via email:

This has been a period of hit-or-miss events. Jonathan Make will send some event ideas to the steering committee based on the last alumni survey of the region, although it seems the chapter puts on most types of events mentioned in the survey. Olivia Lindly '04 joined our steering committee to replace the outgoing Margaret Anderson '05, moving to Chicago.

Our third annual dim sum brunch drew a good crowd, and the TTT and restaurant nights continue to draw decent numbers. A first-of-its-kind play reading at the home of Paul Sikora '72 drew one alum besides Jonathan, not enough to even read the play. Paul is hosting a mobile-making class next weekend. Our first career networking event, attended by Mike Teskey, was a hit, with requests for another.

At our summer picnic, a vote will be taken with Jonathan planning to become chapter chair and Paul Levy '73 to be "chapter representative" to ensure a smooth transition.

F. Chicago: no report

G. Boston: Harris-McCoy

Dan reported that recent chapter events include a reading from *Dogtown*, by Elyssa East '95, a potluck, and TTT. A hike to Walden Pond is planned for later this year.

H. London: no report

VII. Foster-Scholz Club Report: Emery

Kathia said that the club enjoyed hearing from Mary James, Professor of Physics. They also attended a production of *Antigone* by Jean Anouilh. The club and the college have discussed public safety for club members who attend events at the college. The primary concern is hazards that might result in a fall. Kathia said that the club believes that its name is obscure to many

current alumni. They are searching for a new name, but nothing great has been proposed, so they are considering a contest to find one.

VIII. Trustee Report: Hochheiser, Liss

Sheldon reported that Dan Greenberg '62 has stepped down as Chair of the Board of Trustees. The new Chair is Roger Perlmutter '73. Linda Matthews '67 joined the Trustees as a regular member. Sheldon said that a new building is being considered to replace the Greywood building. It would be used for offices and classrooms. The Trustees had lengthy discussions of the current drug policy.

Jan reported that the Trustees approved a 3.8% tuition increase. She said the college had hired eight new faculty members (including the two recent hires in economics). Three searches failed – one each in physics, political science, and psychology. She said that a new nation-wide problem is emerging in filling academic jobs. When an offer is extended to one member of a married couple, it often turns out that the other member of the couple is also looking for an academic job. Acceptance of the job offer to the first member of the couple depends on finding a suitable job for the second.

IX. College and Alumni Relations Report: Teskey

Mike reported that attendance at reunions this year was in the range of 700-800 and was less than last year. He attributed some of the decline to decisions to defer attendance until the Centennial Reunion next year. He is considering some sort of pre-registration website to stimulate attendance at the Centennial. His office will also create some short video clips that will be pushed to alumni via email to encourage attendance at the Centennial.

Mike honored members who are leaving the Alumni Board this year: Greg Byshenk, Kristin Earl, Sheldon Hochheiser, Rachel Luft, Michael Tippie, and Marcia Yaross.

X. Adjourn

The meeting adjourned at 11:10 a.m.

Respectfully submitted,

Jay Hubert

6 Jul 2010

Reed College Staff Bios

Development

Jan Kurtz, Director of Development. Jan has been with Reed for almost eight years in various roles. In her current capacity she heads up fundraising operations for the college, including major and planned gifts, annual fund and foundation support.

Marianne Calhoun, Major Gifts Officer. Marianne was an art history major at Rosemont College and has a MFA in Arts Administration from Columbia University. After being in marketing and sales positions in the architecture and design world, she joined Reed's development staff almost nine years ago. While raising money for institutional priorities, she has created good relationships with hundreds of alumni primarily in the Washington DC and San Francisco Bay Areas. She enjoys connecting alumni with each other as well as with college leadership.

Mary Askelson, Director, Annual Fund and Special Gifts. Mary is the intrepid leader of the Annual Fund. In addition to securing a steady stream of financial support for Reed, she works closely with the Alumni Fundraising for Reed Steering Committee with a particular focus on supporting the Communications & Research Working Group.

Lauren Creany, Associate Director, Annual Fund. With more than seven years in the Annual Fund, Lauren is the department's archivist and historian. When she is not reminiscing about the days when people actually opened their mail, she oversees volunteer engagement in the Annual Fund and provides overall support for the Alumni Fundraising for Reed Steering Committee.

Breesa Culver '01, Assistant Director, Annual Fund (Reed Leadership Circle). In addition to serving as the Annual Fund's resident Reedie, Breesa supports the work of the dedicated Alumni Fundraising for Reed volunteers who are helping to build the base of support in the \$500 to \$5,000 range.

Adrienne Boyle, Assistant Director, Annual Fund (Young Alumni & Students). Adrienne gets to have all the fun! She supports the college's young alumni and student volunteers to cultivate the next generation of Reed donors.

Hugh Porter, Vice President for College Relations. Hugh has worked at Reed since 1998, serving for two years as director of development before becoming vice president. Hugh oversees fundraising, public affairs and communications, alumni relations, campus events, and supports the work of the board of trustees, particularly the college relations committee and the trusteeship committee. Prior to coming to Reed, Hugh worked in development at Yale University, taught music history and theory, and played the cello for fun and money.

President

John Richard Kroger - Reed's fifteenth president, John Kroger, came to Reed from the Oregon Department of Justice, where he served as Attorney General of Oregon. Upon the selection of Kroger in 2012, Reed College Board of Trustees Chair Roger Perlmutter observed, "John is a passionate advocate for the importance of liberal arts education in society. He is a brilliant and dynamic leader who impressed the search committee with his commitment to the mission of Reed College."

Kroger graduated magna cum laude with BA and MA degrees in philosophy from Yale after four years of study, and went on to graduate magna cum laude from Harvard Law School. He has served as professor at Lewis & Clark Law School, as an Assistant U.S. Attorney in the Eastern District of New York, as a United States Marine, and as deputy policy director of Bill Clinton's 1992 presidential campaign.

John Kroger is married to Michele Toppe, the Dean of Student Life at Portland State University. They have one child, Isaiah, who is currently in public school in Portland. Kroger is an avid runner, hiker, and outdoorsman. He has run Oregon's 200-mile Hood-to-Coast relay seven times and has biked across the United States.

Further reading: *Convictions: A Prosecutor's Battles against Mafia Killers, Drug Kingpins, and Enron Thieves* (Farrar, Straus and Giroux) by John Kroger.

Public Affairs

Chris Lydgate '90, Editor, Reed Magazine. During Chris' time at Reed he wrote for *The Quest*, and majored in psychology. He spent 20 years working as reporter and editor, and authored a book on the politics of Singapore. Chris loves editing Reed magazine and tries hard every day to make it embody the best of Reed.

Mobilizing Alumni Support for the Annual Fund

Situation Analysis

The College and its alumni have long hoped that the College could admit all students without regard to their ability to pay tuition. Achieving this goal will require the College to achieve and maintain higher levels of ongoing alumni support for the College's Annual Fund and/or its endowment. In particular, the Development Office believes that achieving this goal will require significant increases in:

- The number of alumni giving consistently (i.e., every year) to the Annual Fund;
- The number of alumni donors, and the level of financial support, from the ten most recent class years; and
- The number of alumni consistently giving \$1000 or more to the Annual Fund.

Experience at other colleges and non-profit institutions suggests that, running in conjunction with or beside staff-led development efforts, peer-to-peer and viral fundraising efforts can be effective. No such program currently exists at Reed, although alumni volunteers have long supported the College's development efforts in a number of key roles, notably including service as reunion class chairs, and various alumni are willing to provide other forms of volunteer support for such efforts. The Development Office believes that the College must develop such a program in order to broaden the alumni donor base to the extent necessary for the College to fund its educational mission and support admission and enrollment of students from a wide range of educational backgrounds and economic circumstances.

The Alumni Association of the College, through its board of directors, has in recent years had little direct involvement in the development efforts of the College, although successful efforts to build community within the alumni population do increase the willingness of alumni to support the College financially.

The Development Office has established regional campaign committees of committed alumni to support the College's current campaign. These committees

currently stand in no formal relationship to the Alumni Association. The Development Office has no current plan to maintain these committees following the conclusion of the current campaign.

Proposal to Establish an Alumni Development Committee

As more specifically described below, this document proposes to establish an Alumni Development Committee, self-sustaining, with the joint sponsorship and support of the Development Office and the Alumni Association of the College, to lead, strengthen and coordinate alumni volunteers in support of the College's development goals.

The credibility of this approach will rest on two premises:

- It must be a truly joint effort. A serious, long-term alumni development effort cannot have credibility with the alumni or the College without the support of both the Alumni Association and the Development Office.
- While supporting the strategic fundraising goals established by the College's planning process, it must have and maintain a strong sense of alumni "ownership."

There is no single correct way to structure such a Committee. The design sketched here seeks to provide the Alumni Association, Development Office, and prospective Committee members with a sufficiently specific description of the Committee's possible operation to support meaningful discussion and, should this proposal be adopted, to guide them in the Committee's operations, at least to the point that experience dictates other approaches. At the same time, this design recognizes that the Committee will necessarily evolve over time, and seeks to create a structure that can support such evolution.

1. Goals

- Create a self-sustaining alumni volunteer program, jointly sponsored by the Development Office and the Alumni Association. This program will:
 - Seek:
 - Generally to expand the College's base of alumni donors;
 - More specifically, to increase the numbers of alumni donors in the ten most recent class years; and

- In particular, to increase the number of alumni consistently giving \$1000 or more to the Annual Fund to 1500 individuals by 2020.
- Accomplish such intermediate and additional objectives as the Committee, with the support of the Alumni Association and the Development Office may establish for itself; and
- Operate in careful coordination and close consultation with staff-led development efforts directed by the College's regular educational and administrative planning processes
- Consider possible adaptations of the existing structure of regional campaign committees to serve a long-term (i.e., post campaign) role in building and maintaining a strong tradition of alumni giving; and

Broaden and deepen the tradition of alumni giving to the College.

2. Composition

- *Number of Members:* The Committee will have at least five members, all of which will be Reed College alumni. At least one member of the Committee shall be an alumni trustee of the College.
- *Qualifications:* The Committee's members shall be leaders of the alumni community who:
 - Wish to support the College's development activities through the commitment of their volunteer time and their desire to encourage others to support the College;
 - Have the confidence of both the President of the Alumni Association and the College Development Office; and
 - Exemplify the philanthropic commitment to the College that they hope to encourage in other members of the alumni community.
- *Ex Officio Members:*
 - The Director of Development shall serve the Committee in an Ex-Officio capacity and shall be invited to attend and participate in every Committee meeting.
 - The President of the Alumni Association shall designate a member of the Executive Committee of the Association to serve in an Ex-Officio capacity and to be invited to attend and participate in every Committee meeting, and to report to the Executive Committee and the Board of

Directors of the Alumni Association concerning the Committee's activities.

- *Attendance and Participation by Non-Members:* The Committee will welcome the active participation and support of additional alumni trustees and, subject to the approval of the President of the Alumni Association, members of the Alumni Association who wish to serve on the Committee or otherwise support its efforts.

3. Formation and Perpetuation of the Committee

- *Initial formation:* In consultation with the Development Office, the incoming president of the Alumni Association board of directors shall appoint at least five alumni leaders, including at least one alumni trustee, to serve as original members of the Alumni Development Committee, designating three of the original members to serve terms of three years, and two to serve terms of two years.
- *Selection of a chair:* The members of the Committee shall select a chair from among their own members. The chair shall serve a two-year term, appointed in June of each even-numbered year. With the support of the Committee, the Director of Development, and the president of the Alumni Association, the chair may serve up to three consecutive terms.
- *Number of members:* Following its initial formation, the Committee shall assume responsibility for determining the number of members that shall serve on the Committee. This number may change from time to time as necessary to ensure its ongoing vitality.
- *Identifying, recruiting, selecting, and appointing new members:* Committee members shall be responsible for identifying additional or replacement members who could fortify the Committee, and recommending those names to the chair of the Committee. The Chair, upon the endorsement of the recommended alumni by the Director of Development and the president of the Alumni Association, will invite alumni to join the Committee.

4. Term of Committee Members; Occurrence of Vacancies

- *Length of Term:* Members of the Committee will serve staggered five year terms.
- *Reappointment:* Members must be reappointed at the end of their term by the Chair, with the support of the Director of Development and the president of the Alumni Association.

- *Term Limits:* Members of the Committee may serve no more than two consecutive terms.
- *Vacancies:* Vacancies in the Committee will occur:
 - Upon the resignation of a member of the Committee;
 - Whenever a Committee member fails to participate in four consecutive meetings of the full Committee, or otherwise upon the determination of the Committee chair, in consultation with all of the remaining members of the Committee and the Development Office, that a member of the Committee has ceased to participate actively in the Committee's efforts;
 - Upon the Committee's determination that additional members are needed in order to carry out the functions of the Committee.

5. Roles and Responsibilities of the Alumni Development Committee

The Alumni Development Committee will:

- In consultation with the Development Office, prepare, maintain, and annually review a strategic plan to:
 - Increase by specified amounts:
 - The College's base of alumni donors;
 - The numbers of alumni donors in the College's ten most recent class years; and
 - The number of alumni consistently giving \$1000 or more to the Annual Fund;
 - Achieve such other goals as the Committee and the Development Office may agree upon.
- Develop a program to build, maintain, educate, motivate, and provide guidance to a cadre of active alumni volunteers, including but not limited to the members of the existing regional campaign committees, in support of the Committee's strategic plan;
- Promote the value of financial support for the College within the alumni community;

- Advise the Development Office on development objectives of interest to the alumni community;
- Advise the Development Office in regard to actual and contemplated strategies for obtaining financial support for the College from the alumni community;
- Respect and support the established roles of the Development Office and the trustees of the College in regard to the College's development priorities and objectives, working collaboratively with both to develop and implement fundraising strategies for the College, thereby ensuring that alumni development efforts complement the College's other fundraising efforts and strategies; and
- Report on its activities and objectives to the board of directors of the Alumni Association as directed by the president of the Alumni Association;

The Committee will not:

- Be a formal committee of the Alumni Association Board of Directors;
- Have decision authority regarding development initiatives and priorities of the College.

6. Responsibilities of the Alumni Association

The board of directors of the Alumni Association will play a similar role in regard to the Alumni Committee on Development as it has played in regard to the successful Oral History Program and the ongoing centennial book project. In particular, the board of directors of the Alumni Association will:

- By resolution, approve the establishment of the Alumni Committee on Development;
- Advise the Committee re appropriate membership, leadership, direction, and resources;
- Designate a member of the Alumni Board Executive Committee to serve as ongoing liaison to provide reports to and from the Committee.

7. Responsibilities of the Development Office

- Provide the Committee with logistical, financial, and staff support as appropriate;

- Monitor the Committee's activities, recommending changes as the Development Office believes necessary to promote the success of the Committee's efforts;
- Provide the Committee with data and analysis as appropriate to ensure that the Committee fully understands trends in alumni giving and can evaluate its own progress toward the objective of increasing the number of alumni donors; and
- Help to ensure that the Committee has appropriate membership, leadership and resources.

Alumni Fundraising for **Reed**



Strategic Plan

2012 - 2017

EXECUTIVE SUMMARY

This five-year plan for the Alumni Fundraising for Reed (AFR) committee describes goals, initiatives, and an organizational design to guide and serve the Committee for the period 2012 through 2017.

OVERVIEW

The AFR developed and adopted this plan to hone its mission and to develop strategies and tactics for achieving its goals. The plan has the following components:

- Statement of Planning Framework
- Mission Statement
- Background, History, and Organization
- Organization Chart
- Progress to Date
- Opportunities for Improvement
- Refined Plans, Goals, and Tactics
- Metrics
- Workplan and Responsibilities



PLANNING FRAMEWORK

This five-year plan envisions an iterative cycle of:

- *Planning*: Articulating clear goals for the AFR and its working groups
- *Doing*: Activating strategies and tactics, and establishing deadlines, for achieving AFR goals; delegating specific responsibilities to people
- *Checking*: Measuring the extent to which planned actions are achieving the goals of the AFR; and
- *Refining*: Periodically reviewing progress toward goals and adjusting strategies and tactics to reflect experience, progress, and circumstances.

The AFR Steering Committee will update and reaffirm its commitment to this five-year strategic plan as necessary, at least every three years.

MISSION OF ALUMNI FUNDRAISING FOR REED

The mission of the Alumni Fundraising for Reed (AFR) Committee is to expand Reed College's base of alumni donors and strengthen the tradition of alumni philanthropic support for the college by encouraging alumni ownership of, and volunteer leadership and participation in, college development efforts.

Based on the experience of alumni development efforts at other leading educational institutions, the Committee recognizes that alumni willingness to support the college financially will depend on other dimensions of alumni engagement with the college, notably including participation in alumni events on and off campus (e.g., Reed on the Road, Thirsty Third Thursdays, Reunions, etc.) and various forms of volunteer support for the college. The Committee therefore expects that its ability to succeed in the pursuit of its mission will rest in part on the success of other college institutions (most notably including the Alumni Association, its various chapters, and the college's office of Alumni and Parent Relations.) While the Committee will have no formal responsibility for the activities of these other institutions, it will support their efforts to increase alumni engagement, monitor the effectiveness of those efforts and their relationship to alumni financial support for the college, and, on the basis of its own experience and observations, serve as a source of formal and informal advice and counsel to those institutions as they endeavor to promote alumni engagement.

BACKGROUND, HISTORY, AND ORGANIZATION

Along with the continuing recognition that some of the college's important goals remain unfunded, Reed's comparatively low levels of alumni giving suggest that:

- Maintaining and strengthening the college requires a robust philanthropic effort;
- Reed alumni can participate more broadly in the college's philanthropic support, and can contribute more;
- Mobilizing volunteers to support the college's professional philanthropic efforts is part of the solution.

To address these conclusions, on September 26, 2009, the Reed College Alumni Association Board considered and approved a proposal to establish an Alumni Development Committee ("ADC"), recognizing that while many alumni want to volunteer to help the college with its development goals, such direct efforts have been outside the scope of the Alumni Association's activities and hampered by the college's limited development resources. Subsequent to that meeting, several key developments transpired:

- On November 13, 2009, the first meeting of the ADC was convened, and a chair appointed.
- During the 2009-10 academic year, the college Development Office, in collaboration with the ADC, sponsored focus group and survey research of the college's alumni population in an effort to better understand alumni attitudes toward the college in general, and specifically in regard to the college's development needs and fundraising activities.
- In September 2010, the ADC renamed itself Alumni Fundraising for Reed (AFR) and adopted its first five-year plan, including long-term goals, near-term milestones, and a formal organizational structure.
- During the 2010-11 fiscal year, the AFR began its first year of operations, launching programs directed at volunteer recruitment, Griffin donor retention, increasing the numbers of Griffin donors, and increasing the number of young alumni donors. Through these programs, the AFR was successful in meeting the goals it set for its first year of operations.
- During the 2011-12 fiscal year, the AFR maintained the programmatic focus of its initial year, with somewhat higher targets. The AFR also restructured its working groups, consolidating the Volunteer Working Group into the Griffin Working Group.



LONG-TERM GOALS OF ALUMNI FUNDRAISING FOR REED

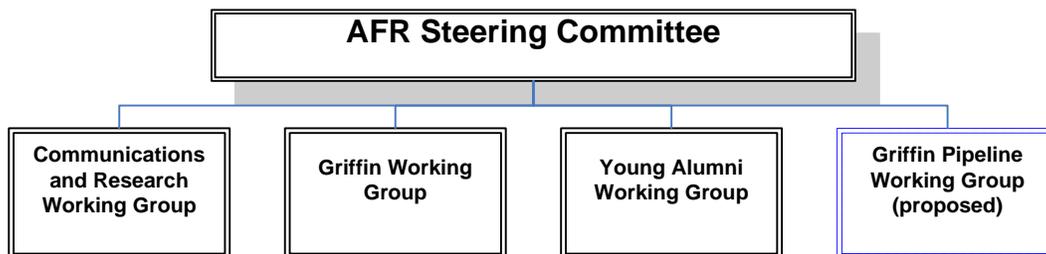
1. **Program Development.** Build a self-sustaining alumni volunteer program, focused on supporting the college's development goals, jointly sponsored by the Development Office and the Alumni Association.
2. **Culture Change and Development.** Strengthen the tradition of alumni financial support for the college among the alumni population generally, and specifically among graduates of the ten most recent classes.
 - a. Expand the scope of AFR activities to encompass volunteer support for the full range of college development needs and programs, including but not limited to the Annual Fund, the reunions program, programs directed at young alumni and students, and capital campaigns.
 - b. Build and sustain an alumni volunteer corps capable of supporting a wide range of College development needs through a diverse set of volunteer activities, including but not limited to solicitation activities, building a pipeline of leadership donors, volunteer recruitment, volunteer training and management, event management, written and oral communications.
3. **Increased Alumni Volunteerism** By 2017, increase the number of alumni volunteers engaged in development-related activities to 220 individuals
4. **Increased Alumni Support**
 - a. By 2017, increase the number of alumni households giving \$1,000 or more to the Annual Fund to 700; maintain 85% retention for \$1,000+ alumni donors.
 - b. By 2017, increase the number of donors to the Annual Fund in the ten most recent class years to 1,500; increase the young alumni retention rate to 70%.
 - c. By 2017, increase the number of alumni donors to the Annual Fund by 1,000 from 4,200 to 5,200.

Although not a goal in itself, the AFR has come to recognize that the success of its efforts depends critically on the generosity of alumni willing to make substantial gifts to serve as sources of matching fund incentives to other prospective alumni donors. Accordingly, the AFR assigns high priority to finding and engaging alumni donors who are willing to provide financial support for our efforts.



ORGANIZATION OF ALUMNI FUNDRAISING FOR REED

In October 2010, the AFR created a formal structure incorporating a Steering Committee and working groups organized partly on functional lines and partly in reflection of its initial programmatic activities. The initial organizational structure comprised four working groups. One of these groups, the Volunteer Working Group, was subsequently consolidated into the Griffin Working Group in the fall of 2011. The organization chart below depicts the current structure as of May 2012. The Steering Committee may from time to time adjust this structure to meet current needs of the AFR:



AFR Steering Committee Role:

- Help foster a productive relationship between the AFR, the Reed development office, and the Alumni Board.
- Serve in an advisory role to the Annual Fund for alumni-based fundraising initiatives.
- Establish long-term plans and general strategies for the AFR.
- Set annual goals, strategies, and metrics for AFR initiatives, and oversee the operational tactics of the working groups in support of these goals.
- Help develop and fund matching gift opportunities in support of AFR initiatives.

AFR Steering Committee Members' Role:

- Be conversant with the college's fundraising goals and strategies.
- Make a personally significant gift to the Annual Fund.
- Serve as a volunteer solicitor through the Young Alumni or Griffin initiatives.
- Play an active role in three annual AFR meetings.
- Be a member of an AFR working group.



AFR Steering Committee Chair Role:

- Lead efforts in all aspects of the AFR steering committee role.
- Plan and lead AFR steering committee meetings.
- Recruit new members of the steering committee and collaborate with staff to assign them meaningful work.
- Measure AFR progress against long-term plans and update those plans as necessary.
- Solicit matching gifts in support of AFR initiatives, as appropriate and feasible.
- Serve as the lead spokesperson for the AFR.
- Assume, or designate an AFR steering committee member to assume, the lead role in fostering a productive relationship between the AFR, the Reed development office, and the Alumni Board.
- Provide, or designate an AFR steering committee member to provide, regular progress reports to the Development Committee of the Board of Trustees, with report timing and format determined by the chair of the Development Committee.
- Be the primary point of contact between the development office and the AFR.
- Oversee the effectiveness of AFR steering committee members in carrying out their roles.

Griffin Working Group Role:

- Recommend annual initiative goal to the steering committee for review and approval.
- Brainstorm challenge match ideas that would motivate donors to join, retain, or increase their leadership support; share these ideas with the steering committee.
- Recommend annual volunteer recruitment goal sufficient to meet initiative goal to the steering committee for review and approval.
- Design and implement a volunteer recruitment strategy that includes a plan for recruiting new volunteers as well as reengaging current and past AFR volunteers. Strategy will likely include both broad-based recruitment methods as well as personal outreach.
- Help respond to alumni inquiries about volunteering and welcome new volunteers in a timely way.
- Lead volunteer training calls prior to each volunteer initiative.
- Check in at least once with each volunteer during outreach to troubleshoot potential problems, provide encouragement, confirm the timeline, and gather feedback on their experience.
- Help collect contact reports from volunteers, if needed.
- Thank and recognize volunteers for their work.
- Help thank leadership donors through correspondence, email, or phone calls.
- Analyze and present initiative progress and results to the steering committee.
- Participate in periodic conference calls about working group business.
- Be open to staff requests to write, sign, and serve as a spokesperson for fundraising appeals.



Young Alumni Working Group Role:

- Design and implement a volunteer recruitment strategy and schedule that includes a plan for recruiting new volunteers as well as reengaging current and former volunteers. Strategy will likely include both broad-based recruitment methods as well as personal outreach.
- Recommend annual volunteer recruitment goal sufficient to meet initiative goal to the AFR steering committee for review and approval.
- Help respond to alumni inquiries about volunteering and welcome new volunteers in a timely way.
- Provide training and resources to volunteers, which may include helping volunteers write emails, going over scripts, suggesting ways to promote annual giving on social media, and conducting training calls.
- Check in at least once with each volunteer during outreach to troubleshoot potential problems, and provide encouragement.
- Gather volunteer feedback and thank volunteers.
- Facilitate the exchange of information between Reed and the recruited volunteers, which may include contact notes or confirmation of contacts successfully made.
- Write and sign fundraising appeals to young alumni to solicit gifts as part of the broader young alumni fundraising effort.
- Help thank young alumni donors through correspondence, email, or phone calls.
- Participate in brainstorming sessions to conceptualize annual peer-to-peer outreach campaigns, share challenge match ideas, and confirm goals.
- Contact and thank first-time young alumni donors shortly after they make their gifts.
- Analyze and present young alumni working group progress and results.
- Participate in periodic conference calls about working group business.

Communications & Research Working Group Role:

- Assist the AFR in developing and maintaining clear, authentic and persuasive messaging that supports the college's efforts, reflects its history and values, and that captures the attention and sympathies of alumni.
- Communicate the AFR's identity, role, objectives, efforts, and volunteer opportunities to the alumni population through *Reed* magazine, ReediEnews, dedicated development materials, and other alumni communications vehicles.
- Collaborate with the other working groups to create communication materials that will support their work. Specifically, design and create:

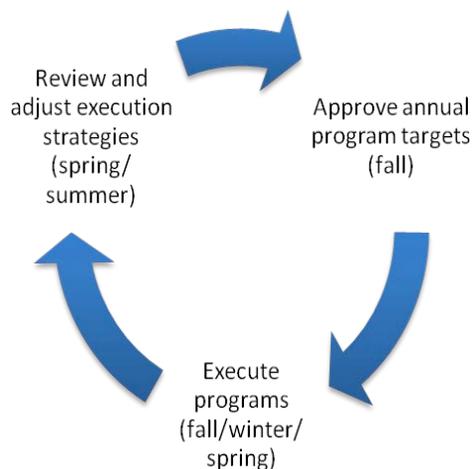


- A welcome packet for new volunteers;
 - A volunteer stewardship plan to thank volunteers;
 - An annual AFR volunteer impact report; and
 - Talking points for AFR volunteer recruitment as well as thank you and solicitation efforts.
- Design, sponsor, and publish research and evaluations as necessary to deepen the AFR steering committee's understanding of alumni attitudes toward the development needs and activities of the college and the experience of AFR volunteers.
 - Participate in periodic conference calls about working group business.
 - Be open to staff requests to write, sign, and serve as a spokesperson for fundraising appeals.

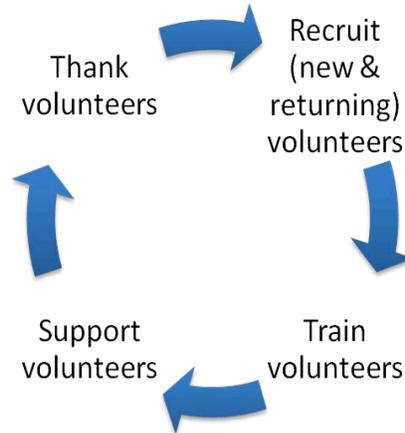
ACTIVITY CYCLE

The AFR will work in coordination with the development office on an annual cycle tied to the college's fiscal year. The cycle includes activities relating to the refinement of the Steering Committee's plans and execution, retention of former volunteers and donors, and solicitation of new donors and volunteers.

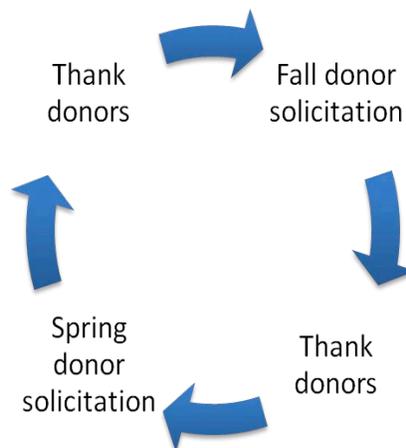
The diagram below provides a high-level depiction of the oversight activities that the Steering Committee will conduct in support of the AFR's efforts to build and maintain the volunteer corps and donor base:



The diagram below provides a high-level depiction of the key annual activities associated with development and maintenance of the AFR volunteer corps:

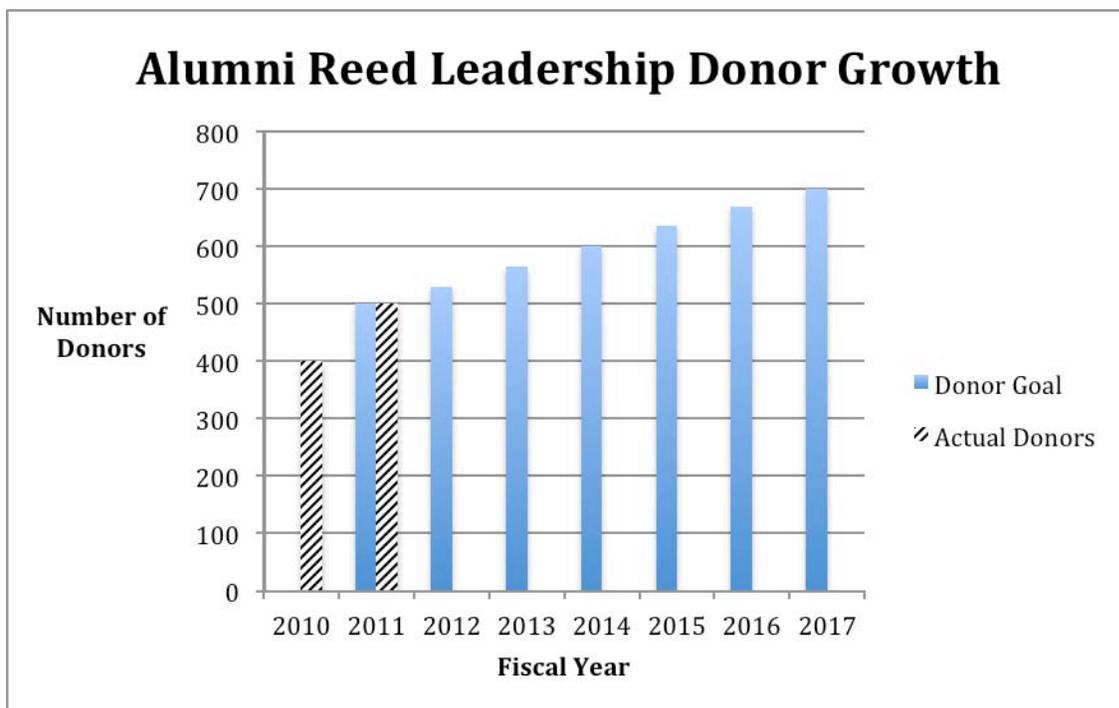
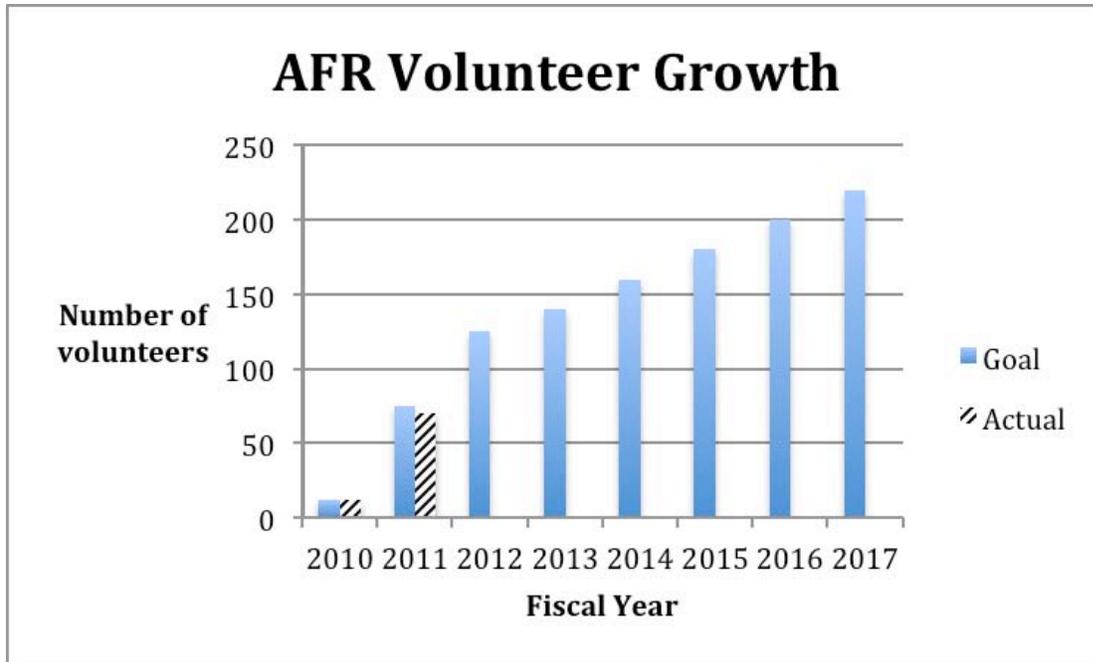


The diagram below provides a high-level depiction of the key annual activities associated with the development and maintenance of the alumni donor base:

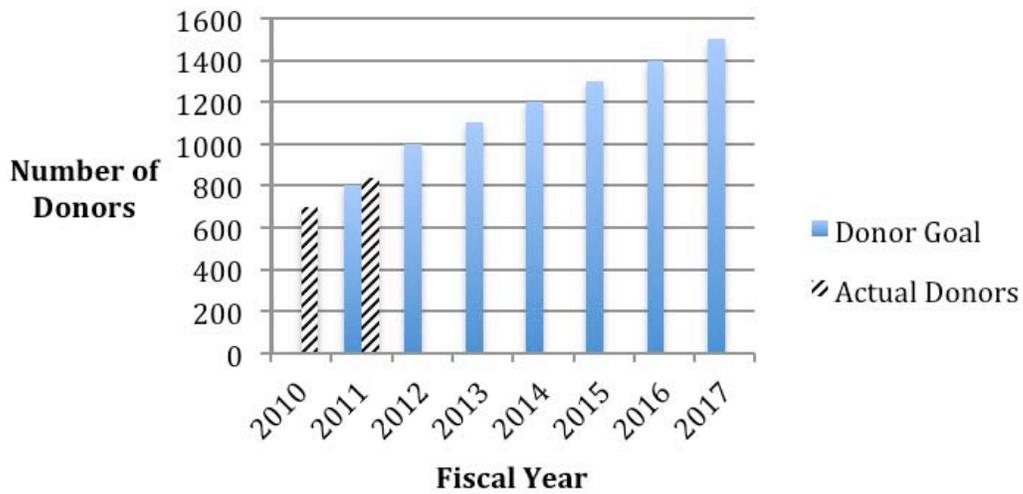


In coordination with the Development Office, the AFR's donor solicitation efforts may be designed to take advantage of and coordinate with specific themes, goals, or matching gift opportunities.

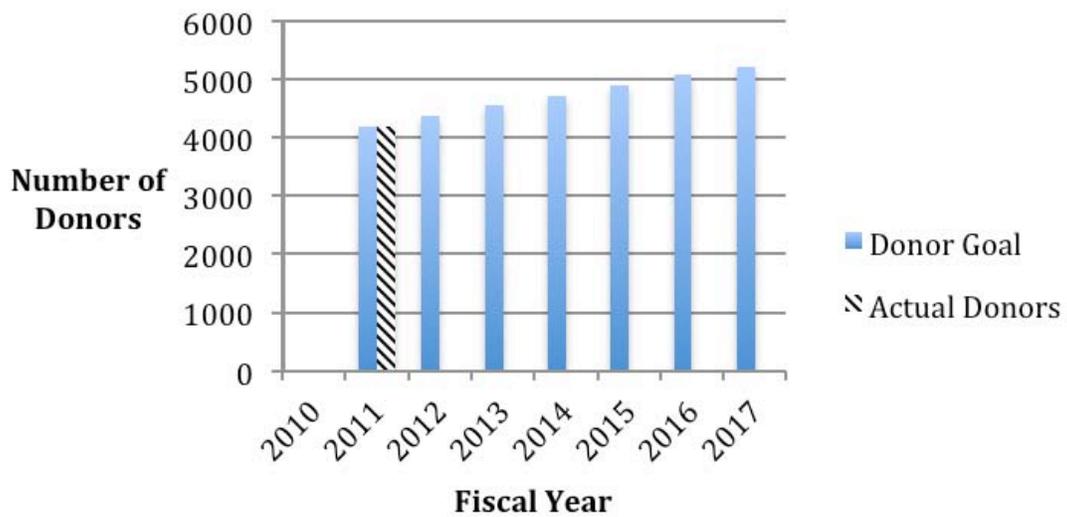
GOALS, MILESTONES AND ACCOMPLISHMENTS



Young Alumni Donor Growth



Alumni Donor Growth



Life Beyond Reed Charter

Overview

The goal of this document is to provide a draft version of a charter and road map for the Life Beyond Reed Initiative (LBR) to carry out its mission.

Mission

Facilitate active engagement of alumni and provide a long term direction for the alumni board and alumni association.

Connect alumni with each other and the College in a collaboration that helps current students and recent graduates advance their plans for “life beyond Reed.” LBR intends to cultivate happier, more prosperous alumni who feel a closer connection to the College. As a consequence, more alumni will support the College and the alumni community with their time, expertise, money, and influence.

LBR touches many facets of the Reed community. Primary LBR stakeholders are:

- Alumni
- Students
- Parents
- Student Services
 - Career Services
- College Relations
 - Alumni & Parent Relations
 - Development
 - Public Affairs
- Faculty

Project background

In 2010, a committee of the Alumni Board focused on the future of the alumni board began a discussion of ways to increase alumni engagement with the College. A wide variety of opportunities were examined. After lengthy evaluation, the committee recommended establishing LBR as a way to provide essential services to current students, recent graduates, and mid-career graduates contemplating a change in career.

While Reed has had a strong culture for supporting and guiding the path to graduate school, the majority of Reed graduates do not go directly to graduate school upon graduation. The Office of Career Services works with students to identify opportunities for their “Life Beyond Reed” but in today’s dismal job environment, the role of alumni in this process becomes even more critical.

A further motivation is alumni who want to support students by creating internship and employment opportunities, by providing advice and professional contacts, and by reviewing resumes and business plans. Many other educational institutions have established student/alumni networking programs. Reed alumni are also deeply interested and committed to

assist students and recent graduates in their quest for meaningful employment and one of the objectives of LBR is to enable this effort.

Given the fact that educating and supporting students is the fundamental mission of the College, it is no surprise that many College offices have a role in LBR. Coordinating the various offices, the faculty, the students, and the alumni to work across organizational boundaries is a significant challenge.

LBR Administration

The administrative home (staffing and budget) for LBR lies primarily with the Vice President for College Relations through the office of Alumni and Parent Relations. This office is charged with:

- Convening stakeholders
- Communicating relevant information among stakeholders
- Advocating for resources to fulfill the LBR mission
- Advancing an institution-wide view of LBR objectives and opportunities

Roles of institutional stakeholders

- **Alumni and Parent Relations**

Together with the Alumni Board, APR advocates a holistic view of ways that alumni can contribute to Reed. The majority of LBR participants will come from alumni ranks. Parents are another important resource. By coordinating events and programs with alumni and parents, APR helps promote, encourage, and maintain awareness of the LBR mission and its activities. In regular interactions with college staff, APR provides feedback to staff offices about opportunities to advance LBR initiatives. APR also provides feedback to LBR leaders about staff needs and concerns.
- **Public Affairs**

Public Affairs receives information about LBR's activities, looks for opportunities to promote LBR, and publicizes LBR activities as they see fit.
- **College Relations - Development**

An alumni population that is satisfyingly engaged in volunteer activities in support of current students, young alumni, and more seasoned alumni creates a fertile ground for increasing the number of potential donors to the College. Therefore, a partnership between College Relations and APR around LBR activities has strategic and practical importance. LBR and APR need to keep College Relations apprised of opportunities for donor inclusion and to keep major gift officers informed of potential prospects as they become engaged with LBR. Likewise, College Relations and APR can provide names of alumni who want to be involved in LBR activities. Development also coordinates fundraising for internships and directs Alumni *Fundraising for Reed in such efforts*.
- **Career Services**

Supporting the efforts of LBR to deepen and encourage alumni engagement in activities for the benefit of current students and young alumni is a mission-critical partnership for Career Services. They provide counseling for students and young alumni and link them with parent and alumni resources. They also provide logistical support for aligned

programming, such as communication to students about Working Weekend and Reed StartUp. They ensure that LBR participants are well informed about the work career services does. They keep these participants informed about new Career Services initiatives and engage them as partners at appropriate junctures. Their technology responsibilities include metrics on student participation and volunteer outcomes.

■ Faculty

Faculty fill a primary role as student advisors. They play a key role in networking current and former students with alumni, College offices, and with their peers. LBR participants should strengthen contacts with faculty to provide information about how LBR develops job opportunities in their field.

Role of the Alumni Association Board and the LBR Committee

Establish LBR as a standing committee of the Reed College Alumni Association board of management. Provide continuity and long-term leadership for LBR, notwithstanding the rotating membership of the alumni board. Provide logistical and recruiting support for LBR activities that include Working Weekend, and *ad hoc* Alumni initiatives. Unify independent alumni efforts such as Reed Switchboard.

Roles of Other LBR Participants

- Board of Trustees—recruitment and communication as needed, advocacy
- Parents and Parent Council—recruitment and communication, advocacy, student-connection
- Students—advocacy (both upward, and laterally), oversight and quality control, strategic and tactical direction
- Office of Student Activities—Leadership initiative
- Res-life—Referral (elucidate?)
- College Relations—Advocating a holistic view of how alumni can contribute to Reed.
- Admissions—Volunteer opportunity (Not sure what this means. Elucidate? bh)

LBR Committee Membership

- The Committee will have at least five members, all of which will be Reed College alumni. At least one member of the Committee shall be an alumni trustee of the College.
- Chair —Chosen in consultation with APR and Career Services
- Rotating members from the Alumni Board

Specific goals, objectives, strategies, and timeline

Programs	Student Participants	Alumni Participants
Working Weekend		
Start Up Lab		
Job shadows created		
Internships created		
Jobs created		

Next milestone

By Reunions, have a draft charter to share with the alumni board that reflects feedback from core stakeholders:

- Hugh Porter / Mike Teskey
- Mike Brody / Ron Albertson / Brooke Hunter
- John Sheehy / John Bergholz
- Gloria, Jay, Chantal, Erik, Adam and other key board members

Snapshot of Mature LBR Operation

To facilitate thinking about the charter, it is useful to think about LBR after it has matured.

By 2020, LBR is firmly established. The major accomplishment has been the creation of a program that strives to provide an LBR internship for every Reed student or recent graduate who says they want one. The LBR program mobilizes a larger number of alumni every year and engages them in a variety of meaningful supporting activities that include:

Boots on the ground:

- Talking to students one-on-one
- Participating in on-campus panels, workshops, and networking events with students
- Working Weekend
- Reed Startup
- Creating LBR internship opportunities (including job shadowing)
- Funding LBR internship opportunities
- Hosting students for job interviews and internships (Local Hosts/Superhosts)
- Creating opportunities for volunteers to work together, collaborate, and meet face to face, both on campus, and elsewhere.

Logistical Support

- Outreach to faculty
- Managing and maintaining networks
- Checking in with volunteers
 - taking their pulse
 - getting a sense of successes and failures
- Sharing best practices
- Facilitating interconnection
- Quality control
- Situational awareness: Ensuring that volunteers across the organization have a strong sense of their shared mission, the contributions of other volunteers, and opportunities for collaboration with other volunteers.
- Metrics and measurement: both anecdotal and longitudinal data

Recruiting Support

- Networking contacts
- Internship opportunities
- Local hosts

===== committee assignments =====

Outreach

Chair: Beverly Lau 06

EC Liaison: Scott Foster 77

Alea Adigweme 06

Paul Levy 73

Deepak Sarma 91

David Devine 96

Richard Thomason 84

Marcia Yaross 73 (Alumni Trustee)

Suzanne B. Cassidy 65 (Alumni Trustee)

Robin Tovey 97 (Alumni & Parent Relations)

Reedfayre

Chair: Richard Roher 79

EC Liaison: Kristen Earl 05

Julia Chamberlain 03

Cindy Joe 08

Michael Stapleton 10

Rory Bowman 90

Mela Kunitz 87 (Alumni & Parent Relations)

Life Beyond Reed

Chair: Gloria Johnson 79

EC Liaison: Greg Byshenk 89

Scott Foster 77

Adam Riggs 95

John Bergholz 83 (Alumni Trustee)

Jody Hoffer Gittell 84 (Alumni Trustee)

Steven Seal 01

Forrest Alogna 95

Paul Levy 73

Erik Speckman 91

Brooke Hunter (Center for Life Beyond Reed)

Reed's Little Red Book

How to Create an Alumni Chapter from Scratch & Keep It Going

August 1992, revised August 1997 ; June 1998; March 2004

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Getting Started
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Chapter Funds
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Chapter Events
Reading Groups
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Electronic Communication
Alumni Board
Alumni Chapter Career Programs
Keeping the Chapter Alive
Appendix

 Whenever you see this symbol, a special resource person is listed. Phone numbers are on a separate sheet, since they change rapidly. For help finding people, call the alumni office at 503/777-7589.

Introduction

Welcome to *Reed's "Little Red Book."*

Do you miss those Hum conferences and Reed Unions? Looking for a scintillating conversation? Would you like to get together with other like-minded, old and new Reedies? Then this handbook is for you!

Reed's "Little Red Book" is new because the need for it is new. Until 1988, the alumni association and its activities revolved around Portland. Since then a new, national board and a chapter-based alumni association have been organized.

Here are some ideas from the alumni board's chapter council on how to start and maintain a chapter. We hope any one of you "out there" can use (and modify) these ideas. And, hopefully, you in turn will contribute to future versions of this handbook.

Enjoy your chapter!

Gwen Lewis '65
Past Washington, D.C. chapter

Like all second editions, this endeavor owes a great deal to its predecessor, first published in 1992. In that edition, the authors compiled the wisdom of chapter leadership around the country and created a recipe for organizing and maintaining a local Reed alumni chapter. Since then, alumni office personnel have changed, New England and Southern California chapters have been added and experience has been gained. We hope the revised Little Red Book will be helpful to chapter leadership, both new and old. With thanks to all the volunteers who made this guide a success, we hope you enjoy your chapter!

Stephany Watson '82
Past President, Alumni Association

Getting Started

Since you've obtained this handbook, you probably already have passed some of the steps on the way to getting a chapter started. But because examples help, here's a bird's-eye view of how the New York chapter got started in 1987-88.

Previously there had been several existing Reed-sponsored events occurring in New York each year. The admission office sponsored fall and spring get-togethers for prospective students (which were also attended by a group of local alumni), and the alumni office sponsored an annual spring event. This event was often a talk given by a faculty member, another senior college official, or the president. But all these events were college-directed, rather than alumni-instigated social events.

Sometime in 1986, Aphra Katzev, in the office of public affairs, helped organize a theatre evening for New York alumni: an outing to a performance of *A Walk in the Woods* by Lee Blessing '71, with a reception afterwards. This informal gathering sparked the interest of local alumni, and they began discussing the possibility of a New York chapter. Their goal was to sponsor additional social events where alumni could meet to pursue common (not necessarily college-related) interests. The alumni office was approached, and the office proved supportive and helpful.

The initial core group met several times to thrash out basic parameters: the purpose and goals of the chapter (which were primarily social), a realistic level of ambition (an initial suggestion of a Reed townhouse à la the Harvard Club was dismissed), an initial slate of officers and duties for each officer, a short set of chapter by-laws which served to formalize the structure (and were quickly accepted by the alumni board), a decision on the geographic area to be encompassed by the chapter, and translation of that into a zip code list that the alumni office could use for mailings.

After that, the chapter planned its first event as a way to advertise its existence to regional alumni and invite their participation. The New York chapter chose a picnic as its first event—a felicitous choice, since over 100 alumni (with family and friends) attended. Classes from the 1920s to the current year were represented.

The rest, as they say, is history. From our not-so-lengthy experience, we would offer these humble suggestions to those getting started:

- Identify a group interested in forming a chapter, and then meet on a regular basis. The group should include a broad range of class years. One person who thinks a chapter is a good idea definitely isn't enough to create a viable chapter.
- Don't be too hasty to become formally organized. First figure out why the group is forming a chapter.
- The organizing group will need a place to meet. While one person may offer a house, it is preferable to rotate.
- An inexpensive supper—cold cuts, chili, or what have you, helps create a comfortable atmosphere for getting things done. But keep costs low, and share them.

- Carefully consider how and when officers will be chosen. Keep it simple, and encourage broad participation through nominations and voting.
- Have someone, serving as secretary, record events. As new people become active in the group they'll appreciate this institutional memory.

Sheldon Hochheiser '73
(with the help of Linda Howard '70)
Past New York chapter members

Organizing a Chapter

Once you have determined that you want to have an official chapter, contact the alumni office at Reed to get sample charters. Two chapter charters are attached as examples—see Appendix. The key element is that all alumni in the region covered by the chapter must be considered members, and *dues may not be required* for active membership. You may charge a fee for specific events like a movie night or rental of a tour boat. (See the fund-raising section for ideas on getting money for events or special mailings.)

The alumni office does not have a requirement for a minimum number of folks on the chapter steering committee. A small group of six to ten is more manageable than a large group. You want enough members so that some will carry over each year and you do not have a whole new committee at any one time. You also want enough folks to do the work without burning out too quickly. A chair, a secretary, and a newsletter editor are distinct and helpful. Also helpful are a webmaster and email-list and attendance manager. Your chapter may have other officers. Keeping the whole thing simple is a very good idea. From experience it is also a good idea to decide on how many consecutive terms one may serve as an officer. For what it's worth, several people have suggested that lawyers may not be the best ones to draft a charter.

For an ongoing activity like a "Reeding" group or Brew Pub monthly meeting, it works well to have two people in charge of that. They are responsible for selecting books or pubs and getting that information to the editor of the chapter newsletter by the deadline. Sometimes, a third person will be willing to call and remind folks of the session but not be involved in the choosing. As the groups get going, it is not too hard to recruit new "organizers" from among the regular attendees. They do not have to be members of the committee. Having two people share the responsibility can make some people agree to do it when they would not do it alone.

For one-time events, it works well to have the entire committee's help but to have one person in charge. He or she can then assign tasks. People not on the committee can be involved in these events, too. Some chapters have formal subcommittees and others decide as an event comes up, who will be in charge.

Debbie Prince '71
Past Rainier chapter member

The Alumni Office as a Chapter Resource

Reed's lean administrative style has only three full-time positions to support an ambitious alumni relations program. In order to get the maximum benefit from staff and financial resources, cooperation between chapter volunteers and staff is essential. We've drawn up a list of what the office can provide to support chapter events and activities, and another list of things the chapter volunteers need to do.

Office Resources

Here's what alumni staff can offer:

- Help in identifying and contacting college faculty, staff, and alumni for a specific program (specific lists; recommend speakers, tour leaders, etc.)
- Budget, including prompt reimbursement (more on that below)
- Publicity (help in creating and mailing invitations, including newsletters—more on newsletters below; liaison to the REED magazine)
- Clear deadlines to help volunteers get things done on time

Chapter responsibilities

Here's what chapter volunteers need to be responsible for:

- Plenty of advance planning
- Observance of office deadlines
- Good records (attendance at events; receipts for expenses)
- Information flow (sending new phone numbers or addresses for local alumni to the office; telling us when a newsletter is coming up)
- Reports on events (for records and for Reed magazine)

Alumni Office Staff

Mike Teskey 503/777-7593
Director of Alumni Relations

Mela Kunitz '87 503/777-7789
Assistant Director of Alumni Relations, Events & Programs

Robin Tovey '97 503/777-7598
Assistant Director of Alumni Relations, Communications & Information

Contact us!

503/777-7589
alumni@reed.edu

Budget

The college currently allots \$400 per chapter to be spent during each fiscal year. This money—the unused portion of which, incidentally, goes back to the college general fund on June 30 of each year and thus does not carry over—is to enable chapters to put on events, provide refreshments, buy supplies, etc., needed to keep the chapter alive. This money is NOT in the same budget as the college "road show" events, so when "Reed Comes To X City," the alumni director has a separate budget to fund those events. This money is also NOT in the same budget as the newsletters, which are funded separately. Here are some examples of expenses that SHOULD be charged to this \$400:

- Your chapter steering committee is having a long working session around a potluck dinner, and you would like to provide dessert;
- You are renting a room to hold a Winter Solstice party;
- There's a picnic planned, and you would like to provide paper plates and eating utensils;
- A local dignitary speaks to your reading group, and you would like to give him/her a token gift of appreciation;
- You need an invitation printed and mailed for an event. (Remember that newsletters do not come out of your chapter budget, so it is less expensive for the chapter to advertise by newsletter instead of by invitation.)

These examples might suggest that it is pretty easy to run up bills totaling \$400. If you need to spend more than that, you need to think of ways of generating income. For example, you might charge a modest fee at a picnic (for example, \$3 to cover the cost of drinks).

This budget is entirely administered by the alumni office, so when you spend money to be charged to it, you should:

1. Check with us first to make sure the charges are appropriate to be reimbursed;
2. Keep all receipts and turn them in with simple notes explaining what they're for;
3. Wait patiently for the mail carrier to bring you your reimbursement check (actually, Reed is pretty fast about reimbursements).

Newsletters

The following is supplemental information to help chapter volunteers new to newsletters understand the process of producing a newsletter.

The office of alumni relations has a budget to cover publication of chapter newsletters as a means of announcing upcoming events and sharing other chapter information. The normal number of newsletters per chapter is two or three a year. The mailings go third-class. Therefore, it is essential to plan events far enough in advance so that two or three evenly spaced newsletters throughout the year will serve as publicity for all the events. Again, a special invitation can sometimes be mailed for a specific event, but the chapters don't have the budget to do this for every event.

Again, because of lean resources, the office needs plenty of lead time in order to produce a newsletter. The earlier a chapter alerts the office that a newsletter is coming up, the better the chances that production will proceed smoothly—especially since several different offices are involved in getting a newsletter out.

Here's a summary of the process:

1. The chapter plans a series of three events spaced over six months.
2. A volunteer writes up the information on each event (the magic words are what, where, when).
3. A newsletter editor gathers these items and any other information (for example, you might want to list the steering committee members' names and phone numbers; or you might be congratulating a steering committee member on the birth of a child; or...?). The editor also lets the alumni office know the newsletter is coming, so that mailing labels can be requested.
4. The information is sent to the alumni office. The ideal form is via e-mail or Macintosh disk. But it can come typed, or even handwritten, though that will need extra time for production.
5. The office helps work up the text layout, adding missing details (like class years or maiden names), and hands it back to the editor to check.
6. The formatted newsletter (after another round of checking) goes to the print shop.
7. When the newsletter is printed, the alumni office sends it, along with the mailing labels, to a mailing service, who then sends it out.

(Some chapters have decreased the turn around time by getting a volunteer who has the skill and equipment to layout the newsletter locally and then send the file to the alumni relations office for checking and printing.)

As this summary shows, a lot of different steps go into the process. Also, third-class mailing can take up to three weeks for delivery. Therefore, the following deadlines are important to observe in order to get newsletters to people in time for events.

Copy to alumni office: 8 weeks before the earliest event being announced
Newsletter printed and mailed by office: 6 weeks before earliest event

This schedule gets the newsletters to people by three weeks before the event, allowing RSVP time.

Caroline Locher '67
Past Associate Director, Alumni Relations

Chapter Funds

It may be impossible for your new chapter to operate without funds. Expenses for room rentals, postage, wine, cheese, and other incidentals quickly crop up. Some events can be done for free, but others will inevitably incur costs.

The Reed College alumni association has only one rule regarding chapter fund-raising: you may not charge a membership fee. The association strongly believes that membership in the Association must be free to all.

You can, however, raise funds in other ways. You can charge admission fees to defray the costs of events, and you can also mark up regular charges.

You might also charge a small amount for attending "free" events. For example, you might ask each person attending a Great Books course to throw a dollar or two into the pot on a voluntary basis. When we had a picnic a few years back, I asked each person to put \$3 in a basket. Most did, some did not, but we covered the majority of our costs.

This hardly exhausts possible fund-raising methods. Obviously anything that works for any volunteer group can work for Reed alumni: garage sales, bake sales, raffles, lectures, drawings, lotteries, casino nights, etc. Just think of all the requests any one of us gets in a week from other charities, and be creative.

Steve Shields '62
Past Bay Area chapter member

How to Identify Chapter Resource People

1. Compile checklists of alumni by occupation and employer (available from the alumni office) for prospective:
 - Speakers
 - Organizers
 - Facility use contacts (free is best!)
 - Chapter leaders
2. Keep track of people who attend events. Talk to as many as possible to identify:
 - Strength of interest in Reed activities
 - Topics that interest them
 - Resource potential as organizers/leaders/workers, etc.
3. When talking to alumni about other matters (for example, if participating in a phonathon), discuss local chapter activities, interests, potential involvement, etc.
4. Ask those you know about others who might be helpful, for example:
 - Other alumni, current students
 - Members of other alumni chapters with new ideas
 - Potential speakers beyond the Reed community
 - Cheap caterers, restaurateurs, art gallery owners, etc.

Chapter Events

The flesh and blood of chapters are their events. Great events make for enthusiastic, involved members. Poorly executed events tend to make for no members at all. In planning events, it is helpful to review the general guidelines, "Criteria for Chapter Events." In addition, here are a few extra thoughts:

- Plan events that the organizers would like to attend. If people orchestrating the get together aren't enthusiastic about it, chances are other alumni won't be enthusiastic either.
- The alumni office funds and helps organize one event per year per chapter. It should be a Reed-related event with a reception, and should be generally supportive of the college. Chapters have typically picked the topic and place, and the alumni office has organized speakers, food, and other logistics. A few examples have been Seattle's 1991 Humanities 110 lecture by Professor Wally Englert, New York's Barbara Ehrenreich '63 lecture, and D.C.'s U.S. Congressman Howard Wolpe '60 talk on U.S. policy in Africa.

If you are interested in having the alumni office organize an event, contact the office as soon as possible. Planning for the Reed academic-year calendar starts as early as summer, and nationwide events must be staggered.

- The office sponsors mailings in the form of chapter newsletters and event announcements, and includes chapter news in the Reed magazine. This gives other chapters ideas and builds a sense of community (see the enclosed section on newsletters and the Reed magazine).
- Finally, feel free to copy event ideas. Some recent successes were Portland's fall wine tour, and Seattle's educational forum. Good luck; we hope to hear about (and copy) your activities in the near future!

Kim Helweg Garcia '85
Past Portland chapter member

Criteria for Chapter Events

- Over time, events should provide a balance of activities to appeal to a diverse alumni constituency. It is appropriate for the chapter to hold events of various sizes.
- Events should reflect the standards of, and be consistent with, the goals of the alumni association. (If you don't remember what these are, ask for a copy of the constitution from the alumni office.)
- Events sponsored by the chapter should be non-sectarian, non-commercial, and non-political. That is, they should avoid "selling" any one product or point of view.
- Events should be developed primarily for the benefit of members of the Reed community, and only incidentally for the benefit of the provider.
- Finance should be considered. Is it within the budget? Will it pay for itself? Will it raise funds? Is there a financial risk involved?
- Logistic considerations: Are appropriate facilities available? Is the timing of the event in conflict with other events or holidays? Is there sufficient staff and/or volunteer time to put on the event successfully?
- Will hosting this event establish a precedent which might be regretted later?
- For any given event, the chain of command should be clearly defined.

Getting the Information Out

When sending event information to the alumni office for invitations, newsletters, etc., be sure to include the name, date, time, and place of the event. Include directions if warranted, and a contact person for further information. You may be amazed at how often one of these key elements is inadvertently forgotten.

Sample Events

Here are a few of the events sponsored by the various chapters over the last few years:

Picnics

A climb on Mt. Shasta

Reading group meetings

A wine tasting

A lecture by a professor (art, music, bioethics, economics, etc.)

A panel discussion on sexual harassment

An art museum tour

A concert or theatre/dinner evening

A dessert potluck with students

Cooking a meal in a homeless shelter

A children's holiday party

A symposium on the honor principle

Garden tours

Site Selection Checklist for Meetings and Events

1. Site easily accessible; not subject to extended traffic delays due to rush hour tie-ups, etc.
2. Adequate parking and public transportation available. Please note if parking is free or not.
3. Creative sites which, if possible, require no funding.

Facility Requirements Checklist

1. Proper room setup (number and placement of tables and chairs) has been ordered and provided.
2. Room is of adequate size to comfortably accommodate anticipated number of attendees, and is sufficiently private.
3. Microphone, lectern, screen, projection table, easel, and/or any other needed equipment have been arranged for in advance, power outlets available.
4. Front-desk personnel are aware of event; signs are posted if needed.
5. Handicapped access ensured.
6. Location of light switches and restrooms known.
7. Contact information for site personnel *on day of event* gathered.

Reading Groups

Here is a description of the development of the Rainier chapter "Reeding"* Group

Beginnings: Before the Rainier chapter was organized, interest group sign-up sheets, including one for a reading group, were available at a large alumni function. In the summer of 1991, after the chapter was chartered, chapter president John Neumaier '83 and Steve Petit chose the popular novel, *The Joy Luck Club*, as the first book, arranged a location and a date, and phoned everyone who had expressed an interest in a reading group.

12 to 14 people came, representing wide range of class years—singles and couples. People introduced themselves and told their reasons for coming. There was an excellent book discussion. Everyone enjoyed the warm ambiance; dessert and coffee were served. The group chose several future books and discussed the best days and time schedule meetings. Some of those present volunteered their homes for future meetings.

Continuation: Of the original group, some still come regularly, some occasionally. New people keep coming and are always warmly welcomed. Forty to fifty people have participated. The group's meetings are announced in the newsletter and in verbal announcements. It is always noted that this is not a closed group; it is open to anyone.

Coordinators telephone people who have expressed an interest before each session, one to three days ahead. People who haven't finished reading the book are encouraged to come anyway. Homes are volunteered. The person who suggested a particular book is often happy to host. Refreshments vary; this is entirely up to the host.

Spin-off: Play-readings are also held once a month. Play-readings appeal to some of the same people, some different. Most who attend play-readings have never done it before but enjoy it and return. Dramatists are repeated, although so far no book authors have been. The group reads a Shakespeare play once a year.

Why do people come? Newcomers often say. "I've been reading about these meetings in the newsletter. This was the book and time I could finally make it." Books have covered a wide span of interests, including classics, mystery, science-fiction, and current popular novels and non-fiction.

Success story

Best attendance:

<i>Snow Falling on Cedars</i>	18
<i>To Kill a Mocking-Bird</i>	18
<i>Remains of the Day</i>	15
<i>War and Peace</i>	15

New friendships have been developed. One marriage has resulted from a meeting at a Reeding group!

*The spelling was originally a misprint in a newsletter, but the group liked it, thought it was appropriate and kept it.

Ethel Katz '46
Rainier chapter member

Tips for Alumni Chapters Forming Reading Groups

- Begin by asking for an expression of interest from people who attend an alumni office sponsored gathering.
- If a few people are willing to coordinate the effort, they should choose a popular book, set a place and date, and phone the people who have expressed an interest.
- At the first meeting, set up a schedule for future meetings. It is desirable to schedule four or five months ahead so people can plan to attend.
- In choosing books, be sure to include a variety of titles—fiction, nonfiction, classics, mysteries, science-fiction.
- Check with your local library system to make sure a number of copies of chosen books will be available.
- Choose books that are available in paperback.
- If the chapter has a newsletter, print the schedule there; if not, send out a single sheet listing the schedule to all members of the chapter.
- Make it clear that this is not a club.
- Emphasize that all Reedies, plus their guests, may attend any meetings and that new participants are always warmly welcomed.
- Encourage people to come even if they haven't finished the reading.
- Recruit hosts from among participants. The person who suggested a particular book is often happy to host.
- Assure hosts that changes can be made if circumstances require them to back out (this may be necessary in order to get people to commit to hosting several months in advance).
- Allow hosts to decide on refreshments.
- Stress that no prior commitment to attend is required, but that participants should phone the host before attending to make sure that no change has been made.
- Make phone reminders one to three days before the event to people who have expressed an interest or have attended previous meetings.
- Don't have huge expectations of turnout; a group of three can have a good discussion.

If you want to include play-reading:

- Check with your local library system and choose plays of which multiple copies are available.
- Try to coordinate choices with plays that have been, or will soon be produced in your area—but not at just the same time, or copies may not be available.
- Assure participants that they don't have to prepare in advance.

Compiled by Nancy Stewart Green '50
With input by Ethel Katz '46 and Barbara Radin '75

Chapter Newsletters and the Reed Magazine

The alumni office would like to facilitate publication of your chapter newsletter—and inclusion of your chapter events in the Reed magazine—in any way it can. The office needs information from you, however, to make this happen. It's a good idea to appoint a chapter "correspondent" or "editor" to handle all reporting and chronicling of events, and/or to facilitate and manage information gathering from other sources. This position may best be served by someone very involved in the chapter who is *not* an officer. This prevents officer burn-out.

The publications office will format your newsletter copy so it is more or less consistent with other alumni publications. Meeting/event notices, chapter news, election information, or reports on or about the college are all appropriate newsletter material. The alumni office simply needs the typed copy (or Microsoft Word or compatible disk or e-mail) eight weeks before the first event you are announcing. As resources allow, the alumni office will pay for and conduct the mailing of your newsletter up to three times a year.

The Reed magazine is also hungry (and we do mean *hungry*) for alumni news. Pictures, articles, news items, pithy sayings, and quintessential Reed reminiscences are all acceptable. Coverage of chapter events makes ideal reading for fellow alumni. Chapter reports are a key element in the "News of the Alumni Association" section of the magazine, and are required from each chapter. Deadlines for the magazine are the first day of September, December, March, and June, and chapter chairs are reminded of each deadline ahead of time.

Basically, the bottom line is: the alumni office wants as much news from you as possible. The staff sit around waiting ruefully for the fax to ring bearing news of authentic alumni activities. Don't make them suffer! They'll help you in any way they can (just call them), but they require your input. Finally I ask you: how else will your fellow Reedies know the incredibly high caliber of your events and hobnobbing? Admit it: You have no other choice. Get those pens and keyboards moving.

Just do it.

Diane Solomon '79 (Former Quest Editor at Large)



For details on magazine submissions and/or newsletters, call the alumni office.

Electronic Communication

Electronic communication can be used to enhance 1) communication among chapter organizers, 2) communication between chapters and the alumni office or other departments at Reed, 3) communication with the broader alumni constituency. According to a recent alumni program survey, more than half of Reed alumni have access to electronic mail, and this figure is surely rising daily. However, since there is still a sizable population of alumni that doesn't have ready access to computers, electronic communication should be thought of as an additional communication channel to augment traditional print methods.

Several forms of electronic communication are available:

- 1) Electronic mail is the simplest, most direct form of electronic communication. Any alumnus/na can get a basic email account at Reed by signing up with Computer User Services and paying a \$50 annual fee (the fee is waived for alumni volunteers). This service is of most value for alumni living in the Portland area, since dialing in to Reed's computer system is a local, toll-free call. Alumni living outside the Portland metropolitan area who would like email access should contact an Internet service provider (ISP) in their area to avoid long-distance charges.
- 2) Group mailing lists make it easy to send electronic mail to a specific group of people, such as chapter organizers, board committees, or chapter members. Reed can, upon request, create and house group mailing lists. So, for example you could set up a list called <Alumni.Board@reed.edu> which contains e-mail addresses of all alumni board members or <NY.Bookclub@reed.edu>, which contains addresses for the NY area reading group. You don't have to have an email address at Reed to be included in the group mailing list. Contact the alumni office <alumni@reed.edu> to have a group mailing list created.
- 3) Listservs can be thought of as glorified mailing lists. A significant advantage is that once the listserv is created, participants can add and remove themselves from the group. This makes it easier to manage large or rapidly-changing groups. Listservs can be set up so that everyone included in the list is capable of sending email out to everyone else on the list. This type of listserv is good for discussion groups, like the current Reed-Bay list, or possibly a book club or garden club. Alternatively, they can be set up with a moderator, who is the only person who can actually post a message to the whole group. This type of list might be used in cases where a chapter just wants to distribute information, like event announcements. Reed can, upon request to the alumni office, host alumni listservs. Whatever type of listserv you are considering, it is required that you designate a moderator from the chapter who will take responsibility for the list and can request of the college, or be given authority, to remove offensive subscribers or material.
- 4) The World Wide Web is an increasingly popular way of disseminating information. It is not as fast and direct as email, but you can also do a lot more fun stuff with pictures and fancy formatting. Reed College has quite well-developed web pages, located at <<http://www.reed.edu>>. Alumni can find interesting things like the Reed magazine on line, news of the college, and curricular materials. The alumni pages are

located at <<http://web.reed.edu/community/alumni>>. These web pages include general information about the alumni association and board, as well as materials about reunions, chapter events and other alumni activities. The alumni association has a web "editor" who helps design and maintain these pages. Chapters who want to develop their web pages are strongly encouraged to appoint a web editor who can create and maintain their pages. For more information on web pages, contact the alumni office.

Marianne Colgrove '84
Associate Director of Computing & Information Systems

Chapter Relationship to the Alumni Board

In my experience with the alumni association, it always seems that there is a fair amount of confusion surrounding what programs we offer to alumni and who is supposed to do what. I'll try to summarize and, I hope, offer some illumination.

The alumni office at Reed is an administrative arm of the college, like the admission office, the development office, and so on. The alumni association is comprised of all of us who have attended Reed for one or more years—we are automatically members if we fulfill this requirement. (Fun fact: the alumni association has approximately 12,000 living members!) The association is led by a board of directors. The board is an Oregon non-profit corporation; we have a constitution, bylaws, officers, and other features common to non-profit boards.

Many of you may volunteer for the college in several other programs not directly run by either the alumni office or the board—the admission office has hundreds of alumni volunteers who interview students and attend college fairs. Many of you may have volunteered for the development office, perhaps working on a capital campaign. The career advising office also has an active alumni volunteer program for those who are willing to assist students in finding jobs or deciding on a career. With all of these programs, confusion is understandable!

But I digress. The topic of this chapter is the relationship of the local chapters to the board of directors of the alumni association. In general, the board sets policy and the local chapters "do" events. A simple example of this division of labor is this: a local chapter throws a winter holiday party whereas the board decides if Reed's reunions program should be expanded. The board and the chapters are linked in an important way—every chapter has a representative to the board. Chapter representatives are full working board members. In addition to reporting on their chapters, they are expected to serve on board committees and to attend all board meetings (either by phone or in person). Chapter representatives are encouraged to attend the fall and late spring meetings in person. In choosing a chapter representative, be sure to find someone who takes the position seriously and will be a working member of the board. In some chapters (and this is a matter of individual chapter choice) this representative is also the chapter's chair. In others, the representative is a separate person. The representative brings news of chapter events and concerns to the board and is a vital link. When a local chapter is drafting its charter, we recommend that it make provision for election or appointment of the chapter representative in the same way as it provides for election of chapter officers. Board terms run from July 1 to June 30, for a period of three years. The representative's term should coincide with the timing of board terms.

Sometimes chapter representatives and chapter chairs attend board meetings. However, only the chapter representative may vote. This isn't usually an issue as most votes are unanimous, but at least once every year or two we have some close calls, so please be aware of who in your chapter is truly able to vote. (As with most corporations, a proxy vote is permitted when the actual representative is unable to attend a meeting.) Chapter chairs are specifically invited to attend the fall meeting on campus when chapter council is convened.

The chapter council is made up of chapter representatives and chapter chairs. The chapter council is a sounding board/support group for chapters—a means to share successes and failures and get some fresh ideas. The chapter council convenes couple of times a year, starting with the fall meeting. This group seems to really energize chapter volunteers with ideas about what works and what doesn't on the local level.

A special word about Portland: for historical and sometimes unexplainable reasons, the board is involved in some Portland "events." This is via the Campus Involvement Committee (formerly known as the Alumni-Student Relations Committee). This committee is responsible, for example, for the alumni association's increasingly important role at commencement, where we have an opportunity to speak to students at commencement rehearsal and the ceremony itself, throw a chocolate party and provide a time capsule for unsealing at each class's 25th reunion. Even if you don't live in Portland, we hope some of you chapter representatives will consider serving on this committee that provides our link to Reed's youngest alumni.

Stephany Watson '82

Alumni Chapter Career Programs

Chapter programs focusing on career issues were implemented in NYC in 1995, and San Francisco in 1996. Two more events were held in 1997. These programs attracted approximately 25 and 40 alumni respectively. The following format is based on our experience with these two programs.

Goal:

To provide a forum which will attract both recent and professionally established alumni where issues of career start up and advancement can be addressed. This program will offer recent alumni as well as those interested in changing jobs or careers an opportunity to gain access to network development, job search advice, career field information and industry expertise.

Implementation:

1. *Send preliminary survey to alumni of the last seven years living in the chapter area inquiring about their interest in attending such an event, the best timing (time of day, day of week), specific career interests, and topics for discussion and programs (check list). Offer response deadline. (Timing three to four months before the anticipated time of the event).
2. Using the above responses to schedule a time for the event and reserve a location.
3. Begin to design the program (most labor intensive part of planning these events). This is the fun part!

Career services staff involvement can include planning programs, identifying and providing resources and conducting presentations and workshops.

Use alumni data base to contact people (representing a variety of career fields and occupations). Roles of volunteers:

- Host—coordinate refreshments, room setup, welcome and other details for day of the event
- Contact—represent their profession and/or industry
- Presenter—provide presentation on program topics from their personal experience such as networking, negotiating salary, interviewing effectively, etc. These presentations can augment career services staff presentation (this was done at the NYC program). Timing: eight to 11 weeks prior to event.

*4. Prepare an invitation to be sent to the same group that received the preliminary survey (making discretionary deletions based on responses). Response deadline for reservations approximately two weeks before the event. (Timing: Mail five to six weeks prior to event).

5. Continue adding contact volunteers in an attempt to have a broad range career fields represented. (particularly those listed by recent alumni in the preliminary survey).

6. Send confirmation letters to volunteers.

7. Event - YES!!!

*8. Thank you letters to volunteers—THANK YOU, THANK YOU, THANK YOU.
Evaluation to volunteers and to participants.

9. Review of event for Reed magazine and chapter newsletter.

*Administrative support available from Reed.

Career services staff are available for consultation and direct involvement as requested.
It is our goal to host a career event in each chapter area every other year.

Marianne Brogan '84
Former Director of Alumni Relations

Keeping the Chapter Alive

Even as you start your chapter, you will want to think about bringing new people into the leadership.

- Keep lists of attendees of all events, preferably in a database. Provide a paper copy to the alumni relations office. See who comes regularly to determine potential committee prospects.
- Early on, plan to have at least one person, who is not part of the steering committee, involved in planning each project or event. This way, as founding members move on or wish to step down, new people invested in the chapter can be asked to step forward and take on a steering committee position. Simply asking someone to call people for an event, or even to take tickets, write name tags, or help with food can create a new committee member.
- Suggest steering committee members informally elicit frequent attendees interests and abilities.
- Remind steering committee members to recruit their own friends as volunteers.
- Make it easy for a lot of people to get involved without great commitment.
- Get the “right” person to ask another to take on a leadership role.

Communication is key to keeping the chapter alive. Let the alumni office know what you're doing; the office is there to help and offer good advice (as well as mailing services!) In addition to external communication, good internal communication among members is another key to a smoothly running chapter. For example, a phone call to remind members of an upcoming meeting is a simple but useful way to increase attendance. Participate in the chapter council—you'll gain ideas and insight from your peers in other cities.

Finally, make sure outgoing leaders take time to share their ideas, problems, advice, and responsibilities with incoming officers.

Gaynor Hills '85
Past Rainier chapter member

Appendix

The Reed College alumni association, through the alumni board of management, explicitly encourages the formation and support of local alumni chapters. The following portions of the constitution concern chapters:

Constitution:

"ARTICLE VI

Local Chapters

Section 1. The policy of the Association shall be to encourage the organization of local chapters in groups wherever alumni have settled.

Section 2. The Board of Management of the Association shall be responsible for recognizing local chapters according to standards set forth in the Bylaws."

ARTICLE IV specifies that the membership of the Board of Management shall include: "One individual selected annually by each recognized chapter."

Bylaws:

"ARTICLE VIII Recognition of Local Chapters

Section 1. To secure recognition as a local chapter, members of the Alumni Association living in the same geographical area shall submit to the Board of Management a written application which includes:

- a. a statement of the geographical area the chapter plans to cover, and
- b. an organizational plan for the chapter, specifying the manner in which leadership will be chosen and records kept.

Section 2. New chapters may be recognized at any meeting of the Board of Management, by a majority of those present.

Section 3. All activities of the chapter shall be open to all alumni within the geographical area.

Section 4. Local chapters shall report on their activities and finances to the Board of Management at least once a year.

Section 5. Where there are no organized local chapters, the Board of Management and the Alumni Office shall encourage and assist in the formation of informal local groups."

[From the Constitution and Bylaws of the Reed College Alumni Association, as revised by action of the Reed College Alumni Board of Management, March 15 1997.]

Appendix 2

approved by the Alumni Board meeting 1/19/89

DATE: December 12, 1988
MEMO TO: The Board of Management of the Reed College Alumni Association
FROM: The Reed College Alumni Association Chapter of Greater Washington
DC area
SUBJECT: Application for the organization of a local chapter of the Reed College
Alumni Association for the Greater Washington DC area

1. We respectfully submit our application to be recognized as a local chapter of the Reed College Alumni Association in the Greater Washington DC area.
2. The purpose of this organization is to maintain alumni interest in the College and to promote and facilitate social, cultural, and professional interactions between the College and alumni, and among alumni in the Greater Washington DC area.
3. Membership in this association and in all activities are open to all Reed College alumni residing in the greater Washington DC area, generally considered to be Washington DC and the counties of Maryland and Virginia within commuting distance of Washington DC, including Baltimore, MD and Charlottesville, VA.
4. The association shall be governed by a steering committee of 9 members to be elected at an annual meeting. The Steering Committee shall choose from its members a Coordinator, a Treasurer, and a Secretary. Terms of members of the Steering Committee shall be three years, except for the first steering committee, three of whom shall have a term of office of 1 year, three of whom shall have a term of office of 2 years, and three of whom shall have a term of office or three years, to be chosen by lot.
5. The initial Steering Committee shall consist of the 9 charter members designated below, and the first annual meeting shall be held within one year following recognition of the chapter by the Board of Management.
6. The Coordinator shall be responsible for seeing that the chapter report on their activities and finances to the Reed College Alumni Board of Management at least once a year. The records of the chapter shall be maintained by the Secretary, and financial records shall be maintained by the Treasurer.
7. The Steering Committee shall publicize activities of the association with the help of the Alumni Office by mail and by means of a telephone network.

Judith Bell
Dean Gerstein
Marlaine Lockheed

Eli Bergman
Richard Goodwin
Harry Travis

Margaret Binda
Gwendolyn Lewis
Michael Zambonato

Appendix 3

Charter--NewYork Alumni Chapter--Approved 6/88

May 11, 1988

To: The Board of Management of the Reed College Alumni Association
From: The Reed College Greater Metropolitan New York Alumni Association
Re: Application for the organization of a local chapter of the Reed College Alumni Association in the Greater Metropolitan New York Area

We respectfully submit our application to be recognized as a local chapter of the Reed College Alumni Association in the Greater Metropolitan New York Area. The Purpose of this organization is to maintain alumni interest in the College and to promote and facilitate social, cultural and professional interactions between the College and alumni and among alumni in the Greater New York metropolitan area.

The geographic area the chapter plans to cover shall be defined as the Greater Metropolitan New York Area, generally those counties within commuting distance of New York City.

The board of management shall consist of four members, a President, two Vice President/Secretaries and a Treasurer. In the event that the President cannot preside at a local function, the Vice President shall preside in her absence.

Leadership for the chapter shall be chosen by vote at the annual meeting. The President shall be responsible for seeing that the chapter reports on their activities and finances to the Reed College Alumni Board Management at least once a year. The records of the chapter shall be maintained by the Vice Presidents or a recording secretary will be appointed as deemed necessary. Financial records shall be maintained by the Treasurer.

**Attachment
Phone Numbers at Reed**

Office of Alumni Relations

Mike Teskey
Director of Alumni Relations

503/777-7593

Mela Kunitz '87
Assistant Director of Alumni Relations, Events & Programs

503/777-7789

Robin Tovey '97
Assistant Director of Alumni Relations, Communications & Information

503/777-7598

Reed College Alumni Board Nominating Committee Procedures

Formal Nominating Committee (NC) responsibilities and duties are described in the Constitution of the Reed College Alumni Board (AB):

http://www.reed.edu/alumni/board_of_alumni/alumni_board_pdfs/AB_constitution_2012.pdf

and in its Bylaws:

http://www.reed.edu/alumni/board_of_alumni/alumni_board_pdfs/AB_bylaws_2012.pdf

Since the Constitution was last amended, additional duties have been added and improved procedures have evolved. Aside from the Constitution and Bylaws, nothing in this document is binding – it provides only guidelines and suggestions for improvement.

Membership

1. Immediate past-president of the AB. Chair
2. Current president of the AB
3. Director of Alumni and Parent Relations (APR). Non-voting
4. Three additional members

Timing and Deliverables

Deadline	Deliverable (replacements for positions opening the following July)
September	Recommend a slate of nominees for: Five at-large positions on the AB. AB officers One alumni trustee position on the Board of Trustees (BOT) Three positions on the nominating committee Publish names of nominees in Reed Magazine
February	Recommend a nominee for the Babson Society Volunteer Award
May	Solicit candidates for at-large positions on the AB, for Alumni Trustee, and for the nominating committee. The next NC will consider the candidates.
June	Review NC work over the past year. Record suggestions for improvement.

Procedures

Almost all NC meetings are by conference call. A quorum for any meeting is four voting members. Appendix 2 contains sample letters to notify candidates of results.

1. Nominations for at-large positions on the Alumni Board

- a. Nominees should be provided with a job description (included in the AB Guidebook) and asked if they are willing to serve on the AB. If they are willing, they should be asked for a bio that supports their candidacy. Some nominating committees in the past have skipped this step because it was felt that there was social damage to nominees if they knew they had been considered, but passed over. Since some candidates self-nominate and others are told by the nominator that they have been

nominated, there is no way to know which candidates are unaware of their nomination. Furthermore, the candidate herself is usually the best source of information about her leadership with the college and her background. However, candidates should be given a firm deadline for response. Otherwise the NC process is delayed.

- b. Give APR an opportunity to comment on the candidates and the information they have provided. If timely comments are not received from APR, the NC should proceed anyway.
- c. Give APR an opportunity to comment on the candidates and the information they have provided. If timely comments are not received from APR, the NC should proceed anyway. NC members should discuss selection criteria for nominees: critical skills needed by the AB as some members depart and change the demographic balance of the AB (class year, gender, ethnicity, major, geographic location, etc.) See Appendix 1 for more suggestions on criteria.
- d. Once the deadline for nominee response has passed, NC members should agree on a method to rank or categorize nominees. For example, candidates could be forced ranked (no ties) from most desirable to least desirable; each candidate could be scored numerically with the outcome based on average scores; or candidates could be put assigned to a small number of categories such as most desirable, attractive, and undesirable.
- e. The NC discusses candidates and agrees on a prioritized list of more than five candidates for further contact.
- f. The board president or NC chair contacts the first five choices and gives them the option of accepting or declining the nomination within one week or other FIRM deadline. If someone declines or fails to respond by the deadline, the president or NC chair moves on to the next name on the prioritized list until five people have accepted the nomination.
- g. Provide the names of the finalists to other NC members.
- h. The slate is presented for approval at the September AB meeting.
- i. The board president or chair of the NC notifies the successful candidates of their nominations and asks for a brief (100 word) bio for publication. Unsuccessful candidates must also be notified. Forward a copy of each notification to the person who nominated that candidate.
- j. Bios for each member of the slate are published in the November issue of Reed Magazine. The article should describe the process for submitting additional nominations. Typically, no additional nominations are received by the February 15 deadline specified in the Constitution, so the slate is deemed elected as of that date.

2. Nominations for Alumni Board Officers

- a. Normally, officers for the following year are filled by accession. The secretary in the current year becomes the vice president for the following year, etc. The current past president leaves the board, so normally only the position of secretary needs a nominee. The NC should also nominate candidates for additional officer vacancies if they occur for any reason.
- b. Potential officer candidates include current and former AB members (especially committee chairs), chapter leaders, and alumni leaders in AFR and LBR.
- c. Candidates for AB offices should demonstrate:
 - A clear vision and the ability to impart it to the AB, alumni, and college staff.
 - The ability to manage a complex project, preferably involving Reed students, to a successful end.
 - A proven commitment to service on the board. The occasional candidate may drop out of the sky and fit into the officer queue, but they should have demonstrated a commitment to working on the board and delivering a product.
 - Interpersonal skills, i.e. a balanced perspective—while maintaining a strong vision—among alumni, board members, and college staff.
 - See Appendix 1 for more suggestions on criteria.

- d. The executive committee of the AB should be asked for input on officer candidates, but the NC should make the selection.
- e. After approval of candidacy, the candidate's bio should be published as described in 1j above.

3. Nomination for the alumni trustee position on the Board of Trustees

- a. Nominees should be provided with a job description (included in the AB Guidebook) and asked if they are willing to serve on Reed Board of Trustees. If they are willing, they should be asked for a bio that supports their candidacy. It has been helpful to have a current Alumni Trustee talk with candidates.
- b. Important criteria for an Alumni Trustee: effective communicator and collaborator, willing to assume trusteeship including financial support, known background, and broaden demography of the BOT. Given that the composition of the BOT changes in time, review recruiting objectives for the AT with the Vice President of College relations before evaluating candidates. While familiarity with the AB is useful it is not essential, especially if other ATs provide that experience. Many past presidents of the AB have served as ATs, but that alone is not a qualification.
- c. Once the NC has a short list of candidates, each NC member can interview the candidates. Here is a list of potential questions
 - What do you love about Reed?
 - What motivates you to volunteer?
 - What's your feeling about where the college is today and what it could be?
 - What do you envision contributing to the college as a trustee?
 - Have you ever served in a role as an advisor to a CEO or a nonprofit leader in the past? Tell me about it.
 - What are your personal dreams or aspirations that could be enhanced by serving on the Reed board?
 - Can you commit two hours to the board each week? (Assuming the work is 75-100/year; that's about two hours/week)
 - Will you be able to attend each meeting?
 - What professional or personal constraints on your time might you anticipate?Questions taken from <http://www.guidestar.org/rxa/news/articles/2007/what-to-ask-every-prospective-board-member.aspx>
- d. The AB President or chair of the NC should review the name of the selected candidate with the Vice President of College Relations who will carry the candidate's name forward for consideration by the BOT. Select another candidate if so advised.
- e. The board president or chair of the NC notifies the successful candidate of her nomination and advises that the process is not complete until the BOT election (usually at the last BOT meeting of the calendar year in April). Unsuccessful candidates must also be notified. Forward a copy of each notification to the person who nominated that candidate.
- f. After approval of candidacy, the candidate's bio should be published as described in 1j above.

3. Nomination for the Babson Society Volunteer Award

- a. Solicit nominees from the AB members and APR staff. Provide them with selection criteria and a list of past awardees. The award may be given to non-alumni and is not necessarily awarded every year.
- b. Criteria. The award was begun in 1987, with the establishment of the Babson Society. Named for Jean McCall Babson '42, a longtime volunteer for Reed until her death in 1987, the Babson Society was established to honor all those who give to Reed through many different forms of volunteer generosity. Recipients of the Babson Outstanding Volunteer Award become members of the Jean McCall Babson Society and are awarded free tuition to Alumni College in the current or following year.

c. List of past awardees (as of 2013)

2013 Konrad Alt	2001 Richard Cuthbert '73	1992 Gaynor Hills '85
2012 Cricket Parmalee '67	2000 Laurens Ruben, Professor Emeritus, Biology	Bill Simpson '42
2011 James P. Kahan '64	1999 Ellen Knowlton Johnson '39	1991 Nadalyn Cotten, parent
2010 Oral History Project	1998 Deborah Prince '71	1990 Mary Ann Hinckley Seymour '30
2009 Award not given	1997 Stephany Watson '82	Leslie Vickers '83
2008 Moshe Lenske '50	1996 Esther Dorles Lewis '42	1989 Gwen Lewis, '65
2007 John Sheehy '82	1995 Peggy Hill Noto '75	1988 Jan Powell MALS '86
2006 Lauren Lassleben '75	1994 David Banks '63	Freddi Segal-Gidan '76
2003 Walter Mintz '50	1993 Thor Miller '41	1987 Linda Howard '70
2002 Stephen McCarthy '66		

d. The NC discusses candidates and makes a recommendation to the AB at the February meeting.

4. Nominations for positions on the Nominating Committee

There are three at-large positions to be filled. It has been helpful in the past to fill one of them with a former Alumni Trustee. The other two positions should be filled with alumni leaders who have the time and energy to do the work. Secondary considerations are demographic: class year, gender, ethnicity, major, geographic location, etc.

5. Solicit candidates for Alumni Trustee, Nominating Committee, and at-large positions on the Alumni Board

Solicit nominations from AB members, both by email and at the June AB meeting. The June issue of Reed Magazine that publishes the names of the incoming Nominating Committee members should invite readers to submit candidates. Also, ask for nominations from the AFR chair and college offices that interact with alumni (Admissions, Alumni and Parent Relations, Career Services, and Development). Nominators should be asked for a fairly detailed explanation of why their candidate would be a good choice and for as much background information as they can provide.

Potential Improvements

1. Transparency

At some points in the past, only AB members, chapter leaders, and their alumni acquaintances were aware of the nominating process and the names of NC members. This creates at least the perception of a closed, self-perpetuating AB that inadequately represents the broader Alumni Association. A number of college offices other than APR work with alumni who could be productive AB members. Every effort should be made to inform all alumni about the nominating process so as to attract and energetic and able alumni to the AB. Although there is a fairly long delay between submission and publication, Reed Magazine reaches more alumni than any other medium and is an excellent way to provide information about the NC process.

At times, the NC has avoided contacting candidates for information about their leadership, involvement, and interest in serving the college. While this approach avoids the social damage associated with rejecting candidates who do not know they have been nominated, it also skews membership of the AB toward candidates who are well known by current AB members and deprives the NC of contact with the candidate who is usually the most complete source of information.

2. Alignment of NC practice with the AB Constitution

a. Current procedures for forming the NC do not conform to the AB Constitution. The relevant portions of the AB Constitution are: **ARTICLE VII** Nominations and Elections

Section 1. A nominating committee shall be constituted annually consisting of the immediate past president; the current president; and three additional members nominated and elected by the members of the Alumni Association pursuant to the procedures provided in subsections 2-7 of this Article VII; and the chair (see section 2, following). Four members of the nominating committee shall constitute a quorum.

Section 5. The nominating committee, on or before October 1, shall nominate one candidate for each position to be filled except for representatives of local chapters.

The positions referred to in Section 5 include at-large AB members, AB officers, and the additional NC members. In the recent past, at the end of the calendar year the Executive Committee of the AB has selected the secretary for the following year. Nominating committee members have either been selected by the previous year's nominating committee or by the chair of the incoming committee.

b. Members of the Reed Institute board of Trustees are elected according to their bylaws. The Alumni Association selects alumni for membership, subject to the limitation that the names of all nominees must be approved by the trustees of the Reed Institute.

Article V Alumni Trustees

Section 1. There shall be four alumni trustees of the Reed Institute serving four-year terms and until their successors are elected. One such trustee shall be **elected** each year by and from the members of this association in accordance with the procedure set forth in Article VII, except that the names of all nominees must be approved by the trustees of the Reed Institute.

3. Babson Award

Criteria for the Babson Award are described briefly under **Procedures, item 3** above. They are relatively vague.

Recommendations:

1. Bring nominating committee practice for all positions into conformance with the AB Constitution. An alternative is to amend the Constitution. In any case, the Constitution and NC procedures should align. Furthermore, it must be possible for Alumni Association members to submit a petition to challenge any nomination.

2. In the AB Constitution, Article V, Section 1, second sentence, change the word elected to selected.

3. Review criteria for the Babson Award and consider making them more specific.

Appendix 1: Characteristics of effective AB members

(From AB Executive Committee and Committee Chair retreat – 2012)

Informal criteria for AB member selection

- Demonstrated interest and enthusiasm for volunteerism
- Dedicated to Reed
- Accomplished
- Provides demographic representation and balance
- Proven record: solicit from “feeder” pools, like admissions, AFR, chapter, and oral history volunteers

Qualities of an effective committee member

- Takes ownership of task or process
- Able to clearly and concisely articulate ideas for change
- Desire to collaborate
- Focuses on deliverables
- Understands the mission and how project fits in the big picture
- Consultative by nature
- Supportive of others and a good listener
- Sense of humor
- Shows-up ready to participate
- Committed

Qualities of an effective alumni board leader

- Keeps members on task
- Maintains a positive energy
- Has good interpersonal conflict resolution skills and is diplomatic
- Able to clearly communicate a vision and organize a team to achieve it
- Able to clearly identify and delegate tasks
- Creates a clear process
- Gives constructive criticism and positive feedback frequently
- Asks the difficult questions even if means more work for themselves
- Respects the agenda and able to keep order during meetings
- Able to provide guidance without overtaking project / task
- Open and approachable
- A good ambassador
- Interfaces well with the staff and others to accomplish goals
- Accessible to committee members and able to meet in person
- Good balance between oversight and management
- Promotes a team environment that is inclusive
- Management skills

Appendix 2: Sample Letters

1. Successful candidates for AB

Dear xxx,

You have been nominated to serve on the Reed College Alumni Board for a regular term from July 20xx through June 20xx.

You may be aware of much that follows below, but I have attached below a brief summary of duties and responsibilities for Alumni Board members.

The Reed College Alumni Association Board is made up of 15-20 at-large board members (5 are selected each year for 3-year terms), and a chair or representative from each local association chapter. The Board is governed by an Executive Committee consisting of a secretary, vice president, president and immediate past president. These positions are filled from within the board (usually), by a selection and ascension process – the Nominating Committee selects a new secretary each year, and usually this person ascends annually to the next position within the Executive Committee.

The board meets five times per year: September, November, February, April and June. The June meeting always coincides with reunions, which makes a return visit to campus extra nice. The September meeting is held during the Leadership Summit (formerly known as Volunteer Weekend) when the college brings to campus a passel of alumni who have done volunteer work for the college or who would like to do so. This weekend is also full of activities and is an opportunity to visit campus when school is in session. Board members are encouraged to attend these two meetings in person, if possible. To help with that, the college will cover up to \$600 of documented expenses for one visit per year. If for some reason you are only able to attend one of these meetings in person, that's fine too. The remaining meetings (February, April and November) are held primarily by phone-in conference call, and they nearly always take place at 10 a.m. Pacific Time, on a Saturday. We try to schedule these calls well in advance so folks can plan their schedules accordingly. The phone meetings tend to take 1-1.5 hours, and for the most part involve listening to reports and interjecting with questions and opinions on issues that have arisen since the prior meeting.

Most of the actual work of the board takes place within committees to which AB members are assigned before their term begins. The major board committees are Outreach, Life Beyond Reed, and ReedFayre (reunions). Outreach is responsible for chapter relations and working with staff to foster alumni involvement in non-chapter cities. This includes developing social media initiatives and recruiting alumni to assist with Admissions and Paideia. Life Beyond Reed focuses on helping current students plan for life after graduation. Committee members plan Working Weekend, help recruit panel members and look for ways that alumni can help students with internships and summer jobs. The ReedFayre committee recruits class leaders for reunion years (fifth, tenth, etc.) and helps plan events at ReedFayre. Almost all committee meetings are relatively short (an hour or so) conference calls that occur once a month or less.

Please let me know by (date certain) whether or not you can accept this nomination. Call me in the next few days if you have questions.

Regards,

Name1, 'year [email](#) phone
Chair, Nominations Committee

2. Request for Nominee's bio

Dear xxx,

Thank you for your prompt acceptance.

However, there are more steps in the process. The full details appear in the Alumni Board Constitution: http://www.reed.edu/alumni/board_of_alumni/alumni_board_pdfs/AB_constitution_2012.pdf The relevant parts are Article VII, sections 6-8.

1. The nominating committee will bring a slate of five candidates to the Alumni Board for approval on September xx.
2. I need a brief bio to be published in Reed Magazine. The bio should be less than 100 words. You should mention your career, but emphasize service to Reed. Please provide your bio to me by (date certain)
3. In recent memory, there have never been any additional candidates (per Article VII, section 8). If there are none, you will be considered elected as of 15 Feb 2013 and take office 1 Jul 2013.

Name1, 'year [email](#) phone
Chair, Nominations Committee

3. Unsuccessful candidates for AB

Dear xxx,

Each year, the Nominating Committee of the Reed Alumni Board is responsible for recommending a slate of five candidates to serve as members of the Reed Alumni Association Board. You were among the large group of well-qualified alumni nominated to serve. We were pleased to have such a great group of candidates to consider.

We are writing to inform you that you were not selected to serve on the Reed Alumni Board this year. Our decision was based on the need to balance representation from a number of demographic groups: class year; gender; racial minorities;

geographic region; and skills. The most important criterion is continued engagement and leadership in alumni affairs or other active involvement with Reed.

While you were not selected to serve this time, we're taking this moment to encourage you to continue your service and engagement with Reed. Each year another five alumni are chosen to join the board for non-renewable three-year terms. There will be opportunities to serve as an alumni board member in the near future.

In the meantime, the Alumni Association needs active participants and leaders. If you haven't already done so, please consider reaching out to chairs of the following alumni committees to learn more about ways you can become involved.

Reunion Planning [ReedFayre]: Richard Roher, '79 rsroher@roherpr.com
Outreach Committee: Beverly Lau, '06 beverly.a.lau@gmail.com
Life Beyond Reed: Tony Fisher, '80 tfisherlakeo@gmail.com
Alumni Fundraising for Reed: Konrad Alt, '81 konrad.alt@alumni.reed.edu

Chapter Councils in the following areas:

Bay Area: Connie Brand, '78 conniebrand@gmail.com
Boston: Emma Rowe, '06 emmalillian@hotmail.com
Chicago: Cindy Joe, '08 cindy.joe@alumni.reed.edu
Europe/London: Mina Miller, '04 mina.miller@alumni.reed.edu
New York: Jacob Luce, '07 jake.luce@alumni.reed.edu
Portland: Jim Kahan, '64 jimkahan@alumni.reed.edu
Rainier: Ben Demboski, '02 benjamin.demboski@alumni.reed.edu
Southern California: Amy Lindsay, '81 amyindsayphd@yahoo.com
Washington, D.C.: Bennett Barsk, '82 bbarsk@msn.com

If you have questions or comments about the nominating process, please contact any member of the Nominating Committee.

Sincerely,

Name1, 'year [email](#)
Chair, Nominating Committee

Nominating Committee Members:

Name2, 'year [email](#)
Name3, 'year [email](#)
Name4, 'year [email](#)
Name5, 'year [email](#)

4. Successful candidates for BOT

Dear xxx,

Congratulations!

The nominating committee met by phone and recommended you for a four-year term as the next Alumni Trustee. Hugh Porter has reviewed our recommendation and responded that you would make a strong addition to the Reed College Board of Trustees. He will forward your nomination to Trustee of the Reed Institute for consideration at their April meeting when they elect new members. If elected, your four-year term will begin in July, 20xx and end in June, 20xx.

I need a brief bio to be published in Reed Magazine. The bio should be less than 100 words. You should mention your career, but emphasize service to Reed. Please provide your bio to me by (date certain).

Sincerely,

Name1, 'year [email](#)
Chair, Nominating Committee

Nominating Committee Members:

Name2, 'year [email](#)
Name3, 'year [email](#)
Name4, 'year [email](#)
Name5, 'year [email](#)

5. Unsuccessful candidates for BOT

Dear xxx,

Each year, the Nominating Committee of the Reed Alumni Board is responsible for recommending a candidate to serve a four-year term on the Reed College Board of Trustees. You were among the group of very well-qualified alumni nominated to serve. While we were pleased to have such a great group of candidates to consider, it was not easy to pick only one from such a group. Our selection will be considered by the Board of Trustees at their April meeting.

We are writing to inform you that the Nominating Committee recommended another candidate for service on the Reed Board of Trustees this year. Our decision was based on the desire to recommend a candidate who possesses skills not already represented on the Board, brings racial or gender diversity, has effective communication skills as demonstrated by service as an advisor to an executive or a board of trustees, and has the time and energy to contribute to Board meetings. Of course, the most important criterion is continued engagement and leadership in alumni affairs or other active involvement with Reed.

While you were not selected to serve this time, we're taking this moment to encourage you to continue your service and engagement with Reed.

If you have questions or comments about the nominating process, please contact any member of the Nominating Committee.

Sincerely,

Name1, 'year [email](#)
Chair, Nominating Committee

Nominating Committee Members:

Name2, 'year [email](#)
Name3, 'year [email](#)
Name4, 'year [email](#)
Name5, 'year [email](#)

Reed Alumni Board Outreach Committee Charter

The purpose of the Outreach Committee is to encourage Alumni engagement, which is defined by the following four broad categories:

1. **Alumni Events**, which strengthen the Reed Community in chapter cities, promote on campus events such as Career Networking and Reunions, and foster activities in non-charter cities.
2. **Virtual Participation**, which includes promoting and interacting with IRIS, social and career networking sites, the Reed website and chapter specific sites.
3. **Career Services**, which includes networking with current students and alumni, publicizing employment and internship opportunities, building the Career Network, and strengthening ties with the Career Services office.
4. **Features and Leadership**, which identifies alumni worthy of recognition, promotes alumni news and accomplishments, and grows the leadership within the Outreach Committee, the Alumni Board, campus life, and within the three categories listed above.

At regular intervals, the Outreach Committee will define specific goals that promote these categories of engagement (see 2011 goals below).

Moreover, the Outreach Committee seeks to focus specifically on current students, young alumni and “lost” alumni who have fallen through the cracks by seeking out and considering best practices at other institutions to shape the four categories above.

Finally, the Outreach Committee aspires to work with the Alumni Office and Career Services to develop and promote metrics, both within the committee and College as a whole, that measure the impact of our efforts and inform future planning.

Implementation Goals of Outreach Committee for 2011

I. ALUMNI EVENTS

- Work with chapter leaders and Alumni and Parent Relations staff to expand alumni community participation in chapter events and increase informal and interaction among alumni.
- Work with chapter leaders and Alumni and Parent Relations staff to improve communication with alumni about chapter functions and events, via e-mail and the web and social networking sites.
- Work with chapter leaders and Alumni and Parent Relations staff to support and assist as needed with chapter governance and activities.
- Work with chapter leaders and Alumni and Parent Relations staff to provide chapters with adequate budgetary resources and ideas for publicizing events.
- Work with chapter leaders and Alumni and Parent Relations to foster engagement activities in non-chapter cities by such as admissions interviewing, Reed on the Road, Reunions and Paideia.
- Assist in identification and development of new chapters, and promote smaller, grassroots activities in non-chapter cities.

II. VIRTUAL COMMUNICATION

- Promote participation in and awareness of IRIS, web.reed.edu, and social networking sites including LinkedIn, Facebook and Twitter as well as offshoot alumni-created sites that promote engagement.
- Explore new technologies for use in Outreach Committee activities.
- Work with the Alumni Office to draft occasional surveys that measure the impact and future direction of the Outreach Committee's activities.

III. CAREER SERVICES

- Engage with and mentor current students and recent alumni by promoting the Career Network and Local Host programs, and encourage participation in these programs among chapter leaders and the Alumni Board.

- Work with Career Services to learn about current initiatives and events, and suggest future speakers and programming.

- Actively promote career opportunities, internships and networking events to the Career Services office.

IV. FEATURES AND LEADERSHIP

- Identify, connect with and suggest to the Alumni Office potential new leaders: chapter organizers, virtual networkers and mentors, and future Alumni Board members and volunteers.

- Encourage participation in the community by sharing information with Reed Magazine.

- Identify and suggest to the Alumni Office potential candidates for lectures, Career Services panels, Paideia, special recognition and awards, magazine features and commencement speeches.

Alumni Board Reunions Committee Guidebook

The Reunions Committee serves as a subcommittee of the Reed Alumni Board and has as its mission two specific areas with respect to helping with the planning the annual summer Reunions and and serving as the organizing force to maximize alumni participation.

Planning

The Committee membership will serve in an advisory capacity to the Alumni & Parent Relations (APR) staff in planning events for the annual Reunions and Class Reunions. This planning normally begins in the fall, during the Alumni Board's Leadership Summit, and consists of brainstorming ideas for events and organizing support for themes, e.g. musical entertainment, food demonstrations, and informal educational opportunities. One member of the Committee is assigned to each of the areas, with the responsibility to support APR staff in locating and persuading professional or experienced alumni to provide an event in their respective area.

- **Musical Entertainment.** This area involves assisting APR staff in locating Reed alumni musicians who either performed during their school years with a Reed-based band or alumni who are currently playing professionally. In many cases, the Reed-based bands had a considerable student following and can be counted on to generate enthusiasm among alumni attending Reunions.
- **Food.** This Reunions event has been called Gastronomy Northwest, and involves assisting APR staff in locating Reed alumni who have a significant presence in the culinary arts or beverages and are willing be a purveyor of their wares. Examples include unique food items, beers, or wine.
- **Educational opportunities.** This event coordinates with the annual Alumni College, which historically has been during the week immediately prior to Reunions. The Alumni College has a theme, with a series of classes throughout the week ending with Reunions. In coordinating the Reunions educational events, the Committee will assist the Alumni College planning committee and APR staff to include informal lectures or classes along the same theme to be held during Reunions.

Organizing Alumni Participation

The Committee serves a critical function in developing a cadre of class leaders and providing enthusiastic support for their efforts to attract alumni to Reunions. This is generally a multi-person effort and requires a high level of organization, as well as solid communication skills. By dedicating an initial effort to organizing itself and sharing the tasks among three or four members, however, the workload for each individual can be managed to a convenient level. We offer the following sections of this guidebook as the fruit of our labors in creating what we believe has been a successful launch of the first Reunions.

Scott Foster '77 Chair Lisa Saldana '94 Rich Roher '79 Deepak Sarma '91 Heinrich Gompf '94 Barbara Smith-Thomas '64 Larry Abramson '80

Guidelines for Email Solicitation of Reunion Class Leaders

This method for email solicitation of reunion class leaders has enabled the AB Reunions Committee to identify and appoint reunion class leaders more than 12 months in advance of their respective pentennial class reunions, as well as to remind all alumni from the pentennial classes that an important reunion year is approaching.

This early selection method has made it both possible and worthwhile for future reunion class leaders to attend the immediately preceding Reunions and meet with each other. In practice, this has helped in generating early enthusiasm for participating in the following year's event, made them better prepared for the Fall Leadership Summit, and allowed them to get the fastest start possible on organizing classmates to attend their upcoming reunion. (Presumably, this also leads to greater alumni participation in Reunions, but this has yet to be tested.)

The success of the process is in 1) automating the email process while effectively personalizing our communication with alumni and 2) making it clear that the people sending the message and making the appeal are fellow alumni (AB member-volunteers), not APR or other college staff.

The process involves these steps:

1 One person on the AB Reunions committee needs to be selected to be the point-person (and den mother) in organizing the new class leaders, including taking responsibility for receiving (and reviewing) all the alumni replies to the solicitation email. (In practice, fewer than 5% respond, and perhaps 1–2% respond to express interest in taking on a class leader role, so the task should be manageable by one person.)

2 The point person should draft a great email to the alumni that, speaking for the above point-person, tries to grab the recipient's attention, introduces her/himself, states the significance of the upcoming reunion year, and contains the all-important call to action: "Please contact me ASAP if you're interested in being a class leader for next year's reunion!" Using recent past examples of emails will provide good guidelines (Appendix A). We recommend including some iconic Reed graphic element(s) (photo, illustration) that can create an immediate visual affinity with Reed Alumni.

- a. Ideally, the email also will have "fill-ins" that take advantage of data fields in Reed's Alumni Database, for example, someone's preferred (rather than given) first name, the specific class year, major, etc. For Example:

Dear Angie, Reunions 2013 will host the 25th reunion of your Reed graduation, and I along with other volunteers on the Alumni Board are already thinking how to make this a great time for you to connect with 1988 classmates, your fellow biology majors, favorite professors, and more than 500 other alumni who be attending next year's reunions and Reunions."

b. The closing of the letter should be from the point-person, but all the Reunions committee members' names (with class year) should be there as co-senders. Again, referring to a recent past example will be helpful.

3. Another committee member will need to sort, select, and set up records from the Reed Alumni Database for the classes to be contacted. (The person conducting this process should/must be familiar with Excel, especially its data sorting functions, creation of multiple worksheets within one spreadsheet, etc.)

a. Step 1: Create Your Working Spreadsheet

Create a new, blank spreadsheet and save it with a new filename of your choosing. Next, within this spreadsheet file, create additional worksheets so that you have 10 individual worksheets, one for each class from which reunion leaders will be sought; the oldest class from which class leaders are sought is the 50th-year reunion class. It is helpful but not essential to label the tab of each worksheet with the class it will contain

(e.g. 1993, 1998, 2003). **We strongly recommend using a separate worksheet for each class**, since this will simplify the later task of personalizing emails with class-specific information, and because any errors one makes in dealing one spreadsheet will be limited to one class and hence much easier to remedy. Having all worksheets in one spreadsheet file should also simplify the email distribution process.

Step 2: Sort and Select from the Excel Database

The Reed Alumni Relations Office will supply a password-protected Excel file with a complete alumni database. Even though the data base contains some 20,000 or more entries, it is a relatively small database file and should be easy for any PC to handle. Open this spreadsheet. Sort the spreadsheet by the column heading "CLASS". Select all the rows containing the entries for the 50th-year reunion class, copy the selected rows, and then paste them into the appropriate worksheet in the separate file you created. Save the file (but don't close it). Next select all the names of alumni for the 45th-year reunion, copy the selected rows, and paste them into the appropriate worksheet in your separate file. Save updated file. Repeat this process for the 40th, 35th, 30th, 25th, 20th, 15th, 10th, and 5th Class Reunions.

b. Step 3: Format the Worksheets for Mail Merges

- i. Copy the row with column headings from the original Reed database file and insert into each of the 10 worksheets as the top row.
- ii. Resort each worksheet by email address so that all those names with no email address are all either at the end or beginning of the spreadsheet. **For each worksheet, delete all rows without an email address.** (Obviously, this removes many names from the list, but with each passing year, the number of alumni without email addresses grows smaller, and in practice, we have not had trouble recruiting class leaders by relying solely on the list with emails.

4. Email distribution

a. Experience has shown that early February is a good time to distribute the class leader solicitation email for the following year's reunion. This date needs to be confirmed with point-person, since the immediately following days and weeks will be the period for candidates to come forward and for the point-person and the Reunions committee to decide on and designate the class leaders.

b. Some entity (Reed's APR or an alumna/us) must be found to provide a mail merge service where the composed email is distributed to the specially sorted list of alumni. The service will need to configure an email account where the sender's name is the point-person (e.g. "Jane Doe 'XX, on behalf of Reed's Alumni Board") and the reply-to address is the point-person's email (e.g. janedoe20XX@gmail.com).

i. Most people do not have Internet service from their ISP that will allow them to rapidly send out the more than 2,000 emails that will be distributed, so the distribution will need to be performed by Reed, by a third-party email service, or by an alumna/us who can provide these resources. (Richard Roher '79 has provided these services through his public relations firm over the last two years.)

c. We would suggest the best time to distribute the email is late morning on a weekend, since receiving email at this time reinforces the perception that the communication is personal and coming from an individual.

5. Evaluating and Selecting Class Leaders

a. It should be expected that enough replies will be received from each reunion class to provide a sufficient field of class leader candidates. If not, a modified 2nd-request email can be distributed to the class(es) with an insufficient response rate.

b. The point person can expect some immediate replies to the class mailings. There are those folks who are on email at the time and provide both positive and negative responses straight away. More typically, individuals respond over the course of a couple of days of receiving the invitation. On the other hand, some individuals will not reply for a week or longer. These are generally more neutral declinations (individuals who feel the invitation is worth responding to, but who are not interested in the class leader position for various reasons). Regardless of when the reply comes, it is recommended that the point person respond within a relatively short period of time (within the same day), in order to answer questions and ensure the alumni feels that the interaction is personal. The goal of this "personal dialogue" is two-fold: (1) to provide sufficient information to the alumni about the position of class leader for him/her to make an informed decision about accepting the position and (2) to help the point person learn enough about the class leader to make an informed decision on whether or not the individual is a good fit for the position.

c. The point-person should be prepared for a certain level of interchange, with varying levels of alumni self-disclosure:

i. Many alumni, especially those from earlier cohorts, will be interested in sharing old Reunions and Renn Fayre stories. These interactions are fun and relatively painless.

ii. Some alumni will disclose that they are not able to serve as a class leader due to varying family/personal obligations, hardships, illnesses, etc. The point-person should respond with the appropriate level of sympathy and encourage the alumna/us to attend Reunions if they can, but that of course we understand their inability to take on a leadership role.

III. Some alumni will self disclose their own person struggles (e.g., depression, unemployment, etc.) and, at least appear, to be thankful for the personal outreach. Although these individuals are not likely well-suited for a class leader role, it is important for the class leader to engage in a least a small amount of back and forth with the alumna/us to maintain a positive connection with the Reed community.

Some alumni will not be happy to have been contacted. They will respond in an overly reactive and negative way. It is important for the point-person to not take this personally and instead to respond in a professional and direct way (e.g., "I am really sorry to have contacted you. I will remove your name from all future communications about Class Leaders. Best of luck in your future endeavors."). Some of these individuals will ask that their name be removed from all further Reed contacts. In these cases the point person can indicate that this request will be passed onto alumni relations (and this should be done), but because the alumni board is separate from other offices at Reed, that it might be possible that they will be contacted in the future by another office.

Many alumni will want to know how their names were selected. A standard answer is that their name was provided by Alumni Relations as someone from the milestone class who might be interested in reaching out to others in their cohort to plan their reunion.

VI. Some, but not many, alumni will request a phone call to have the interchange verbally.

Because of the volume of interactions that occur during this selection process, it is highly recommended that the point-person create a spreadsheet for organizing responses and eventual selection of candidates.

Selecting the most appropriate candidate for each Class Leader position is a balance between who expresses interest in the position, the timing of their response, and the point-person's perceptions of the fit of the candidate and the position. Although a range of personalities are fitting for the Class Leader position, a few key considerations should be made:

Will they be able to attend Reunions? Can they attend Leadership Summit?

VII. The point person should also check with APR to get a list of alumni who were class leaders for the last reunion five years ago and modify their emails to see if they are again interested in being a class leader.

II. Do they express interest in connecting with former classmates? Do they suggest others specifically that they plan on recruiting to help in their planning efforts? Do they seem enthusiastic about their milestone reunion?

Do they appear to have the time to commit to the Class Leader position? Their primary role is to recruit classmates to attend Reunions, the Class Leader also may arrange for any special class meeting points during Reunions, which some classes chose to do.

Multiple Volunteers

There are often multiple individuals who express interest in the Class Leader position. One of the lessons learned, is that there is no harm in having several people in cochair positions. For unexpected reasons, volunteers sometimes have to withdraw themselves from the Class Leader position. Having someone who has been engaged in the process the entire time is helpful.

II. Because APR will only pay for one Class Leader per class to travel to the Leadership Summit, it is optimal to have “back-up” co-chairs in the local Portland area. This way, if both (or all 3) volunteers remain involved, they can attend the Leadership Summit.

III. In some cases, groups of individuals come together to volunteer for their class (e.g., three friends who know they all received the letter and who are interested in the position if they can do it together). These groups tend to be energized about the event, and mention ideas they have already had about how they would like to participate in their milestone reunion year. In these cases, the group is told that they can form a class committee, but because of budget travel restrictions, only one person will be reimbursed for Leadership Summit. They are encouraged to choose a committee chair to represent them at the Leadership Summit.

6. Post-Class Leader Selection

a. Once the class leaders have been selected, a group email is sent out welcoming all of the leaders to the Reunions Class Committee. They are provided with a time-line of events and responsibilities. They are invited to a Class Leader breakfast at the upcoming Reunions (i.e., occurring the summer prior to their milestone year) to a) encourage their attendance at Reunions and b) engage them early in the process of serving on the Reunions Class Committee.

b. Periodic emails are sent out to the group by the point person to remind them of upcoming markers in the recruitment process, to provide them ideas of how to recruit their classmates to attend, and in general to keep the Class Leaders engaged in the process.

**Reed College Alumni Board
Strategic Plan
2012-2022**

April 2012

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Introduction

The Alumni Association makes its best contributions when it conceives, nurtures, and implements programs that effectively engage alumni in programs that fully support the goals of the college. In 2009, as preparations for the Reed Centennial and the Reed Oral History Project (ROHP) were winding down, the Alumni Board charged an *ad hoc* committee with the task of creating a 10-year strategic plan. The plan was intended to identify new projects that would achieve results of a magnitude similar to that of the highly successful ROHP and to examine the Alumni Board's structure and governance with an eye toward making it more effective.

By the beginning of 2011, the *ad hoc* committee had identified what is now called Life Beyond Reed (LBR) as a project worthy of broad alumni support. However, the process of aligning an alumni-initiated project with the goals of the college takes time and effort. Both the ROHP and a previous initiative, Alumni Fundraising for Reed (AFR), required extensive leadership and cooperation with the college before long-term success was assured.

This plan attempts to capture what has been learned about building support for major initiatives such as the ROHP, AFR, and LBR, particularly the need for Alumni Board members to have a better understanding of the college's structures and processes for garnering support for and implementing such initiatives. Based on feedback from current and former Alumni Board members, the plan identifies ways in which the board's governance structure can more effectively and efficiently engage its members, and also suggests areas in which the board can connect alumni with the college and the college with alumni.

The goals identified in the plan have been organized into three major areas: governance, outreach, and connections with Reed College. This was done deliberately to align the plan with the work of Alumni Board committees, as is encouraged by best practices in board governance. Some goals are very specific and can be accomplished relatively quickly, while others will require the sort of generative thinking that gave rise to the LBR initiative.

Inasmuch as the primary work of the Alumni Board is accomplished through its committees, this plan is intended to serve as a blueprint for the committees' yearly planning. The plan's overarching goal is to align the Alumni Board's structure and focus and, in turn, to give rise to opportunities to generate ideas for new initiatives that will achieve the same levels of success that have been achieved with previous Alumni Board initiatives.

A Brief History of the Reed College Alumni Association

ARTICLE I – NAME

This Association shall be called the Alumni Association of Reed College.

ARTICLE II – OBJECT

The object of this Association shall be to advance the interests and ideals of Reed College, to maintain the spirit of fellowship among its graduates, and to promote the welfare of the community by encouraging an active interest in civic affairs.

ARTICLE X

This constitution shall become effective upon its adoption by the Class of 1915.

Thus began an association of Reed College alumni that in 2015 will itself become one hundred years old. Over the course of the past ninety seven years, both the Constitution and the Bylaws have changed. One of the first changes was the addition of a stated purpose in helping the college raise money. This occurred in 1919, and it remained a part of the Alumni Association's explicit functions until March 31, 1989, when the amended constitution left out any explicit fundraising function. The organization started charging dues from the outset. The \$1 per alumnus (quickly raised to \$1.50) fee covered the administrative costs of the association, which was vital since there was no college administrative support.

As the college and the independent Alumni Association grew, many other changes occurred. The addition of the alumni trustee position occurred in 1950. National representation on the board of management became a reality in the mid 1960s. It appears that formal recognition of chapters did not occur until the late 1970s. The Alumni Association was officially independent of the college until it was administratively dissolved in the early 2000s and organized under Alumni and Parent Relations.

Today's Alumni Board: An Overview

According to the Constitution of the Reed College Alumni Association:

"The Reed College Alumni Association exists to foster the continuing welfare of both the college and its alumni by promoting mutually beneficial interaction and a sense of community among alumni and between the college and its alumni." (Article II – Purpose)

Article IV of the Constitution establishes a Board of Directors whose purpose is to "govern and direct the business of the Alumni Association." To that end, the Board of Directors, hereinafter referred to as the "Alumni Board," is charged with encouraging the organization of and recognizing local chapters and, through its committees, working with college officials to suggest and sponsor additional alumni-focused activities and promote alumni achievements. The Alumni Board works closely with Reed's Office of Alumni and Parent Relations, which reports to the Vice President for College Relations (see Appendix A or visit <http://www.reed.edu/ir/orgchart.html>).

Alumni Board committees that currently exist are:

- Executive Committee

- Nominating Committee
- Outreach Committee
- Reunions Steering Committee
- Strategic Planning Committee (*ad hoc*)

The Outreach and *ad hoc* committees are not specifically mentioned in the Constitution or in the Bylaws. In the past several years, the Alumni Board recognized two committees – the Reed Oral History Project and Alumni Fundraising for Reed – that report to offices other than Alumni and Parent Relations. A similar committee, Life Beyond Reed, is in the process of being created.

Ties between the Alumni Board and chapters are preserved by the requirement that “one representative of each recognized chapter” shall serve on the Board of Directors (Article IV, Section 1, paragraph c).

Each year, the Nominating Committee selects five new at-large members of the Alumni Board who will serve three-year terms. Each chapter selects a representative using its own process. Although chapter representatives do not have explicit term limits, in practice their length of service on the Alumni Board is usually similar to at-large members.

Total Alumni Board membership is about 25. While the Alumni Board as a whole makes decisions and sets direction, much of the actual work of the Alumni Board is done in committees or by chapters. Thus, much of the Alumni Board meeting time is spent on committee and chapter reports.

Alumni Board members are encouraged to become informed about, comment on, and provide guidance to various committees and chapters. They should also be able to explain goals and objectives of the Alumni Board to other alumni and help other alumni find ways to participate in supporting the college.

Context for Planning

According to a draft document titled Three-Year Plan for 2009-2012 (draft date: September 17, 2009), the Alumni Board adopted its first long-range plan in May 1995. The plan was reviewed in 1998, and the board published a new plan for 2000 – 2005. In 2003, Reed’s Director of Alumni and Parent Relations authored a document intended to serve as a 10-year plan culminating in the college’s centennial celebration in 2011.

In the years between 1999 and 2009, much of the Alumni Board’s focus was on the centennial celebration. In 2009, recognizing that this important work would soon be winding down and would therefore create opportunities for a new focus, the Alumni Board began working on a plan for 2012 – 2022. This plan has been informed by a June 2009 survey of chapter members (see Appendix B), an August 2009 survey of randomly selected alumni (see Appendix C), the Alumni Association’s draft Three Year Plan for 2009 – 2012, which was neither finalized nor formally approved (see Appendix D), and a survey of centennial participants (see Appendix E).

Alumni Board Strengths

The *ad hoc* committee charged with creating this plan began its work by describing those characteristics of the Alumni Board that serve it, Reed’s alumni, and Reed College well. Some of the strengths listed below were identified by alumni through survey mechanisms, while others were identified by current members of the Alumni Board. For the most part, the strengths affirm the board’s purpose of connecting alumni with each other and with the

college, as well as its aspirations to reach out to and support the newest members of the college community: current students and recent graduates.

Identified strengths include the following:

- According to a June 2009 survey, alumni who participate in chapter activities find value in socializing with other alumni and participating in intellectual and cultural activities and discussions.
- According to an August 2009 survey, Reed graduates are very satisfied with their student experiences at Reed and have positive feelings about their *alma mater*.
- There is a strong desire among Alumni Board members to provide current students and recent graduates with career and internship opportunities, to help more established alumni who may be changing jobs or careers, to assist in making connections between Reed alumni and employers looking for smart people to hire, and/or to serve as mentors.
- The college provides the Alumni Board with strong support from the Office of Alumni and Parent Relations. That office maintains an online directory of alumni, arranges meeting space for alumni events both on campus and in chapter cities, and provides contact with alumni through surface mail, email, and Web-based resources. The Director of Alumni and Parent Relations serves as an *ex-officio* member of the Alumni Board and its Executive Committee. The Director is a key channel of communication between the Alumni Board and the college.

Alumni Board Challenges

While it is affirming to recognize one's strengths, it is equally important to recognize where improvements are needed. The items listed below represent areas in which Alumni Board members felt that the board was either not adequately fulfilling its mission or not reaching its full potential. "Weaknesses" were translated into challenges, which in turn can be thought of as opportunities to explore creative and energetic pathways to further strengthen the organization.

Identified challenges include:

- Providing clear roles for the Alumni Board and Alumni Association
- Engaging Alumni Board members in activities that are personally rewarding, that benefit the college, and that make effective use of board and staff members' time
- Garnering administrative support for Alumni Board initiatives, especially given limited resources
- Engaging alumni who have diverse interests and are geographically dispersed in activities that strengthen connections with the college and each other and support their intellectual journeys
- Assuring prospective Alumni Board members and alumni who are reluctant to get involved for fear that they will be asked for money or asked to ask others for money
- Demonstrating and communicating the relevance of the Alumni Association to both the college and its alumni, particularly young alumni and current students
- Balancing the need for "new blood" on the Alumni Board and chapter steering committees with the benefits of continuity
- Improving the effectiveness of social media and other online tools to engage and connect alumni
- Clarifying the relationship between major committees of the Alumni Board and committees that fall outside the purview of the Office of Alumni and Parent Affairs by articulating them in the Bylaws (The relationship between Alumni Fundraising for

Reed (AFR) and the Alumni Board is articulated in the AFR charter, for example, but there is no reciprocal mention in the Alumni Board Bylaws.)

Alumni Board Opportunities

While challenges can be a concern, they suggest opportunities for growth and improvement, such as:

- Room for greater engagement with both alumni and current students, particularly through the use of social media and other online tools
- Untapped potential for Alumni Board members to serve the college and members of the Alumni Association
- “Free time” created by the conclusion of the Alumni Board’s work on the centennial celebration

Vision Statement

The Reed College Alumni Board aspires to strengthen the connections between Reed alumni and their *alma mater*; provide robust and diverse opportunities for alumni to engage with each other as well as with current students, faculty, and staff; provide leadership development opportunities in areas such as governance, strategic planning, and fundraising; and encourage and support efforts to develop new and creative ways to engage alumni in the life of the college.

Goals

The following goals take into consideration the strengths, challenges, and opportunities listed above to suggest courses of action designed to strengthen the Alumni Board’s ability to function within its mission and to achieve its vision. As noted in the Introduction to this plan, board committees are encouraged to take responsibility for incorporating the goals in their yearly planning processes and assess their effectiveness in the context of bringing the goals to fruition.

Governance and Board Development

Goals in this section are designed to make effective use of Alumni Board members’ time on the board in ways that benefit both the college and the Alumni Association. In particular, these goals are intended to ensure that new Alumni Board members are quickly and thoroughly oriented with regard to their duties and opportunities on the board, that board meetings provide ample time for thoughtful discussions and creative thinking, and that there is a balance between bringing in new board members with fresh perspectives and maintaining connections with experienced board members whose terms have ended.

Goals Relating to Structure:

- Implement formal annual planning structures for board committees to address challenges and goals outlined in this plan.
- Formally establish “major” committees of the Alumni Board by including their charges in the Bylaws.
- Encourage major committees to form subcommittees to work on specific activities, such as Chapters, Special Events, Virtual Communities, etc.
- Revise the board meeting structure through such mechanisms as consent agendas to limit reporting out and increase opportunities for meaningful discussion.
- Continue to review the Constitution, Bylaws, and board functioning to ensure conformance with best practices.

Goals Relating to Board Development:

- Charge the Nominating Committee with identifying, vetting, and cultivating prospective board members, working with college administrators to identify volunteer opportunities for board members, and implementing the goals listed in this section. A roster of prospective candidates should be passed from each year's Nominating Committee to its successor.
- Establish informal criteria for board membership, including giving and leadership potential, diversity, skill sets, etc.
- Provide opportunities for volunteers to serve on subcommittees, in part as a means of cultivating prospective members.
- Design and implement a comprehensive orientation and mentoring program for new board members, familiarizing them with expectations, the various ways they can serve the board and the college, and Reed College's structure and processes. Begin the orientation process as soon as new board members are elected. Ensure that the Alumni Board handbook includes Web-based and other resources.
- Provide skill-building opportunities for board members who are interested in fundraising, student recruitment, event planning, social networking, etc.
- Establish ongoing communications activities that utilize email, secure Web pages, and social media to provide:
 - Upcoming meeting dates
 - Meeting minutes
 - The Reed College Alumni Association Constitution and Bylaws
 - Updates from the Director of Alumni and Parent Relations, committee chairs, and chapter representatives
 - A directory of Alumni Board members, including email addresses
 - Ongoing news of the college
 - Links to other Reed College Web pages as appropriate
- Provide opportunities for board members to evaluate their experiences with and the effectiveness of the Alumni Board, including meeting evaluations, exit interviews, and periodic in-depth assessments.
- Recognize out-going Alumni Board members and identify ways to keep former board members connected with the continuing work of the board (such as serving on subcommittees).

Alumni Outreach

Recognizing that there are many ways to support one's *alma mater*, goals in this section are designed to make use of a wide variety of strategies to engage alumni in life of the college and to strengthen their bonds with fellow Reed graduates. In particular, these goals are intended to encourage alumni to learn about college initiatives, explore ways they can help each other as well as current students, and continue the intellectual pursuit of knowledge that defines the Reed experience. While a desire to support the college financially may be one happy outcome, other valuable outcomes include identifying and educating alumni who are willing to serve as ambassadors for the college in talking with prospective students and funding sources, creating a cadre of volunteers, and establishing lifelong loyalty to the institution.

Goals:

- Assist the college in increasing attendance at reunions.
- Develop outreach strategies that target segmented alumni populations, such as:
 - Recent graduates vs. people later in their careers
 - Chapter vs. non-chapter cities

- Alumni who have attended one or more reunions vs. those who have never attended a reunion or who haven't attended in more than 10 years
- Cultivate “communities of interest” (career areas, hobbies, etc.) that combine face-to-face interaction at reunions or other appropriate venues (professional conferences, regional retreats, etc.) with online interaction.
- Sponsor career services, networking, and mentoring opportunities that help students, recent graduates, and alumni who looking to change jobs or careers.
- Recruit volunteers to expand the use of social media to connect alumni.
- Communicate opportunities for volunteerism.
- Research and recommend ways to expand IRIS functionality.
- Create a branding campaign that heightens awareness of the Alumni Board and Alumni Association among alumni.
- Analyze the Reed Web site’s ease of use and effectiveness in communicating with alumni.
- Review the Alumni Board Web site for accuracy and consistency.

Connections with Reed College

Goals in this section focus specifically on opportunities for Alumni Board members to take a leadership role in championing new initiatives and more generally on opportunities for alumni to serve the college as volunteers. In particular, these goals are intended to familiarize Alumni Board members with Reed’s challenges and needs, encourage creative thinking in developing initiatives that address those challenges and needs, and strengthen working relationships between the Alumni Board and the college’s administration.

Goals:

- Incubate and develop alumni initiatives that support college goals:
 - Establish Alumni Board subcommittees to clarify and focus each initiative.
 - As appropriate, develop charters in collaboration with the college’s administration to govern new committees that will advance the initiatives.
 - Work with college administrators to communicate the successes of such initiatives to the college community.
- Invite college staff to meet with the Alumni Board and other alumni, describe their programs, and identify areas where alumni support could be useful.
- Provide opportunities for Alumni Board members to use the time they spend on campus in part to establish and strengthen personal contacts with faculty, staff, and current students.
- Provide opportunities for alumni to mentor or hire students as interns.
- Identify additional opportunities for interaction with students.
- Create a branding campaign that establishes the Alumni Board and Alumni Association as valuable resources for students from the time they arrive at Reed and continuing throughout their lives.

Reed College Trustees

Legal authority for the operation of the college, under the charter granted by the State of Oregon, rests with the board of trustees. A charter and bylaws (Bylaws of the Reed Institute) provide for a minimum of 30 and a maximum of 50 trustees, of whom one is the president of the college. Four are selected by the alumni association, one annually, each for a term of four years. The other trustees are elected by the board, with a nominating committee ordinarily presenting names for consideration; such trustees serve for a term that is normally five years, but these terms are renewable.

In practice, it is generally recognized as a chief responsibility of the board of trustees to select the president of the college. This task is undertaken by a search committee appointed by the chair of the board and consists of both trustees and members of the faculty. The board also approves faculty appointments, which are recommended by the president and approved by an academic affairs committee of the board. Other specific and important responsibilities of the board include approval of the college budget, including the general salary schedules; management of investment and other financial and property considerations, with the assistance of an investment counsel; approval of new buildings and general planning and upkeep of the campus; and assistance in fund raising. In general, the board operates through a committee structure that includes an executive committee, academic affairs committee, budget policy committee, buildings and grounds committee, development committee, investment committee, nominating committee, student life committee, and such special committees as the chair or the board shall deem necessary. In all of these matters the president and other college officers are concerned to provide leadership and assistance to the board.

Past catalogs of Trustee information: <http://web.reed.edu/catalog/index.html>

Current trustees: <http://www.reed.edu/catalog/people/trustees.html>

Alumni Trustee Bios

Suzanne B. Cassidy '65 is a Clinical Professor of Pediatrics with a specialty in Medical Genetics at University of California, San Francisco. Her practice focuses on genetic conditions with developmental delay. She has served on the boards of the American Board of Medical Genetics and the American Society of Human Genetics. Since retiring from her full-time career in 2003, Suzanne has become more active in Reed alumni activities, particularly in the Bay Area, and has increased her commitment to help Reed by volunteering with Alumni Fundraising for Reed and the Reed Campaign Committee. She currently resides in Sausalito, CA with her husband Chris Visher '65.

Jody Gittell '85 is Professor of Management at Brandeis University's Heller School for Social Policy and Management. Her research explores how coordination by front-line workers contributes to quality and efficiency outcomes in service settings. She has served as Chair of the Board for Families First Health and Support Center, as MBA Program Director at the Brandeis Heller School, and as Acting Director of the MIT Leadership Center. In addition the Reed College Board of Trustees, she serves on the boards of the Labor and Employment Relations Association and the Endowment for Health. She lives in Portsmouth, New Hampshire with her husband Ross and their daughters Rose and Grace.

John D. Bergholz '83 is the Vice President of Institutional Advancement at National Louis University in Chicago, Illinois. He has served on the Reed Alumni Board and the Chicago alumni chapter committee, and he helped create the Class of '83 Well-Endowed Scholarship. John is currently working to establish Reed as an official charity in the 2013 Portland Marathon - a project that involves students, faculty, administrators, alumni, friends and one trustee. He serves on the boards of directors for Thresholds, an organization in Chicago providing service to adults with severe mental illness, and for Lutheran Child and Family Services of Illinois Foundation. John and his wife, Katherine, are from Oak Park, Illinois; they have four children.

Marcia Yaross '73 recently retired as Vice President of Worldwide Clinical, Regulatory and Health Policy, for Biosense Webster, a Johnson & Johnson company. Marcia has served on corporate, community and non-profit management boards as well as on multiple government (FDA) advisory committees as an industry representative. Her Reed service includes being the reunion gift chair for her class in 2008, Alumni Board at-large member 2008-2010, and Outreach Committee Chair, 2010-2012. Marcia lives in Glendora, CA with her partner, Bill Bertonneau.