

December 14, 1998

To: Jane Atkinson, Dean of the College
June Jones, Associate Dean of the College
Michael Ford, Dean of Students

From: Mike Teskey, Executive Director of
Alumni and Community Relations

Re: Proposal for Alumni Association Scholarship Program

cc: Scott Staff, Vice President for College Relations

Enclosed is a proposal for the College's Alumni Association Scholarship Program. I have scheduled a meeting for tomorrow (Tuesday, December 15) from 1:30 to 2:30 p.m. in Jane's office to discuss this. It is my desire to move forward on this as the next step in improving the visibility and the role alumni play in the life of the College.

Alumni Association Scholarship Proposal

Background

In 1987, the Alumni Association initiated an affinity credit card program with US National Bank of Oregon. This card, with a handsome image of the Manor House on the front, was the first in the region. Alumni loved it. Over 3,000 alumni used it. The revenues generated from purchases using the cards went into a pool of money that was then earmarked for merit-based student scholarships (See Appendix 1).

In the initial years, students were chosen to receive the awards, and the Alumni Board had a role in the selection process. This was a very positive activity for the alumni to engage in. Alumni could help the College, and specifically students, through the use of this attractive card. It had positive PR for our alumni relations activities.

Since the card's inception, the pool of endowed funds has grown to nearly \$400,000 for CAS with the total for all three schools being over half a million dollars. For CAS this creates an annual spin-off of circa \$20,000. However, in the past years, because of turnover in the alumni office and other factors, the scholarships have not been tracked and the money has gone into the need-based pool. Alumni are not involved in the choosing of awardees, and the awards do not have any value added benefits for the College.

Current Situation

In the alumni relations area, the College is continually looking to create a more seamless transition between the admissions process, college life and life as an alumnus. An important component of this is having students aware of the role alumni play. Additionally, it is important for the College's alumni relations efforts to infuse the corps of alumni with an engaged pool of recent alumni who were the leaders and shapers of community while on campus. These people are the future alumni leaders.

The Alumni Relations office has revived a Student-Alumni Association. This student run group will identify projects that it will undertake to facilitate meaningful interaction between students and alumni. The Alumni Relations office is also working to create efficiencies between the admissions office and the alumni in critical enrollment area. In addition to the ACE program, yield events in early April are being planned as are Summer Send-off parties in early August. These are targeted at linking alumni with more incoming students and their parents. Finally, the Alumni Relations office is working with the Center for Service and Work and the professional development staff to create programs that expose students and younger alumni to job situations of interest. The goal is to reinforce our conviction that a liberal arts degree is valuable and useful in the job search and advancement process.

The Student Life staff has been engaged in an effort to frame community life on Boyer's Principles of Campus Community Life. These include:

Principle One: "Lewis & Clark is an educationally purposeful community, a place where faculty and students share academic goals and work together to strengthen teaching and learning on the campus and beyond."

Principle Two: "Lewis & Clark College is an open community, a place where freedom of expression is uncompromisingly protected and where civility is powerfully affirmed."

Principle Three: "Lewis & Clark College is a just community, a place where the sacredness of each person is honored and where diversity is aggressively pursued."

Principle Four: "Lewis & Clark College is a disciplined community, a place where individuals accept their obligations to the group and where well defined governance procedures guide behavior for the common good."

Principle Five: "Lewis & Clark College is a caring community, a place where the well being of each member is sensitively supported and where service to others is encouraged."

Principle Six: "Lewis & Clark College is a celebrative community, one in which the heritage of the College is remembered and where rituals affirming both tradition and change are widely shared."

Using these principles, the College has made tremendous strides in improving the programming and atmosphere for campus residents and all members of the campus community. It is expected that these programmatic improvements combined with physical changes will lead to important increases in student satisfaction with their co-curricular experience and to decreases in student attrition.

Proposal

Starting in the Spring of 1999, the Alumni Association in cooperation with the Dean of Students proposes focusing the funds generated through the Alumni Association affinity card into a series of renewable, merit-based scholarships that reward contributions to campus life.

This proposal is based on the following assumptions:

- The alumni association scholarship needs to get back to honoring specific individuals
- The alumni association scholarships need to be visible
- The college needs to have tangible rewards for contributions to campus life
- The alumni association needs to have mechanisms to identify future alumni leaders

This will provide an opportunity for the Alumni Association to reinforce the residential experience at the College and the fundamental principles of community building.

Additionally, it will serve to introduce students across all classes to the Alumni Association in a way which will build a positive bond.

Timeline

The process will run annually from December to April. After a committee is selected and the criteria refined, nominations and applications will be sought and reviewed with the awards presented at the annual student recognition dinner on April 14.

Financial Impact

The budgetary impact of this program is small compared to the impact of the returns. This involves removing between \$14,000 and \$20,000 from the need-based pool of aid and putting it into a merit-based pool of funds. In the overall picture, this impact amounts to a very small percentage (1% of the total financial aid budget).